



NYSPRA

New York School
Public Relations Association



27TH
ANNUAL

Communications Contest

*Awards
Luncheon*
October 27, 2006

*A Celebration
of Excellence in
Educational
Communications*

Welcome

NYSPRA

A W A R D S L U N C H E O N

October 27, 2006
Manhattan Ballroom
Sheraton Manhattan
New York, New York

Program



Welcome and Introductions

James S. Van Develde
NYSPRA President
Director of Public Relations
Lakeland Central School District



Guest Speaker

Lawrence C. Levy
Editorial Writer
Newsday



Presentation of the 27th Annual NYSPRA Awards

Presentation of the 2006 Golden Empire Award

Susan Dieck
Contest Coordinator
Public Information Specialist
Carmel Central School District

James S. Van Develde
Contest Chair
Director of Public Relations
Lakeland Central School District



2006 NYSPRA Awards
27TH ANNUAL NYSPRA COMMUNICATIONS CONTEST

Avon Central School District

Honor

- Calendar
Avon District Calendar, August 2005

Batavia City School District

Excellence

- Excellence In Writing
Welcome Words to Make One Wiser, May 2006
Kathie Scott, Public Information Coordinator

Bedford Central School District

Excellence

- Budget/Bond Newsletter
Bedford Dateline – 2006 Special School Budget Issue, May 2006
Chris Heath, School Communications Coordinator

Bethlehem Central School District

All awards to Jessica Scheckton, Communications Specialist

Honor

- Poster
Goals Poster – Knowledge, Character, Value, December 2005
- Special Purpose Publication
Bethlehem Central Budget Vote Brochure, April 2006
- Special Purpose Publication
Elementary Curriculum Handbook, September, 2005

Merit

- Special Purpose Publication
Guide to Student Activities at Bethlehem Central Middle School, April 2006

Bethpage Union Free School District

Merit

- Calendar
Calendar & Directory 2005-2006
Bethpage UFSD; Syntax Communication

Brewster Central School District

Excellence

- Website
District Website
Steven Moskowitz, Director of Human Resources & Information Technology

Burnt Hills-Ballston Lake Central Schools

All awards to Christine Multer, Communications Specialist

Excellence

- Budget/Bond Newsletter
The Future Belongs to Those with the Skills: 2006-07 Proposed Budget, April 2006

Merit

- Internal Newsletter
"team BH-BL" Staff Newsletter, November 2005

Byram Hills School District

All awards to Fiona Mitchel, Public Relations Assistant

Excellence

- Budget/Bond Newsletter
Byram Hills – 2006-07 Proposed School Budget

Merit

- Community Newsletter
Spectrum – November 2005
- Community Newsletter
Spectrum – March 2006

Capital Region BOCES

Honor

- Website
Capital Region BOCES Website
Mary Prusak, Communications Specialist

Capital Region BOCES Career & Technical School

Excellence

- PR Marketing Campaign
Capital Region Career & Technical School Outreach Campaign, 2005-2006
Monique JH Jacobs, APR, Communications Coordinator;
Margaret Murphy, Graphic Designer
- Special Purpose Publication
"Where Are You Going?" Career & Technical Course Guide, December 2005
Monique JH Jacobs, APR, Communications Coordinator;
Judy Cox, Communications Coordinator; Margaret Murphy,
Graphic Designer

Honor

- Video
"Where Are You Going?" Career & Technical Video, December 2005
Monique JH Jacobs, APR, Communications Coordinator;
Dieter Funicello, Videographer/Editor

Carmel Central School District

Excellence

- Excellence in Writing
There's No Mystery in What Mystery Readers Offer Students, February 2006
Susan Dieck, Public Information Specialist

Chappaqua Central School District

Merit

- Calendar
Chappaqua Central School District Calendar 2005-06
Chris Heath, School Communications Coordinator

Chautauqua Lake Central School District

All awards to Wendy Westwood, Director Community Relations

Excellence

- Photograph
Expanding Musical Horizons, April 2006

Honor

- Excellence in Writing
Graduates Relate Experiences in Sweden, November 2005
- Photograph
Science Lab, April 2006
- Photograph
Under the Sea, February 2006

Merit

- Excellence in Writing
Internships Offer Insight, February 2006
- Photograph
Squeaky Classmate, April 2006

