

1991

**Directory of
Multicultural
Public Relations
Professionals
and
Multicultural
Public Relations
Firms**

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A Publication of the PRSA

National Multicultural Affairs Committee



ABOUT THE DIRECTORY OF MULTICULTURAL PUBLIC RELATIONS PROFESSIONALS & FIRMS

During the past several years, the Public Relations Society of America (PRSA) has received numerous requests for information about African-American, Latinos, Asians, and Native American (ALANA) public relations professionals engaged in educational, professional research, media and other areas. The *Directory of Multicultural Public Relations Professionals & Firms* represents one of many ongoing projects of the National Multicultural Affairs Committee to identify and increase the visibility of ALANA professionals working in the public relations field.

The first Directory, which included approximately 125 names, was compiled by Dr. Marilyn Kern-Foxworth, associate professor, Texas A & M, in 1983. Since then the Directory has become a priority project of the National Multicultural Affairs Committee.

The current *Directory of Multicultural Public Relations Professionals & Firms* lists more than 300 public-relations professionals from 28 states: Alabama, Alaska, Arizona, California, Colorado, Connecticut, District of Columbia, Florida, Georgia, Hawaii, Illinois, Louisiana, Maryland, Michigan, Minnesota, Missouri, Nevada, New Jersey, New Mexico, New York, North Carolina, Ohio, Pennsylvania, Tennessee, Texas, Utah, Virginia, the Virgin Islands, Washington, and Wisconsin.

It includes only those persons who have given permission to have their names published and is in no way representative of the total number of ALANA professionals in the public-relations field.

For the first time, we have included a section listing the ALANA-owned public-relations firms in the country. These firms have been chosen at random.

The *Directory of Multicultural Public Relations Professionals & Firms* will definitely be one you will use over and over again – as a resource guide, a networking tool or as a reference list for employers.

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HOW TO USE THE DIRECTORY

The Directory is organized alphabetically by state. The names within each state are arranged in alphabetical order. An (*) following the name indicates the individual is a member of the PRSA, (**) indicates the individual is a member of the National Multicultural Affairs Committee. The APR appearing after some names indicates the individual has been accredited in public relations through the PRSA's Accreditation program.

REQUIREMENTS FOR DIRECTORY LISTING

There is no requirement that individuals listed be members of the PRSA, and additional names are welcome for future editions (see forms in the back). The deadline for submission of new names is August 1 of the year of publication.

HOW TO ORDER ADDITIONAL COPIES

Additional copies are available for \$10.00 (to PRSA members) and \$15.00 (to non-members). Use the order form in the back of the Directory or send a check or money order (U.S. funds only) to PRSA Headquarters, 33 Irving Place, New York, NY 10003 or call (212) 995-2230. *Please include \$3.00 for shipping and handling.*

THE PUBLIC RELATIONS SOCIETY OF AMERICA'S MULTICULTURAL AFFAIRS COMMITTEE

The National Multicultural Affairs Committee was established in 1980 as a task force and became a standing committee in 1984.

The committee's charter members include: Dr. Marilyn Kern-Foxworth (Texas A & M), Denise Gray (AT&T), Julius Dickens (Sears Governmental Affairs), Debra A. Miller (Florida), and Ken Carter (FOCUS Communications Group).

PRSA's Multicultural Affairs Committee is composed of 25 public-relations practitioners from throughout the country. The committee's goals include: the attraction of African-Americans, Latins, Asians, and Native Americans (ALANA) members to the public-relations profession and to PRSA; the establishment of a climate conducive to multicultural advancement within the profession and to PRSA; and the development of programs to assist the public-relations profession in communicating more effectively with ethnically-diverse audiences.

In recent years, among other activities, the Committee has created the PRSA Multicultural Scholarship Fund, established a national awards program to recognize excellence in multicultural communications, and has printed a national directory of African-American, Latino, Asian, and Native American (ALANA) public-relations practitioners.

PUBLIC RELATIONS SOCIETY OF AMERICA NATIONAL MULTICULTURAL AFFAIRS COMMITTEE - 1991

● A. Bruce Crawley, APR (Chairman)
President
Crawley, Haskins & Rodgers
Public Relations
The Bourse, Suite 900
Independence Mall East
Philadelphia, PA 19106
(215) 922-7184

Ines Calderon
Director
Latin Division
Maziner & Franklin, Inc.
615 Northeast 3rd Avenue
Ft. Lauderdale, FL 33304-2617
(305) 761-8888

● Ken Carter, APR
President
FOCUS Communications Group
350 N. Saint Paul, #1500-A 1675 Sharon
One Dallas Centre
Dallas, TX 75201
(214) 954-0999 954-0286

● Raymond Durazo, APR
President
Durazo Communications
5700 willshire Boulevard
Suite 475
Los Angeles, CA 90036
(213) 930-2882

● Dr. Marilyn Kern-Foxworth, APR
Associate Professor
Texas A & M University
230 Reed McDonald
College Station, TX 77843-4111
(409) 845-4676

● Lori George
Account Executive
Porter/Novelli
1001 - 30th Street, N.W.
Washington, DC 20007
(202) 342-7082

● Helen J. Goss, APR
Public Information Officer
City of West Hollywood
8611 Santa Monica Boulevard
West Hollywood, CA 90069
(213) 854-7461

● Denise A. Gray, APR
Division Manager, Public Relations
AT&T
295 North Maple Road
Room 2344-G2
Basking Ridge, NJ 07920
(908) 221-8553

● Diane Miller-Hatcher
Communications Manager
Philadelphia Convention & Visitors Bureau
1515 Market Street
Philadelphia, PA 19102
(215) 636-3316

Francis McDonald
City of Norfolk
800 City Hall Building
Norfolk, VA 23510
(804) 441-5145

Elba McIntosh
Department Public Information Specialist
Government of the Virgin Islands
Department of Planning & Natural Resources
Nisky Center, Suite 231
St. Thomas, US VI 00802
(809) 774-3320

● Debra A. Miller, APR
Assistant Dean
Florida International University
School of Journalism/Mass Communications
North Miami, FL 33181
(305) 940-5629

Fax (305) 956-5203

- Roberta Wong Murray, APR
Wong & Murray
1535-A Olympic Boulevard
Walnut Creek, CA 94596
Walnut Creek, CA
(415) 932-6050

- Donald A. Perry
Manager
Public Relations & Publicity
Chick-Fil-A, Inc.
5200 Buffington Road
Atlanta, GA 30349-2945
(404) 765-8038

Henry Quintana, Jr.
Supervisor
Corporate Communications
El Paso Electric Company
P.O. Box 982
El Paso, TX 79960
(915) 543-5824

- Kenneth F. Seeney
Assistant for Planning & Public Affairs
EIERA
P.O. Box 744
Jefferson City, MO 65102
(314) 751-4919

- Harold V. Suggs
Special Services Representatives
Port Authority of NY & NJ
One World Trade Center - 43E
New York, nY 10048
(212) 435-3440

- Mary Jackson Wesley
Public Information Specialist
Colorado Student Loan Program
999 - 18th Street
Suite 425
Denver, CO 80202
(303) 294-5050, ext. 322

Carol Lynn Patterson
Associate Director
PR & Events Management
The Mingo Plus Group
228 E. 45th Street, Second Floor
New York, NY 10017
(212) 697-4515

Cheryl I. Procter, APR
President
A Step Ahead Public Relations
3727 W. Sixth Street, #412
Los Angeles, CA 90020
(213) 288-5339

- Camille M. Rucker, APR
Community Relations Director
WSM Radio
2644 McGavoc Pike
Nashville, TN 37214
(615) 871-6728

- Norma F. Stanley
President
NFS Creative Services
4427 Wellington Terrace
Decatur, GA 30035
(404) 593-2279

- Rochelle L. Tillery, PRSSA
Howard University
1230 - 13th Street, N.W., #911
Washington, DC 20005
(202) 789-8153

BOARD LIAISON

Luis W. Morales

Director

Marketing & Commiunicaitons

Robert Morris Associates

1650 Market Street

Suite 2300

Philadelphia, PA 19103-3469

(215) 851-9100

SPECIAL ADVISOR

Ruby A. Miller, APR

State Farm Insurance Company

Oak Ridge, TN 37830

(615) 483-5663

STAFF LIAISON

Ellen Gerber

Director

Professional Services

PRSA Communications

33 Irving Place

New York, NY 10003

(212) 995-2230

● Roberta Wong Murray, APR
Wong & Murray
1535-A Olympic Boulevard
Walnut Creek, CA 94596
Walnut Creek, CA
(415) 932-6050

● Donald A. Perry
Manager
Public Relations & Publicity
Chick-Fil-A, Inc.
5200 Buffington Road
Atlanta, GA 30349-2945
(404) 765-8038

Henry Quintana, Jr.
Supervisor
Corporate Communications
El Paso Electric Company
P.O. Box 982
El Paso, TX 79960
(915) 543-5824

● Kenneth F. Seeney
Assistant for Planning & Public Affairs
EIERA
P.O. Box 744
Jefferson City, MO 65102
(314) 751-4919

● Harold V. Suggs
Special Services Representatives
Port Authority of NY & NJ
One World Trade Center - 43E
New York, NY 10048
(212) 435-3440

● Mary Jackson Wesley
Public Information Specialist
Colorado Student Loan Program
999 - 18th Street
Suite 425
Denver, CO 80202
(303) 294-5050, ext. 322

Carol Lynn Patterson
Associate Director
PR & Events Management
The Mingo Plus Group
228 E. 45th Street, Second Floor
New York, NY 10017
(212) 697-4515

Cheryl I. Procter, APR
President
A Step Ahead Public Relations
3727 W. Sixth Street, #412
Los Angeles, CA 90020
(213) 288-5339

● Camille M. Rucker, APR
Community Relations Director
WSM Radio
2644 McGavoc Pike
Nashville, TN 37214
(615) 871-6728

● Norma F. Stanley
President
NFS Creative Services
4427 Wellington Terrace
Decatur, GA 30035
(404) 593-2279

● Rochelle L. Tillery, PRSSA
Howard University
1230 - 13th Street, N.W., #911
Washington, DC 20005
(202) 789-8153

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Luis W. Morales

Director

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1650 Market Street

Suite 2300

Philadelphia, PA 19103-3469

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Director

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33 Irving Place

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State Farm Insurance Company

Oak Ridge, TN 37830

(615) 483-5663

- Roberta Wong Murray, APR
Wong & Murray
1535-A Olympic Boulevard
Walnut Creek, CA 94596
Walnut Creek, CA
(415) 932-6050

- Donald A. Perry
Manager
Public Relations & Publicity
Chick-Fil-A, Inc.
5200 Buffington Road
Atlanta, GA 30349-2945
(404) 765-8038

Henry Quintana, Jr.
Supervisor
Corporate Communications
El Paso Electric Company
P.O. Box 982
El Paso, TX 79960
(915) 543-5824

- Kenneth F. Seeney
Assistant for Planning & Public Affairs
EIERA
P.O. Box 744
Jefferson City, MO 65102
(314) 751-4919

- Harold V. Suggs
Special Services Representatives
Port Authority of NY & NJ
One World Trade Center - 43E
New York, NY 10048
(212) 435-3440

- Mary Jackson Wesley
Public Information Specialist
Colorado Student Loan Program
999 - 18th Street
Suite 425
Denver, CO 80202
(303) 294-5050, ext. 322

Carol Lynn Patterson
Associate Director
PR & Events Management
The Mingo Plus Group
228 E. 45th Street, Second Floor
New York, NY 10017
(212) 697-4515

Cheryl I. Procter, APR
President
A Step Ahead Public Relations
3727 W. Sixth Street, #412
Los Angeles, CA 90020
(213) 288-5339

- Camille M. Rucker, APR
Community Relations Director
WSM Radio
2644 McGavoc Pike
Nashville, TN 37214
(615) 871-6728

- Norma F. Stanley
President
NFS Creative Services
4427 Wellington Terrace
Decatur, GA 30035
(404) 593-2279

- Rochelle L. Tillery, PRSSA
Howard University
1230 - 13th Street, N.W., #911
Washington, DC 20005
(202) 789-8153

BOARD LIAISON

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Director

Marketing & Commiunicaitons

Robert Morris Associates

1650 Market Street

Suite 2300

Philadelphia, PA 19103-3469

(215) 851-9100

STAFF LIAISON

Ellen Gerber

Director

Professional Services

PRSA Communications

33 Irving Place

New York, NY 10003

(212) 995-2230

SPECIAL ADVISOR

Ruby A. Miller, APR

State Farm Insurance Company

Oak Ridge, TN 37830

(615) 483-5663

NATIONAL MULTICULTURAL AFFAIRS COMMITTEE

1991 SUBCOMMITTEES

Directory of Multicultural Public Relations Professionals & Firms

A compilation of African-American, Latino, Asian and Native American public-relations professionals and public relations firms.

Mary Wesley - Chair
Harold Suggs

Scholarship Program

Developed a PRSA/National Minority Affairs Committee Scholarship with an endowment goal of \$50,000. Two winners are selected annually and announced at the PRSA National Conference. Seeks industry sponsorship.

Kenneth Seeney - Chair

Helen Goss
Denise Gray

Internship Program

Developed a program to identify ALANA students for placement with public-relations firms and on corporate public relations staffs.

Carol L. Patterson - Chair
Francis McDonald
Rochelle Tillery

Management Training

Developed a program to work with industry to identify and train qualified multicultural public-relations professionals for management placement in public-relations firms and in corporations.

Debra Miller - Chair
Lori George
Cheryl Procter

Chapter Liaison

A program designed to encourage the recruitment and active participation of a culturally-diverse membership in PRSA chapters nationwide.

Cheryl Procter - Chair
Rochelle Tillery
Mary Jackson Wesley

Publications Marketing

Works with PRSA National Headquarters to market NMAC publications to the PRSA membership-at-large and the general public.

Camille Rucker - Chair
Diane Hatcher
Elba McIntosh
Mary Jackson Wesley

Job Bank

Collects and categorizes professional public-relations resumes for job seekers across the country.

Marilyn Kern-Foxworth - Chair
Kenneth Seeney

Newsletter

Produces and distributes the NMAC quarterly newsletter, "MINORITY UPDATE" and seeks sponsorship for production costs.

Norma Stanley - Chair
Donald Perry
Mary Jackson Wesley

Research

Develops and maintains information relative to culturally-diverse practitioners in the public-relations profession and within PRSA.

Camille Rucker - Chair
Mary Jackson Wesley

Editorial

Responsible for developing and publishing feature articles highlighting issues relative to culturally-diverse publics and practitioners.

Marilyn Kern-Foxworth - Chair
Ray Durazo

Public Policy

Recommends public policy issues for review and involvement by NMAC members.

Helen Goss - Chair

1991 National Conference Reception

Works with PRSA National Conference Committee to implement plans for the NMAC Reception during the annual national conference.

Mary Wesley - Chair

Excellence in Multicultural Communication Awards

Provides administration and program development for the NMAC annual awards program.

Lori George - Chair

Mary Jackson Wesley

APR Development

Encourages greater participation by multicultural practitioners in the PRSA accreditation program.

Frances McDonald - Chair

Debra Miller

Student Liaison

Acts as liaison between the National Multicultural Affairs Committee and the PRSA members. Implements a special student-managed project with the guidance of NMAC members.

Rochelle Tillery

Arizona Task Force Members

Several members of the National Multicultural Affairs Committee served as members of the Society's Arizona Task Force, assisting in the effort by Arizona residents to encourage the passage of a Martin Luther King Holiday bill in the state.

ALABAMA

• JESSE J. LEWIS, JR.
President/CEO
Jesse J. Lewis & Associates Advertising, Inc.
3800 Colonnade Parkway
Suite 475
Birmingham, AL 35243
(205) 967-7292

ARIZONA

• SHIRLEY MONTOKA GALLEKOS, APR*
Manager-Market Communications
U S WEST
5090 N. 40th Street, Room 300
Phoenix, AZ 85018
(602) 351-5353

ARKANSAS

ROSS V. SOBOLEFF
Director, Corporate Communications
Sealaska Corporation
One Sealaska Plaza, #400
Juneau, AK 99801-1276
(907) 586-1512

CALIFORNIA

DAVID BARRON
Southern California Edison
P.O. Box 800
2244 Walnut Grove Ave.
Rosemead, CA 91770
(818) 302-7951

JUDY BELK
Manager, Public Affairs
Mervyn's Stores
25001 Industrial Blvd.
Hayward, CA 94545
(415) 786-4778

KENNETH W. BENTLEY
Manager, Community Relations
Carnation Company
5045 Wilshire Blvd.
Los Angeles, CA 90036
(213) 932-6894

RON CARTER
West Coast Publicist
Polygram Records
3800 Alameda Ave., #1500
Burbank, CA 91505
(818) 995-5235

MARICELA CUEVA-QUIROZ
Communications Coordinator
MALDEF
634 S. Spring Street, 12th Floor
Los Angeles, CA 90014
(213) 629-2512

LURA DANIELS-BALL
Field Manager
Adolph Coors Company
#10900 East 183rd St., #390
Cerritos, CA 90701
(213) 402-0345

RAYMOND DURAZO, APR**
President
Durazo Communications
5700 Wilshire Boulevard
Suite #475
Los Angeles, CA 90036
(213) 930-2882

JOAN A. FRIERSON
Contributions Manager
AT&T
201 3rd Street #920
San Francisco, CA 94103
(415) 978-2234

DAVID M. GARCIA
Vice President
Corporate Communications
Security Pacific Corporation
333 South Hope St. H9-70
Los Angeles, CA 90071
(213) 345-5030

BERTHA M. GAFFNEY GORMAN
Director, Public Issues
Lockhead Corporation
4500 Park Granada Blvd.
Calabasas, CA 91302
(818) 722-4482

HELEN J. GOSS, APR**
Public Information Officer
City of West Hollywood
8611 Santa Monica Blvd.
West Hollywood, CA 90069
(213) 854-7461

NAOMI GRAY
President
Naomi Gray Associates
1291 Stanyon Street
San Francisco, CA 94117
(415) 753-5159

SUSAN G. HAM
Marketing and PR Consultant
2635 Scarff St.
Los Angeles, CA 90007
(213) 746-6860

MICHAEL E. HARRIS
Public Affairs Manager
California Fair Plan Association
4201 Wilshire Blvd., #500
Los Angeles, CA 90010
(213) 939-7991

GEORGE HILL, APR*
Hill Cinema/Television Heritage
5189 Village Green
Los Angeles, CA 90016
(213) 299-1748

SANDY MATSUKAWA HU
Vice President,
Creative Supervisor
Ketchum Public Relations
55 Union Street
San Francisco, CA 94111-1217
(415) 984-6376