Cold Spring Harbor School District

Merit

- Community Newsletter
Cold Spring Harbor: A Report on our Schools, April 2006
Helene Begun, Public Information Specialist

Copiague Public Schools

All awards to Copiague Public Schools; Syntax Communication

Excellence

- Website
High School Band Website (www.copiaguehsband.com), July 2005
- Website
District Website (www.copiague.k12.ny.us), July 2005

Honor

- Calendar
2005-2006 Calendar, Summer 2005

Merit

- Budget/Bond Newsletter
Budget 2006 Newsletter, May 2006

East Irondequoit Central School District

All awards to Lee Steinfeldt, Director of Communications

Excellence

- Poster
"Crazy for You" Poster

Honor

- CD/DVD
Premier Art Show

East Rochester School District

All awards to Doreen DiNardo, Communications Director unless otherwise noted

Excellence

- Photograph
Boys with Snake, Summer 2005
Beverly J.A. Kent, School Guidance Counselor

Honor

- Calendar
East Rochester PTA 2005-06 School Calendar, Summer 2005

Merit

- Photograph
Spirit Week Contest, December 2005
- Photograph
Family Game Night
- Website
www.erschools.org
Brian Regan, Webmaster

Ellenville Central School District

All awards to Ulster BOCES Community Relations Team unless otherwise noted

Excellence

- Community Newsletter
Community Newsletter, Spring 2006

Honor

- Community Newsletter
Community Newsletter, Fall 2005
- Excellence In Writing
Parents Learn about Gang Prevention, Fall 2005
Judy Herron, Community Relations Specialist II

Merit

- Overall Graphics and Design
Community Newsletter, Fall 2005

Elmira City School District

Merit

- Special Purpose Publication
Great Expectations, September 2005
Kristin Butler, Community Information Specialist

Elmont Union Free School District

Honor

- Budget/Bond Newsletter
Elmont Dialogue, Fall 2005
Elmont UFSD; Nassau BOCES Public Relations Service

Freeport Public Schools

All awards to Freeport UFSD; Nassau BOCES Public Relations Service

Excellence

- Special Purpose Publication
Full-Day Kindergarten Brochure, May 2006

Honor

- Special Purpose Publication
Freeport Magnet Brochure, January 2006

Merit

- Budget/Bond Newsletter
Freeport Pride Special Budget Edition, May 2006

Genesee Valley BOCES

All awards to Andrea Walton, Public Relations Coordinator; Rene Kelly, Graphic Designer

Excellence

- In-house Production/Black Ink
The Pinnacle, June 2006

Merit

- Budget/Bond Newsletter
News In Brief, Special Edition, November 2005

Glen Cove Public Schools

Excellence

- Community Newsletter
The Knightline, March 2006
Glen Cove Public Schools; Syntax Communication

Goshen Central School District

Merit

- Community Newsletter
Winter District Newsletter, February 2006
Christina Damiano, Communications Specialist

Guilderland Central School District

Excellence

- Community Newsletter
District Newsletter, February 2006
Amy Zurlo, Communications Specialist

Hauppauge Public Schools

Honor

- Budget/Bond Newsletter
"Horizons" Budget Newsletter, May 2006
Hauppauge Public Schools; Syntax Communication

Hewlett-Woodmere Public Schools

All awards to Don Miller, Vice President, HLD/Blankman
Public Relations

Excellence

- Budget/Bond Newsletter
Hewlett-Woodmere Public Schools – 2006-2007 Proposed School Budget, May 2006

Honor

- Community Newsletter
Spotlight, Spring 2006
- Website
Hewlett-Woodmere Public Schools Website, April 2006

Holley Central School District

Excellence

- Excellence in Writing
Primary Students Engaged in Literacy Thanks to New Program, May 2006
Grace Griffee, Communication Specialist

Honeoye Falls-Lima School District

Merit

- Excellence in Writing
Laptops and Communication Lessons, August 2005
Allison J. Armstrong, Information Specialist

Hudson Valley Regional School Support Center

Honor

- Annual Report/State Report Card
Report of the HVRSSC 2003-2005, March 2006
Ulster BOCES Community Relations Team

Jericho Union Free School District

All awards to Mary Marks, Director Public Information &
Community Relations

Excellence

- Calendar
2005-2006 Calendar & School Guide, August 2005
- Photograph
Kindergarten Circus, August 2005
- Photograph
Friendship, October 2005