LEROY W. JEFFRIES
President
Jeffries & Associates, Inc.
3460 West 7th St., #1101
Los Angeles, CA 90005
(213) 388-9638

PATRICIA M. JONES
555 Pierce Street #601
Albany, CA 94706
(415) 527-3258

REGINA JONES
Regina Jones & Associates
1230 S. Van Ness Ave.
Los Angeles, CA 90019
(213) 734-6108

SERENA LEE
Assistant Account Executive
Ketchum Public Relations
55 Union Street
San Francisco, CA 94111-1217
(415) 984-6149

TIMOTHY LEONG
News Representative
Pacific Gas and Electric Company
77 Beale Street #1722
San Francisco, CA 94106
(415) 543-0956

LORI E. MILLER
Senior Account Executive
Porter/Novelli
11755 Wilshire Blvd. #1600
Los Angeles, CA 90025
(213) 444-7000

LIZZ MISHREKI, APR*
Mishreki PR
28 Spicewood
Laguna Hills, CA 92656
(714) 588-9434

ROBERTA WONG MURRAY, APR**
Chairman
Wong & Murray, Inc.
1535 A Olympic Blvd.
Walnut Creek, CA 94596
(415) 932-6050

LIL NEVILLE
Owner
Neville & Neville
2443 Moreno Drive
Los Angeles, CA 90036
(213) 661-2624

BELINDA NYKOLUK
Assistant to the President
El Centro Human Serv. Corp.
972 South Goodrich Blvd.
Los Angeles, CA 90022
(213) 725-1337

ANNETTE OLIVEIRA
Public Information Rep II
East Bay Municipal Utility District
P.O. Box 24055
Oakland, CA 94623
(415) 287-0143

JOHN ONODA
Director
Corporate Communications
Levi Strauss & Company
Levi's Plaza, P.O. Box 7215
San Francisco, CA 94120
(415) 544-6890

CHERYL PROCTER, APR**
President
A Step Ahead Public Relations
3727 West 6th Stret, Suite 307
Los Angeles, CA 90020
(213) 388-5339

MARTIN QUIROZ
Public/Community Relations Director
KVEA, Channel 52/Telemundo
1139 Grand Central Ave.
Glendale, CA 91201
(818) 502-5757

GAIL RADZEVICH
Public Relations Director
Alta Bates-Herrick Hospital
2001 Dwight Way
Berkley, CA 94704
(415) 540-4558

FERNANDO DEL RIO
Mgr., Public Communications
Southern California
Association of Governments
818 W. 7th Street, 12th Floor
Los Angeles, CA 90017

SILVIA ASTORGA SALCIDO
Public Affairs Director
KSEE
P.O. Box 24000
Fresno, CA 93779
(209) 237-2424

◊ GWENDOLYN "MAKEDA" SMITH
President
Jazzmyne Public Relations
11661 Erwin Street, #15
North Hollywood, CA 91606
(818) 762-7634

NANCY Y. SUEY, APR*
Manager, Information Services
Rockwell International Corp.
2230 East Imperial Highway
El Segundo, CA 90245

◊ PATRICIA L. TOBIN
Owner/President
Tobin & Associates Public Relations
6565 Sunset Blvd., #301
Hollywood, CA 90028
(213) 856-0827

SHARON LYNN WAMBLE
Director of Public Affairs
Kaiser Permanente
Hayward, CA 94545
(510) 784-4207

◊ PATTY WONG
Administrative Assistant
Ketchum Public Relations
55 Union Street
San Francisco, CA 94111-1217
(415) 984-6321

COLORADO

Z. SUSANNE AIKMAN
Owner/Producer
Path-of-the-Sun Images
3020 Lowell Boulevard
Denver, CO 80211-3641
(303) 477-8442

CARLOS M. ALERS
Athletics International
4013 13th Street
Greeley, CO 80634
(303) 353-3619

WILLIAM BAKER
Director
Media Relations
Blue Cross/Blue Shield of Colorado
700 Broadway
Denver, CO 80203
(303) 831-2043

DWIGHT BECK
Communications Manager
Colorado Alliance of Business
600 Grant Street, Suite 204
Denver, CO 80203
(303) 832-9791

JON BOWMAN
Director
Public Relations & Marketing
Mayor's Office of Economic Development
City & County of Denver
216 - 16th Street, Suite 1000
Denver, CO 80202
(303) 640-7050

MOSES BREWER
Assistant National Program Manager
Community Relations
Coors Brewing Company
NH420
Golden, CO 80401
(303) 277-5176

CARLEAN BRICE
Public Information Specialist
Office of Public Relations
Colorado State University
Ft. Collins, CO 80523
(303) 491-6432

EARL BROWN
Assistant National Program Manager
Community Relations
Coors Brewing Company
NH420
Golden, CO 80401
(303) 277-2299

IVAN BURWELL
National Program Manager
Community Relations
Coors Brewing Company
NH420
Golden, CO 80401
(303) 277-5032

SUSAN BURKS*
President
Media Management Group
1380 Lawrence St., #1200
Denver, CO 80204
(303) 893-8011

PHYLLIS D. JENNINGS-BYRD*
Development Counsel
Jennings-Byrd and Associates
1550 Larimer Street, Suite 128
Denver, CO 80202
(303) 333-6614

SYLVIA CORDY
President
Cordy & Company
1616-17th Street, Suite 568
Denver, CO 80202
(303) 628-5480

KIM DEVIGIL*
Media Representative
Public Service Company of Colorado
550 - 15th Street, Room 620
Denver, CO 80202
(303) 571-7726

TONY ENCINIAS*
Information and Marketing Coordinator
Latin American Research and Service Agency
899 Logan Street
Suite #400
Denver, CO 80203
(303) 839-8300

JOE FUENTES*
Media Program Manager
Corporate Communications
Coors Brewing Company
NH320
Golden, CO 80401
(303) 277-6270

DEON GILLESPIE
Director of Community
Relations
Denver Center for the
Performing Arts
4800 Hale Pkwy., #506
Denver, CO 80220
(303) 893-4000

GERALDINE GOMEZ
Community Affairs Coordinator
KCNC-TV/NBC
P.O. Box 5012
Denver, CO 80203
(303) 830-6555

DAPHNE HOLMES
Special Projects Coordinator
Denver Art Museum
1001 W. 14th Avenue Parkway
Denver, CO 80204
(303) 640-2323

MARTIN MALDONADO
Communications Specialist
The Denver Partnership
511 - 16th Street, Suite 200
Denver, CO 80202
(303) 534-6161

BEVERLY MARTINEZ
Community Affairs Director
KWGN-TV
P.O. Box 5222
Englewood, CO 80155
(303) 740-2222

DAVID MARTINEZ
Public Information Specialist
Colorado Housing & Finance Authority
1981 Blake Street
Denver, CO 80202
(303) 297-2432

TRINA MCGUIRE*
Public Relations Specialist
Hamilton-Sweeney Advertising
707 Sherman Street
Denver, CO 80203
(303) 837-0505

STEPHANIE MICHAEL-PICKETT
Director
Public Information & Services
Denver Public Schools
900 Grant Street
Denver, CO 80203
(303) 764-3414

MARLENA W. RAGIN
Client Services/Public Relations
Colorado State University
Office of Financial Aid/Student Employment
Ft. Collins, CO 80523
(303) 491-6321

LINDA RICE
Press Secretary
Governor's Press Office
State of Colorado
State Capitol Building, Room 127
Denver, CO 80202
(303) 866-4572

DAPHNE RICE
Public Relations Director
Denver Black Arts Festival
2741 Welton Street, Suite #2
Denver, CO 80205
(303) 293-2559

OLGA J. SALAZAR*
Assistant National Program Manager
Coors Brewing Company
NH-420
Golden, CO 80401
(303) 277-6269

FRANK SOLIS
President
The Solis Group
1350 - 17th Street, Suite 200
Denver, CO 80202
(303) 629-9090

SANDRA THOMPSON
Promotions
KVOD Radio
16091 W. Jewell
Denver, CO 80223
(303) 936-3428

• DONNA UCHIDA, APR*

Director
Syllables
1350 Lawrence Street, Suite 100
Denver, CO 80204
(303) 526-5538

WUANDA T. WALLS

Project Manager
Education Department
Denver Art Museum
1001 W. 14th Avenue Parkway
Denver, CO 80204
(303) 640-2323

MARY JACKSON WESLEY**

Marketing/Community Affairs Coordinator
Colorado Student Loan Program
999 - 18th Street, Suite 425
Denver, CO 80203
(303) 294-5050

RUTHANN WILLIAMS*

Manager
Civic & Education Affairs
Public Service Company of Colorado
550 - 15th Street, Room 620
Denver, CO 80202
(303) 571-7158

CONNECTICUT

DONALD DALLAS, APR*

Special Projects Coordinator
Meriden Community Action Agency
178 State St.
Meriden, CT 06450
(203) 235-0278

DISTRICT OF COLUMBIA

ODESSA MARIA ARCHIBALD

Public Affairs Specialist
Joint Center for Political
& Economic Studies
1301 Pennsylvania Ave., N.W.
Washington, D.C. 20015
(202) 626-3554

ROBIN BEAMAN

Director, PR/Consumer Marketing
Black Entertainment Television
1212 New York Ave., N.W.
Washington, D.C. 20005
(202) 408-5480

• FREDERICK H. BLAKE, APR*

President
Blake & Associates, Inc
712 - 6th St., N.E.
Washington, D.C. 20002
(202) 546-7328

LINDA WHORTON BOYD

D.C. Department of Recreation
Office of Resource Development
3149 16th St., N.W.
Washington, D.C. 20010
(202) 673-7660

JOHN H. BRITTON, JR.

Director, Public Affairs
University of the
District of Columbia
4200 Connecticut Ave., N.W.
Washington, D.C. 20008
(202) 639-1800

LARRY BROWN

Director, Public Affairs
D.C. Department of Employment
500 C Street, N.W.
Washington, D.C. 20001
(202) 639-1179

JANICE BROWN-GLASGOW

Public Affairs Specialist
Department of Administrative Services
613 G St., N.W. #913
Washington, D.C. 20001
(202) 727-2964

• CHARLES D. BUSSEY, APR*

Senior Counsel
Manning, Selvage & Lee
1250 Eye Street, N.W., #300
Washington, D.C. 20005
(202) 682-1660

LESLEY L. CHEEK

Communications Associate
Public Relations & Communications
National Urban League, Inc.
111 14th St., N.W., 6th Floor
Washington, D.C. 20005
(202) 898-1604

o MELVIN T. CLARKE

Consultant
658 E. St., N.E.
Washington, D.C. 20002
(202) 543-4555

KAY COCHAN

D.C. Office of the Ombudsman
918 16th St., N.W., #700
Washington, D.C. 20006
(202) 727-0177

KEITH COLONA

Media Relations Specialist
Neighborhood Reinvestment Corp.
1325 G St., N.W., #800
Washington, D.C. 20005
(202) 376-2544

LISA DAVIS

Staff Director, Communications
American Bar Association
1800 M Street, N.W.
Washington, D.C. 20036
(202) 331-2602

o OFIELD DUKES

President
Ofield Dukes & Associates
Public Relations Counselor
1426 Carrollsburg Pl. S.W.
Washington, D.C. 20024
(202) 488-4948

LUCENIA WILLIAMS DUNN

Public Information Officer
Department of Consumer
Regulatory Affairs
614 H Street, N.W., #428
Washington, D.C. 20001
(202) 727-7170

NANCY FLAKE

Howard University
Small Business Development Center
P.O. Box 748
Washington, D.C. 20059
(202) 806-1550

* LORI GEORGE

Account Executive
Porter/Novelli Public Relations
1001-30th Street, N.W.
Washington, D.C. 20007
(202) 342-7082

SANDRA GREGG

Assistant Director
Public Affairs and Marketing (News)
Washington Hospital Center
110 Irving Street, N.W., Room 2B39
Washington, D.C. 20010
(202) 877-6301

MURIEL HAIRSTON-COOPER

News Media Relations
AFLCIO
815 - 16th Street, N.W.
Washington, D.C. 20006
(202) 637-5037

LORETTA HARDGE

Director of Communications
The George Washington
University
Office of University Relations
2130 H. St., N.W., #705
Washington, D.C. 20052
(202) 994-6460

M.A. HARDIN

Office of Boards & Commissions
District Building, Room 402
Washington, D.C. 20004
(202) 727-1372

MELVIN HARRIS

Director
Labor Relations
Howard University/Hospital
425 Bryant Street, N.W. #2104
Washington, D.C. 20059
(202) 806-6922

BEVERLY VINSON HASSELL
Director
Community Relations
WJLA-TV
3007 Tilden St., N.W.
Washington, D.C. 20008
(202) 364-7881

DENISE HYATER-NASH
Public Affairs Specialist
Office of Emergency Preparedness
2000 14th St., N.W., 8th Flr.
Washington, D.C. 20009
(202) 727-6161

RUSTY JACKSON
Community Relations
Regional Manager
Coors Brewing Company
601 Pennsylvania Ave., N.W.
Suite #500 North Building
Washington, D.C. 20004
(202) 737-4444

RASHID JELANI
Project Coordinator
Marion Barry Youth
Leadership Institute
1st & Eye St., S.W., #123
Washington, D.C. 20024
(202) 727-2883

CLAIRE M. JOHNSON
Public Information Specialist
Office of Criminal Justice
Plans and Analysis
717 14th St., N.W. Ste. 500
Washington, D.C. 20005
(202) 727-6554

DIANA JOHNSON
Public Affairs Specialist
D.C. Department of Employment
Services
500 C Street, N.W., Suite 104
Washington, DC 20001
(303) 639-1180

ELIN JONES
Division Chief, Community Affairs
D.C. Department of Corrections
1923 Vermont Ave., N.W.
Washington, D.C. 20001
(202) 673-7425

MARY J. LAYTON
Director, Communications
Child Welfare League
of America
440 First St., N.W., #310
Washington, D.C. 20001
(202) 638-2952

LISA BUTLER McDOUGAL
Account Executive
Porter/Novelli Public Relations
1001 30th Street, N.W.
Washington, DC 20007
(202) 342-7071

DEBRA A. MCDOWELL
Deputy Director
D.C. Office of Labor Relations
& Collective Bargaining
415 12th St., N.W., #400
Washington, D.C. 20004
(202) 724-4853

ANNETTE MCLANE
Student National Medical Assn.
1012 10th St., N.W.
Washington, D.C. 20001
(202) 371-1616

WILLIAM MCPHATTER, APR*
Ketchum Public Relations
1201 Connecticut Ave., N.W., #300
Washington, D.C. 20036
(202) 885-8100

VENETIA MILES
Media Relations
1900 Pennsylvania Ave., #500
Washington, D.C. 20068
(202) 576-6011

CAROLYN MILLS-BOWDEN
D.C. Office on Aging
1424 K Street, N.W., 2nd Floor
Washington, D.C. 20005
(202) 724-5622

GWEN NIX
School of Communication
McKinley High School
Second & T Sts., N.E.
Washington, D.C. 20002
(202) 576-6011

DIANE V. PAIGE
Office of Int'l Business
1250 Eye Street, N.W., #1003
Washington, D.C. 20004
(202) 727-1576

LAURI J. FITZ PEGADO
Senior Vice President
Hill & Knowlton
901 31st Street, N.W.
Washington, D.C.
(202) 944-5115

ANITA PRINCE-DURANT
Marketing Specialist
The Voice of America (USIA)
1707 Columbia Road, N.W.
Washington, D.C. 20547
(202) 485-6922

JIM RALSTON
1919 3rd Street, N.W. #2199
Washington, D.C. 20001
(202) 319-9162

LAURENCE SAVOY
Sr. Copyright Specialist
U.S. Copyright Office
Library of Congress
Washington, D.C. 20559
(202) 479-0700

DANA V. SHELLEY
D.C. Lottery Board
2101 Martin Luther King Ave., S.W.
5th Floor
Washington, D.C. 20020
(202) 433-7900

TRACY SMITH
Office of Planning
415 12th St., N.W. #500
Washington, D.C. 20004
(202) 727-6492

THEODORE M. SNEAD
1230 13th St., N.W., #411
Washington, D.C. 20005
(202) 789-8063

TRINA STEVENS
Special Projects Manager
Public Affairs
Children's National Medical Center
111 Michigan Ave., N.W.
Washington, D.C. 20010
(202) 939-4500

DAVID THOMPSON
Manager, Public Relations
Corporate News Bureau
MCI Communications Corp.
1133 - 19th Street, N.W.
Washington, D.C. 20036
(202) 887-3320

JACKIE THREADGILL
Public Information Officer
D.C. Department of Employment Services
500 C Street, N.W., Suite 104
Washington, DC 20001
(303) 639-1179

PAT WHEELER
Director, Office of Communications
D.C. Department of Corrections
1923 Vermont Ave., N.W.
Washington, D.C. 20001
(202) 673-7425

JOANNE WILLIAMS
President
The Creative Connections
1300 L Street, N.W., Suite 900
Washington, DC 20005-4107
(202) 842-4170

FLORIDA

^ SANDRA BROWN
President
Jamyne and Associates
9404 NW 31st Ave.
Miami, FL 33147
(305) 696-5648

^ INES CALDERON**
Director, Latin Division
Maziner & Franklin, Inc.
615 Northeast 3rd Avenue
Ft. Lauderdale, FL 33304-2617
(305) 761-8888

JOHN G. CLEMONS, APR, ABC*
Director - Public Affairs
GTE Information Services Inc.
101 E. Kennedy Blvd.
P.O. Box 2924
Tampa, FL 33601-2924
(813) 273-4823

CAROLYN FENNELL
Director of Marketing
Greater Orlando Aviation
Authority
One Airport Blvd.
Orlando, FL 32827-2396
(305) 826-2055

• BARBARA GOTHARD
President
The Gothard Group
800 Brickell Ave., Suite 200
Miami, FL 33131
(305) 374-5474

BETTYE A. GRABLE
Community Liaison Officer
City of Tallahassee
City Hall
Tallahassee, FL 32301-1731
(904) 599-8533

• JAMES W. HASKINS, JR.
President
Haskins & Roache, Inc.
P.O. Box 6178
Tallahassee, FL 32301
(904) 562-0163

• GLADYS KIDD
President
Gladys Kidd & Associates
2121 N. Bayshore Dr. #1105
Miami, FL 33137
(305) 573-2049

• AIDA LEVITAN, APR, Ph.D.*
President, PR Division
Sanchez & Levitan
1800 Southwest 27 Ave., #504
Miami, FL 33145
(305) 442-1586

MANUEL E. MACHADO
Account Executive
Sanchez & Levitan
1800 Southwest Ave., #504
Miami, FL 33145
(305) 442-1586

MONIQUE MARTIN-ARMBRISTER
Marketing Assistant
Orange Bowl Committee
P.O. Box 350748
Miami, FL 33135
(305) 642-1521

DEBRA A. MILLER, APR**
Assistant Dean
Florida International University
School of Journalism/Mass Communications
North Miami, FL 33181
(305) 940-5629

• CARMEN MORRIS
President
M & I Communications
201 Alhan Circle
Coral Gables, FL 33134
(305) 441-2900

• BOBBIE MUMFORD
President
B. Mumford and Company
1001 NW 54th St., Suite F
Miami, FL 33127
(305) 758-4166

LUIS A. MUNIZ, JR.
Communications Coordinator
Florida Power & Light Company
P.O. Box 029100
Miami, FL 33102
(305) 552-3887

DORIS RODRIGUEZ
Senior Account Executive
Sanchez & Levitan
1800 Southwest 27 Ave., #504
Miami, FL 33145
(304) 442-1586

VINCENT J. SALAS
Public Relations Manager
Mexico & Latin America
AT&T
6855 Red Road, Sixth Floor
Coral Gables, FL 33143
(305) 662-6408

EDNA SHERRELL
Publications Specialist
Sarasota County Government
Citizen Action Center
101 S. Washington Blvd.
Sarasota, FL 34236
(813) 364-4418

GEORGIA

- o AL ANDERSON
President
Anderson Communications
2245 Godby Road
Atlanta, GA 30349
(404) 766-8000

ANDREW A. BOISSEAU JR.
Market Relations Manager
AT&T Public Relations
1200 Peachtree St., N.E., Suite 2040
Atlanta, GA 30309
(404) 873-7370

- o ZEE BRADFORD
Executive Vice President
First Class, Inc.
1422 W. Peachtree St., N.W., Suite 300
Atlanta, GA 30307
(404) 892-1434

RONALD O. COLEMAN
Manager, Media Relations
The Coca-Cola Company
P.O. Box 1734
Atlanta, GA 30301
(404) 676-2793

BRENDA CRAYTON-PITCHES
Dir., Advertising & Promotions
DeKalb Convention & Visitors Bureau
750 Commerce Dr., #201
Decatur, GA 30030
(404) 378-2525

ROBERT W. ETHRIDGE
American Association for
Affirmative Action
c/o Emory University
Atlanta, GA 30303
(404) 727-6017

BRENDA GATES REID
Public Relations Associate
The Atlanta Journal-
Constitution
P.O. Box 4689
Atlanta, GA 30302
(404) 526-5691

- o BUNNIE JACKSON-RANSOM
President
First Class, Inc.
1422 W. Peachtree St., NW #500
Atlanta, GA 30309
(404) 892-1434

MIRANDA MACK
Community Relations
Regional Manager
Coors Brewing Company
One CNN Center
South Tower, #790
Atlanta, GA 30303
(404) 659-2550

WILLIAM B. MARKS, APR*
Director, Corporate Information
Digital Communications
Associates, Inc.
1000 Alderman
Alpharetta, GA 30201
(404) 442-4520

GLENDA MORGAN-JACKSON
Director of Development and Communications
R.E.A.C.H.
1815 Ponce deLean Avenue, N.E.
Atlanta, GA 30307
(404) 377-3836

ERNEST E. MOORE, JR.
Director
Department of Information
& Public Affairs
141 Pryor St., S.W., #10063
Atlanta, GA 30303
(404) 730-8300

DONALD A. PERRY**
Manager
Public Relations & Publicity
Chick-fil-A, Inc.
5200 Buffington, Rd.
Atlanta, GA 30349
(404) 765-8038

BRENDA CLAIRE SILER
Public Relations Representative
American Association for
Retired Persons
999 Peachtree St., #1650
Atlanta, GA 30309
(404) 888-0077

ESTHER SILVER-PARKER
District Manager
Public Relations of Georgia
AT&T
1200 Peachtree Street, #1650
Atlanta, GA 30309
(404) 888-0077

• NORMA F. STANLEY**
President
NFS Creative Services
4427 Wellington Terrace
Decatur, GA 30035
(404) 593-2279

• LOU WALKER
President
Paragon, Inc. Public Relations
700 The Healey Building
57 Forsyth Street
Atlanta, GA 30303
(404) 584-7628

THERESA WALKER
Vice President
Paragon, Inc. Public Relations
700 The Healey Building
57 Forsyth Street
Atlanta, GA 30303
(404) 584-7628

MARGARETTE PAULYNE MORGAN WHITE
257 West Lake Avenue, N.W.
Atlanta, GA 30314
(404) 799-5609

CYNTHIA BAUGH WILLIAMS
Regional Manager, Public Relations
Northern Telecom Inc.
One Ravina Drive, #300
Atlanta, GA 30346
(404) 661-5307

HAWAII

SCOTT SHIRAI, APR*
Director, Community Relations
Hawaiian Electric Co.
P.O. Box 730
Honolulu, HI 96808
(808) 542-5867

ILLINOIS

THOMAS G. ALLSTON, III
Account Executive
Hill & Knowlton
111 East Wacker Dr. #1700
Chicago, IL 60601
(312) 565-1200

BARBARA M. ANDERSON
External Communications
Coordinator
Private Industry Council
of Northern Cook County
2604 E. Dempster, #502
Des Plaines, IL 60016
(708) 699-9040

ANN MARIE BALMAS
Manager-Urban Affairs
AT&T
227 W. Monroe - 20 N
Chicago, IL 60606
(312) 230-4896

CHARLES J. BENNETT
Manager, Central Region
Community Relations
Coors Brewing Company
Citicorp Plaza, Suite 420
8420 West Bryn Mawr Ave.
Chicago, IL 60631
(312) 693-7220

ORA BENTON
8345 S. Langley Ave.
Chicago, IL 60619
(312) 791-2595

VERLENE BLACKBURN
Station Manager &
Public Relations Director
WVON Radio
Midway Broadcasting Corporation
3350 S. Kedzie
Chicago, IL 60620
(312) 247-6200

DONNA BROOKS-TAYLOR
President
Brooks, Robinson & Rasheed
One East Wacker Drive
Suite 3630
Chicago, IL 60601
(312) 464-1500

CHELSYE J. BURROWS
Assistant Account Executive
Burson Marsteller
One East Wacker Drive
15th Floor
Chicago, IL 60601
(312) 329-7554

MORGAN D. CARTER
Media & Public Relations
Counsel
Black Speakers Bureau
8441 S. Cottage Grove
Chicago, IL 60619
(312) 918-3343

EUNICE M. CHANEY
Partner/Dir. of Public Relations
Lee Chaney Woods, Inc.
645 N. Michigan Avenue #800
Chicago, IL 60611
(312) 280-0447

RONALD E. CHILDS
Assistant Director of Publicity
Promotions Department
Johnson Publishing Co., Inc.
820 South Michigan Ave.
Chicago, IL 60605
(312) 322-9332

CARMELITA R. CULLERS
Special Projects Coordinator
Vince Cullers Advertising, Inc.
676 St. Clair, Suite 2222
Chicago, IL 60611
(312) 649-7777

ROBERT J. DALE
President & CEO
R.J. Dale Advertising, Inc.
500 North Michigan Ave.
Suite 2204
Chicago, Illinois 60611
(312) 644-2316

312 644 2688
• CHARLES A. DAVIS, APR*
President
Charles A. Davis & Association, Inc.
2400 South Michigan
Chicago, IL 60616
(312) 326-4140

WILLIAM P. DAVIS
Assistant Press Secretary
Mayor's Office
City of Chicago
City Hall, Room 602
121 North LaSalle St.
Chicago, IL 60602
(312) 744-3334

REGINA DOVE
Supervisor-Bill Inserts
Illinois Bell
225 W. Randolph
Chicago, IL 60606
(312) 220-2713

CHARLA L. DRAPER
Consultant
It's Food Biz!
5422 Ingleside Ave.
Chicago, IL 60615
(312) 955-5503

HENRY L. ENGLISH
President/CEO
Black United Fund of Illinois
2336 East 71st St.
Chicago, IL 60649
(312) 324-0494

KIMBERLEY EVANS
Account Supervisor
Burrell Public Relations Inc.
20 North Michigan Ave.
Chicago, IL 60602
(312) 443-8741

~~D. MICHELLE FLOWERS~~
Senior Vice President
Burrell Public Relations Inc.
20 North Michigan Ave.
Chicago, IL 60602
(312) 443-8606

LUCILLE U. FREEMAN
President
Stories & Strategies, Inc.
9730 South Western Ave.
Evergreen Park, IL 60642
(708) 422-5051

DOROTHY O. FOSTER
Director of Public Relations
The Chicago Bar Association
321 South Plymouth Court
Chicago, IL 60604
(312) 554-2000

MYRNA GUTIERREZ
Director
Hispanic Marketing Division
Burrell Public Relations
20 North Michigan Ave.
Chicago, IL 60602
(312) 443-8591

ADRIANNE T. HAYWARD
Director
Employee Communication
Citicorp Global Payment
Products
8430 W. Bryn Mawr
Chicago, IL 60631
(312) 380-5176

DARRELL HILL
Benefits Services Rep.
City of Chicago
Benefits Management Office
24 East Congress
Chicago, IL 60605
(312) 334-6134

JAMES H. HILL
President & CEO
Burrell Public Relations Inc.
20 North Michigan Ave.
Chicago, IL 60602
(312) 443-8689

MURIEL JACKSON
Communications Aide
Attorney General's Office
State of Illinois Center,
13th Floor
100 W. Randolph St.
Chicago, IL 60601
(312) 814-3451

SHARON JENKINS-BROWN
Communications Director
Leadership for Quality
Education
15 Wacker Drive, 11th Floor
Chicago, IL 60606
(312) 592-6041

RAE JONES
President
Raediant Communications & PR Director
Malcolm X College
1647 N. Lorel
Chicago, IL 60639
(312) 622-7681
(312) 738-5818

BARBARA KENSEY
Public Relations Consultant
Kensey & Kensey Communications
5212 S. Dorchester, #2
Chicago, IL 60615
(312) 288-8776

BETH KING
Principal
King Marketing Consultants
800 South Wells Street
Suite 1414
Chicago, IL 60607
(312) 431-3718

DEANA M. LOCKHART
Public Relations Associate
CENTEL of Illinois
2004 Miner Street
Des Plaines, IL 60016
(708) 391-6905

SANDI LYNN
Marketing Manager
Illinois Department of Public Aid
8743 South Cornell Ave.
Chicago, IL 60617-2705
(312) 793-7520

ENRIQUE LOZA
President/CEO
Americas, Inc.
612 N. Michigan Avenue, #608
Chicago, IL 60611
(312) 664-7770

DEBORAH LUCIEN
Assistant Vice President
Burrell Public Relations Inc.
20 North Michigan Ave.
Chicago, IL 60601
(312) 443-8654

SANDI LYNN
Marketing Manager
Illinois Dept. of Public Aid
8743 South Cornell Ave.
Chicago, IL 60717-2705
(312) 793-7520

CRAIG C. MAY*
Public Information Officer
American Medical Association
515 North State Street
Chicago, IL 60610
(312) 464-5360

MELODY MCDOWELL
Melody Service
18 S. Michigan Ave., #602
Chicago, IL
(312) 332-3060

SONYA MOORE
Account Executive
Brooks, Robinson & Rasheed
One E. Wacker Dr., #3630
Chicago, IL 60601
(312) 464-0319

SHARON A. MORGAN
Partner
Morgan Orchid Rhodes
1020 W. Ardmore
Chicago, IL 60660
(312) 274-6374

D. FAITH MORRIS
Vice President
Burrell Public Relations, Inc.
20 North Michigan Avenue
Second Floor
Chicago, IL 60602
(312) 443-8746

GWENDOLYN E. OSBORNE
Arts and Culture Editor
University of Illinois at Chicago
2402 Emerson Street
Evanston, IL 60201-3314
(708) 864-5383

LORRAINE W. PERSON
Assistant Vice President
Corporate Affairs
The First National Bank of Chicago
One First National Plaza
Suite 0589, 1-18
Chicago, IL 60670
(312) 732-7207

JACK L. PETERS
President/Marketing Consultant
The Peters Group
9631 S. Lowe
Chicago, IL 60624
(312) 779-9661

LISA A. PETERS
Senior Account Executive
Brooks, Robinson & Rasheed
One E. Wacker Dr., #3630
Chicago, IL 60601
(312) 464-0319

VALERIE J. PHILLIPS
Public Information Director
ACLU of Illinois
20 E. Jackson
Chicago, IL 60604
(312) 427-7330

WYNONA REDMOND
Director of Public Affairs
Cook County Hospital
1835 W. Harrison Street
Chicago, IL 60612
(312) 633-7401

THEODORE J. RICHARDSON
Assistant Vice President
Corporate Communications
United Insurance Co. of America
One East Wacker Dr.
Chicago, IL 60601
(312) 661-4554

PAULA ROBINSON
Vice President,
Client Service Manager
Brooks, Robinson, Rasheed
One E. Wacker Dr., #3630
Chicago, IL 60601
(312) 464-1500

DEBORAH LEA ROWE
Director of Consumer Education
City of Chicago
Department of Consumer Services
121 N. LaSalle St., Room 808
Chicago, IL 60602
(312) 744-3017

CONNIE C. SEALS, APR*
President
C-BREM Communications Corp.
7228 South Rhodes
Chicago, IL 60619
(312) 224-9233

STEPHANIE SKURDY
Director, Communications
McDonald's Corporation
McDonald's Plaza
Oak Brook, IL 60521
(708) 575-6395

ROBBIE SMITH
President
The Right Image Inc.
6756 South Crandon, Suite #2
Chicago, IL 60649
(312) 918-2298

E. DENISE STOVELL
Account Group Supervisor
Burrell Public Relations Inc.
20 North Michigan Ave.
Chicago, IL 60602
(312) 443-8746

ROSALYND TRIPLETT
Account Supervisor
Burrell Public Relations Inc.
20 North Michigan Ave.
Chicago, IL 60601
(312) 443-8700

JACQUELINE TRUSSELL
Director, Development & Public
Relations
St. Martin de Porres Academy
250 E. 111th St.
Chicago, IL 60628
(312) 995-3700

GLORIA T. WAILES
Public Information Officer
Department of Sewers
City of Chicago
City Hall, Room 408
121 N. LaSalle Street
Chicago, IL 60602
(312) 752-3338

CAROL LYN WAITSE
Account Executive
Burrell Public Relations, Inc.
20 North Michigan Avenue
Second Floor
Chicago, IL 60602
(312) 443-8739

GAIL WALKER
Assistant Vice President
Burrell Public Relations Inc.
20 North Michigan Ave.
Chicago, IL 60602
(312) 443-8757

MOLLIE LOUISE WEST
Community Relations Manager
AT&T
2000 N. Naperville Road
Room 2A-155
Naperville, IL 60566
(708) 979-4694

ELYNOR WILLIAMS
V.P., Public Responsibility
Sara Lee Corporation
3 First National Plaza
Chicago, IL 60602
(312) 558-8512

- CHARISSE WITHERSPOON
President
Cameron Communications
Three First National Plaza
Suite 1400
Chicago, IL 60602
(312) 214-2390

LOUISIANA

RHONDA OWEN-SMITH
Marketing & Investor
Communications Specialist
Graham Resources, Inc.
P.O. Box 3134
Covington, LA 70434-3134
(504) 893-8523

TRACY SAUNDERS, APR*
904 First Ave.
New Orleans, LA 70130
(504) 522-3075

MARYLAND

- LIONEL C. BARROW, JR., Ph.D.
President
The Barrow Information Group
P.O. Box 8118
Silver Springs, MD 20907
(301) 565-2960

THERIAN A. BLAIR
Marketing Manager
COMSAT Video Enterprises
22300 Comsat Dr., Room 4431
Clarksburg, MD 20879
(301) 428-4522

DOROTHEA T. COLVIN
Director, Public Relations
Catonsville Community College
800 South Rolling Rd.
Baltimore, MD 21228
(301) 455-4187

CAROLYN D. DAVIS
Director
Office of Public Information
Maryland Department of Housing
and Community Development
45 Calvert St.
Annapolis, MD 21401
(301) 974-2051

TOI V. EATON
3115 Queens Chapel Rd., #301
Mt. Rainier, MD 20712
(301) 277-8149

EMERSON GOODWIN
Manager
Youth Development Programs
National 4-H Council
Chevy Chase, MD 20815
(301) 961-2835

MARJORIE L. JOHNSON
Director
Office of Minority Affairs
Washington Suburban Sanitary Commission
4017 Hamilton Street
Hyattsville, MD 20781
(301) 699-4501

- MILDRED MORSE
President
Morse Enterprises, Inc.
510 Wolf Drive
Silver Spring, MD 20904-3448
(301) 989-0848

LOUISE PULIZZI
Communication sDirector
Clarke Construction Company
7500 Old Georgetown Road
Bethesda, MD 20814
(301) 657-7100

EUGENE REYNOLDS II
2400 Queens Chapel Rd., #905
Hyattsville, MD 20782
(301) 864-7958

JANICE F. STANTON, APR*
Director, Public Relations
Mental Health Association of Mont. County
1000 Twinbrook Parkway
Rockville, MD 20851
(301) 424-0656

MILLREE WILLIAMS
Director of Public Relations
Bowie State University
Henry Admin. Building, Room 231
14000 Jericho Park Road
Bowie, MD 20715
(301) 464-6511

MICHIGAN

ELNORA AUSTELL, APR*
Vice President/Account Supervisor
Hermanoff & Assoc., Inc.
31500 W. Thirteen Mile Road., #135
Farmington Hills, MI 48018
(313) 85103993

KENTON E. BARNES
Corporate Communications Representative
Delta Dental Plan of Michigan
P.O. Box 30416
Lansing, MI 48909
(517) 349-6000

ANN M. BOOKER, APR*
Public Policy Office
Federal Information and Analysis
Ford Motor Company
Ford World Headquarters
Dearborn, MI 48121
(313) 594-4101

LINDA LYLES DANIELS, APR*
Director, Marketing & Public Information
Wayne County Community College
801 West Fort St., #504
Detroit, MI 48226-9975
(313) 496-2735

WALTER DOYLE, JR.
Corporate Historian
Public Affairs
Detroit Edison Company
2000 Second Ave., #1006 G.O.
Detroit, MI 48226
(313) 237-9205

WANDA JEAN HERNDON
Marketing Communications Manager
Dow Chemical U.S.A.
566 Building
Midland, MI 48667
(517) 636-4113

ANTHONY HOGAN*
Communications Manager
Michigan Ed. Spec. Services
Association
1480 Kendale Blvd.
East Lansing, MI 48823
(517) 373-1104

YVONNE JOHNSON
Manager, Government Affairs
Blue Cross & Blue Shield
600 Lafayette East
Detroit, MI 48226
(313) 225-6383

GEORGELLA B. MUIRHEAD, APR*
Dir., Public Information
City of Detroit
608 City County Building
Detroit, MI 48226
(313) 224-3755

DAVID RAMBEAU
Black Awareness in Television
13217 Livernois
Detroit, MI 48238
(313) 931-3427

MINNESOTA

VINCENT JACKSON
Product Marketing Specialist
Onan Corporation
6600 W. Broadway
Minneapolis, MN 55428
(612) 574-8106

SANDRA M. SANCHEZ, APR*
Director, Information Services
200 S. 5th Street
Room 8A90
Minneapolis, MN 55402
(612) 344-5513

MISSOURI

WENDELL BAILEY
Director of Communications
State Treasurer, Room 229
P.O. Box 210
Jefferson City, MO 65102
(314) 751-4943

PAMELA L. BOLDEN
Director, Public Relations
Urban League of Metropolitan St. Louis
3701 Grandel Square
St. Louis, MO 63108
(314) 289-0361

REBECCA E. BRYANT
Sales and Public Relations
Westin Crown Center Kansas City
One Pershing Road
Kansas City, MO 64108
(816) 474-4400

DR. MARQUITA BYRD
Professor
Department of Communications
Central Missouri State University
Warrensburg, MO 64093
(816) 543-4111

DONNA CAVITTE
Director, Special Projects
Missouri Human Rights Commission
P.O. Box 1129
Jefferson City, MO 65102
(314) 751-3325

YVES COLON
Interim Executive Director
Multicultural Management Program
School of Journalism
University of Missouri
P.O. Box 838
Columbia, MO 65205
(314) 882-4198

BENNIE M. CURRIE
Manager, Public Relations
Southwestern Bell Telephone
100 N. Tucker, #1141
St. Louis, MO 63101
(314) 247-4822

JOHN DOUGLAS
National Business Affairs
Department of Economic Development
Truman State Office Building, #770
P.O. Box 118
Jefferson City, MO 65102
(314) 751-6906

LESLIE S. HENDRICKS, Publisher
Minority Business Journal
Of Kansas City
1601 E. 18th Street
Suite 380
P.O. Box 4566
Kansas City, MO 64108
(816) 842-0118

INEZ Y. KAISER
President
Kaiser & Associates
2705 Garfield Avenue
Kansas City, MO 64109
(816) 471-0550

GRETCHEN D. KING
Coordinator, Constituent Relations
University of Missouri-St. Louis
8001 Natural Bridge Road
421 Woods Hall
St. Louis, MO 63121-4499
(314) 553-5267

MARTHA M. MITCHELL
Senior Vice President
Fleishman-Hillard, Inc.
200 North Broadway, Suite 1800
St. Louis, MO 63102
(314) 982-1700

HAZEL MORRIS

Vice President
Consumer Affairs
PET Company
400 S. Fourth Street
St. Louis, MO 63102
(314) 621-5400

WALTER PETERSON, JR.

Coordinator, Special Projects
Office of the County Executive
415 E. 12th Street
Kansas City, MO 64106
(816) 881-3000

MILDRED ROBINSON

University Relations
Lincoln University
520 Chestnut Street
Jefferson City, MO 65101
(314) 681-5114

KENNETH F. SEENEY

Assistant for Planning
& Public Affairs
EIERA
P.O. Box 744
Jefferson City, MO 65102
(314) 751-4919

LORI SIMMS

Public Affairs Department
Department of Conservation
2901 W. Truman Blvd.
Jefferson City, MO 65101
(314) 751-4115

LOIS THOMAS

Assistant Director
Public Affairs
Department of Mental Health
1706 E. Elm
Jefferson City, MO 65101
(314) 751-4122

NINA THOMPSON

Media Relations
Department of Conservation
2901 W. Truman Blvd.
Jefferson City, MO 65101
(314) 751-4115

WILLETTA L. WILLIS, APR*

Merchandising Communications
Mail Drop #379
Hallmark Cards, Inc.
P.O. Box 419580, 2501 McGee
Kansas City, MO 64141
(816) 274-5622

JOCELYN WILLS

Public Relations
United Telephone Company
319 Madison Street
Jefferson City, MO 65101
(314) 634-1630

GAIL BAKER WOODS

School of Journalism
University of Missouri-Columbia
P.O. Box 838
Columbia, MO 65205
(314) 882-4079

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Employee Communications Specialist
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101 John F. Kennedy Parkway
Room 1A-425
Short Hills, NJ 07078
(201) 564-2263

PATRICK BARR

Staff Manager,, AT&T Public Relations
99 Jefferson Road
Room 3B77
Parsippany, NJ 07054
(201) 581-6944

CHARLENE BROWN
District Manager, Public Relations
AT&T
295 N. Maple Avenue Rm 2221G2
Basking Ridge, NJ 07920
(908) 221-6037

JOYCE F. CAMPBELL
Public Relations Director
AT&T Consumer Products
Room 3K28, 5 Wood Hollow Road
Parsippany, NJ 07054
(201) 581-4608

KAREN E. DELGADO
Marketing & Business Unit
Support Specialist
AT&T Bell Laboratories & Public Relations
101 John F. Kennedy Parkway
Room 1K-404
Short Hills, NJ 07078
(201) 564-2510

• SHELIA ELDRIDGE
Partner
Morgan Orchid Rhodes
210 Rt. 4 East, #306
Paramus, NJ 07652
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PAMELA IRVIN FIELDS
Creative Resources Manager
AT&T Bell Laboratories
Public Relations
101 J.F.K. Parkway, Room 1F439
Short Hills, N.J. 07078
(201) 564-4058

VIVECA GAULT
District Manager - Public Relations
AT&T
295 N. Maple Ave., Room 2333G3
Basking Ridge, NJ 07920
(201) 221-8089

DENISE A. GRAY, APR**
Division Manager, Public Relations
AT&T Bell Laboratories
295 North Maple Road
Room 2344-G2
Baskin Ridge, NJ 07920
(908) 2218553

LENORA Y. JOHNSON
Senior Customer Outreach Representative
Public Service Electric & Gas Co.
309 Fellowship Rd.
Mount Laurel, NJ 08054
(609) 273-3026

LYNN D. MCFARLANE
Communications Director
Center for Policy Research in
Education
Eagleton Institute of Politics
Rutgers University
New Brunswick, NJ 08901
(908) 828-3872

MICHAEL E. WATSON
Field & Business Unit Support
Administrator
AT&T Bell Laboratories
101 John F. Kennedy Parkway
Rm. 1L-415
Short Hills, NJ 07078
(201) 564-4253

NEW MEXICO

LINDA LUCERO
Director of Public Relations
Western New Mexico University
P.O. Box 680
Silver City, NM 88061
(505) 538-6336

CECILIA L. MATIC
Public Affairs Specialist
National Park Service
P.O. Box 728
Santa Fe, NM 87504-0728
(505) 988-6375

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(212) 766-1960

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(212) 571-2827

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771 First Avenue
New York, NY 10017
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15 West 39th St., 9th Floor
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(212) 665-6688

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1500 Broadway
New York, NY 10036
(212) 642-0669

AL-LYCE ELOISE JAMES, APR*
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New York, NY 10036
(212) 997-6817

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(212) 686-4711

MARILYN WATSON-LAVERGNE
Associate Public Relations Manager
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New York, NY 10016
(212) 251-8200

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New York, NY 10010
(212) 725-2828

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Victoria Lucas Associates
888 Seventh Ave. #401
New York, NY 10019
(212) 489-8008

MARJORIE MARABLE
Assistant Professor, Public Relations
Utica College of Syracuse University
1600 Burrstone Road
Utica, NY 13502
(315) 792-3247

SARAH L. NORAT-PHILLIPS
Director
Programming & Public Affairs
Queen City Broadcasting
WKBW TV Channel 7
Buffalo, NY 14202
(716) 845-6100

JOYCE OWENS
CEO
Owens Communications, Inc.
687 Main Street
New Rochelle, NY 10801
(914) 654-1963

JOYCE Y. OWENSBY
President
Owensby & Company Communications
144 Hill Crest Avenue
Yonkers, NY 10705
(914) 963-7132

ANGELO M. PARRA JR., APR*
Editorial Services
481 9th St., Apt. #1
Brooklyn, NY 11215
(718) 768-1668

GUICHARD PARRIS, APR*
Public Relations Consultant
501 W. 123rd Street, #20F
New York, NY 10027
(212) 864-7075

CAROL LYNN PATTERSON**
Associate Director
PR & Events Management
The Mingo Plus Group
228 E. 45th Street, Second Floor
New York, NY 10017
(212) 697-4515

ROBYN PHILLIPS
District Manager
Business Marketing Operations
New York Telephone
2 World Trade Center
Suite 1300
New York, NY 10048
(212) 775-8567

JAMES RANDALL
Editor
The Compass Magazine
230 E. 44th Street
Suite 14-B
New York, NY 10017
(212) 490-1287

GLADYS M. ROSA
Chairman & CEO
Las Americas Public Relations
460 Park Ave., South
New York, NY 10016
(212) 532-4343

RUBY RYLES
Deputy Commissioner of Public Affairs
NYC Department of Corrections
60 Hudson Street
New York, NY 10013
(212) 266-1055

RONALD E. SCOTT
President
Ron Scott Associates
698 West End Avenue
New York, NY 10025
(212) 289-5900

ESKWOW SPIO-GARBRAH
Account Executive
Hill & Knowlton
420 Lexington Avenue
New York, NY 10017
(212) 697-5600

KIMBERLY STROTHER PRYOR
Manager, Corporate Relations
The Equitable
787 Seventh Avenue, #39K
New York, NY 10019
(212) 554-8930

HAROLD V. SUGGS**
Special Services Representative
Port Authority of NY & NJ
One World Trade Center, 43-E
New York, NY 10048
(212) 435-3440

NATHANIEL J. SUTTON
V.P., & Director, Customer Affairs
Citibank/Citicorp
399 Park Avenue
New York, NY 10043
(212) 559-0403

JUANITA TORRENCE-THOMPSON
PR Consultant/Editor/Writer
144-53 77th Avenue
New York, NY 10019
(212) 520-1483

DIANE MILLER-HATCHER**

Communications Manager
Philadelphia Convention & Visitors Bureau
1515 Market Street
Philadelphia, PA 19102
(215) 636-3316

• **LUIS W. MORALES, APR****

Director
Marketing and Communications
Robert Morris Associates
One Liberty Place
1650 Market Street #2300
Philadelphia, PA 19103
(215) 851-9139

ANDREA RODGERS

Executive Vice President
Crawley, Haskins & Rodgers Public Relations
The Bourse, Suite 900
Independence Mall East
Philadelphia, PA 19106
(215) 922-7184

• **FLORENCE ROUZIER**

Director, Marketing
Carnegie Group, Inc..
5 PPG Place
Pittsburgh, PA 15222
(412) 565-4165

• **DAVID L. VALENTINE**

President
DiValen Productions
317 East Durham St.
Philadelphia, PA 19119
(215) 242-3315

TENNESSEE

• **LINDA KERR ADKINS, APR***

President
Adkins & Associates
5016 Elvis Presley Freeway
Memphis, TN 38116
(901) 398-6954

KEN BLACKBURN

Staff Manager
Corporate Affairs
South Central Bell
Green Hills Office Building, Room 101
P.O. Box 10
Nashville, TN 37202
615-665-6380

CAPT. JOHN COBBS

Crime Prevention Division Commander
Metropolitan Nashville
Police Department
1625 D.B. Todd, Jr. Blvd.
Room 100
Nashville, TN 37208
(615) 862-7869

BRENDA MAZONE GLASGOW

Editor
Tennessee Valley Authority
ETPB31H
Knoxville, TN 37901
(615) 632-6600

JACKIE JONES

Communications Specialist
United Way of Middle Tennessee
250 Venture Circle
Nashville, TN 37228
(615) 780-2404

RUBY A. MILLER, APR**

Agent, State Farm Insurance
148 Ridgeway Center
Oak Ridge, TN 37830
(615) 483-5663

LAUREN P. MURPHY

The University of Tennessee
232 Communication Bldg.
Knoxville, TN 37996-0340
(615) 974-2125

CAMILLE M. RUCKER, APR**

Community Relations Director
WSM Radio
2644 McGavock Pike
Nashville, TN 37214
(615) 871-6728

DIANA SCALES
President
Scales & Associates
2401 - 21st Avenue South, Suite 100
Nashville, TN 37212
(615) 383-5067

KITTY SMITH
President
Kitty Smith & Associates
829 Kirkwood Lane
Nashville, TN 37204

TEXAS

PAT AYALA
Director of Public Information
Texas Dept. of Human Services
1200 Golden Key Cir., 4th Floor
P.O. Box 10276
El Paso, TX 79994
(915) 599-3744

ZELMA W. BRANCH
Manager, Media Relations &
Corporate Communications
Brown & Root, Inc.
P.O. Box 3
Houston, TX 77001
(713) 676-8097

KENNETH W. CARTER**
President
Focus Communications Group
703 McKinney Avenue #444
Dallas, TX 75202
(214) 954-0939

LARRY CARTER
Communications Consultant
National Center
American Heart Association
7320 Greenville, Avenue
Dallas, TX 75231
(214) 706-1433

SYLVIA S. EASTERLING
Area Manager, Executive Communications
Southwestern Bell Telephone Company
208 South Akard #3030.28
P.O. Box 655521
Dallas, TX 75202
(214) 464-6841

ANN M. ENRIQUEZ
PR Representative
Southern Union Gas Company
P.O. Box 2040
El Paso, TX 79976
(915) 521-4506

JANICE M. GIBSON, APR*
Manager, Corporate Communications
Solvay America
3333 Richmond Avenue
Houston, TX 77098
(713) 522-1781

ROBERT GRAJEDA
Communications Specialist
El Paso Independent School District
6531 Boeing
El Paso, TX 79925
(915) 779-4017

♦ LYRIA HOWLAND*
Howland Consulting
7421 Winterwood Lane
Dallas, TX 75067
(214) 934-3012

MARILYN KERN-FOXWORTH, Ph.D., APR**
Associate Professor
Department of Journalism
Texas A & M University
230 Reed McDonald Blvd.
College Station, TX 77483
(409) 845-4676

MANUEL MONES, JR.
Director, Community Relations
United Cerebral Palsy of
Greater Houston
1415 California St.
Houston, TX 77006
(713) 522-1051

LILY BENDANA MONTEALEGRE
Public Relations Director
SOSA, Bromley, Aguilar & Associates
321 Alamo Plaza, #300
San Antonio, TX 78205
(512) 227-2013

« HANK MOORE, APR*
General Manager
Read-Poland Associates
5177 Richmond, #610
Houston, TX 77056
(713) 622-5040

HENRY QUINTANA, JR.**
Supervisor
Corporate Communications
El Paso Electric Company
P.O. Box 982
El Paso, TX 79960
(915) 543-5824

WILLIAM A. "SKIP" ROGERS
Community Relations
Field Manager
Coors Brewing Company
9894 Bissonnet, #740
Houston, TX 77036
(713) 541-6783

KIM BETHEA SYKES
President
W.B. Grier Advertising & Public Relations
The Lyric Center
440 Louisiana, #1250
Houston, TX 77502
(713) 223-0333

LARRY TREJO
Asst. Marketing Manager
El Paso Electric
303 N. Oregon Street
El Paso, TX 79901
(915) 543-4357

VIRGINIA

DIANNE LYNNE CHERRY, Ph.D.
Associate Professor
Department of Mass Media Arts
Hampton University
Hampton, VA 23668
(804) 727-5405

ARTHUR J. JOHNSON
Coordinator, State & Local Grants
Department of Grant Programs
301 N. Ninth St.
Richmond, VA 23219-3913
(804) 780-7790

PATRICIA MAIDEN JONES
Revenue Manager, Government Affairs
AT&T
3201 Jermantown Road
Suite 8D
Fairfax, VA 22030-2885
(703) 359-5516

DEBORAH TOMPKINS-LIPSCOMBE
Director of Media & Community Relations
Virginia Power
12316 Lee Jackson Memorial Highway
Fairfax, Virginia 22033
(703) 359-3042

“ KENNETH A. MURPHY, APR*
President
Public Relations Operations Inc.
P.O. Box 10232
Richmond, VA 23240
(804) 378-1900

FRANCIS MCDONALD, APR**
Director of Public Relations
City of Norfolk
800 City Hall Building
Norfolk, VA 23510
(804) 441-5145

© ROSALYN F. MURPHY
Vice President
Public Relations Operations Inc.
P.O. Box 10232
Richmond, VA 23240
(804) 788-1900

DEBRA D. RICHARDS, APR*
Communications/Media Representative
Aetna Life & Casualty
5215 Irving Boulevard
Irving, TX 75038
(214) 401-8826

JOANETTA SCRUGGS
Senior Associate
Public Relations
United Way of America
701 Fairfax Street
Alexandria, VA 22314-2045
(703) 836-7100, Ext. 320

JOHN W. SINGLETON JR.
Partner
Capitol Policy & Resource Group
P.O. Box 16336
Alexandria, VA 22302
(703) 683-4868

KEN W. SMITH
Director
Community and Public Relations
Kaiser Permanente
12720 Hillcrest Road, Suite 600
Dallas, TX 75230
(214) 458-5058

LYDIA LOPEZ SUCCI
Vice President
Community Partnerships
& Volunteer Initiatives
United Way of America
701 N. Fairfax Street
Alexandria, VA 22314
(703) 683-7881

MARY V. WILLIAMS
Director of Diversity
United Way of America
701 N. Fairfax Street
Alexandria, VA 22314
(703) 836-7100, Ext. 431

VIRGIN ISLANDS

Elba M. McIntosh**
Departmental Public Information Specialist
Department of Planning & Natural Resources
Estate Nisky 45A
Nisky Center, Suite 231
St. Thomas, U.S. VI 00802
(809) 774-3320

WASHINGTON

J. PAUL BLAKE
Director
Public Relations
Seattle University
Seattle, WA 98122
(206) 296-6100

WISCONSIN

LARRY CALHOUN
Supervisor
Brand Public Relations
Miller Brewing Company
3939 W. Highland Boulevard
Milwaukee, WI 53201
(414) 931-3504

W.L. MCKINLEY
Director
Public Relations
Wisconsin Bell, Inc.
411 7th Street, Suite 101
Racine, WI 53403
(414) 552-7332

EDWARD WARD
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