Honor

- Excellence in Writing
Break Your Own Bad News to the Media, December 2005
- Photograph
Community Service with a Smile! March 2006
- Photograph
Homecoming is a Time for Family Fun! October 2005

Merit

- Community Newsletter
Jericho School News, April 2006
- Community Newsletter
Jericho School News, November 2005

Katonah Lewisboro School District

Honor

- Community Newsletter
Kaleidoscope, Fall 2005
Fiona Mitchell, Public Relations Assistant

Kingston City Schools Consolidated

Excellence

- Community Newsletter
Community Newsletter on Health & Fitness, May 2006
Ulster BOCES Community Relations Team

Lakeland Central School District

All awards to James S. Van Develde, Director of Public Relations

Honor

- Budget/Bond Newsletter
Focus on Lakeland: Budget Issue, May 2006

Merit

- PR Marketing Campaign
Restoring Confidence

Longwood Central School District

Merit

- Excellence in Writing
Elementary Principal Kisses a Pig, May 2006
Myra Vaughn, Director of Public Relations

Mahopac Central School District

Excellence

- Community Newsletter
Blue Ribbon Bulletin – January 2006
Barbara Coats, Public Relations Assistant

Merrick Union Free School District

All awards to Merrick UFSD; Nassau BOCES Public Relations Service

Honor

- Community Newsletter
Merrick Schools Bulletin, September 2005

Merit

- Budget/Bond Newsletter
Bulletin Budget Issue, May 2006

Mineola Union Free School District

Honor

- Budget/Bond Newsletter
Mineola Outreach – Special Bond Edition, February 2006
Mineola UFSD; Nassau BOCES Public Relations Service

Mohonasen Central School District

Honor

- Website
Mohonasen CSD Website, June 2006
Erin McNulty, Communications Specialist

Merit

- Budget/Bond Newsletter
2006-2007 Special Budget Edition Newsletter, April 2006
Erin McNulty, Communications Specialist; Deborah Bush-Suflita, Communications Specialist
- Calendar
2005-2006 District Calendar, August 2005
Mary Prusak, Communications Specialist

Monroe 1 BOCES

Honor

- In-house Production/Color Ink
Summer School of the Arts Brochure, February 2006
Janet Stewart, Assistant to the Director; Dawn Boheim, Graphic Artist

Merit

- Excellence in Writing
Letter to the editor, February 20, 2006
Joyce Esch, Director, Career & Technical Education
- Special Purpose
District Superintendent Recruitment Brochure, March 2006
John R. Walker, Coordinator, School-Community Relations; Valerie Petrie, Communications Specialist
- Special Purpose
Eastern Monroe Career Center Course Information, October 2005
Joyce Esch, Director, Career & Technical Education; Sulyn Bennett-Hennesey, Applied Art & Design Teacher

Monroe 2 BOCES - Orleans BOCES

Excellence

- Internal Newsletter
Together 50th Anniversary Commemorative issue, January/February 2006
Mark Ball, Communications Manager; Jackie Finn and Deb Moyer, Communications Specialists

Merit

- Poster
Going Buggy, January 2006
Brad Smith, Communications Specialist

Mount Pleasant Central School District

All awards to Eileen Farrell, Public Relations Coordinator

Excellence

- Overall Graphics and Design
From the Heart, September 2005
- Photograph
Learning Begins with Exploration, May 2006

continued

Honor

- Budget/Bond Newsletter
Budget Issue, May 2006
- Community Newsletter
From the Heart, September 2005
- Community Newsletter
From the Heart, June 2006
- Excellence in Writing
Students Are Making School a Better Place to Be, March 2006
- Overall Graphics and Design
From the Heart, June 2006

Merit

- Community Newsletter
From the Heart, March 2006
- Photograph
Sea-ing is Believing, March 2006
- Photograph
C.A.T. Day (Cooperation, Acceptance, Teamwork), June 2006

Nassau BOCES

All awards to Nassau BOCES

Honor

- Internal Newsletter
Insider, February 2006

Merit

- Calendar
Master Calendar, 2005-2006
- PR Marketing Campaign
Tele-Seminar Series, August 2005 - February 2006

Nyack Public Schools

Merit

- Calendar
2005-06 Calendar
Gail Fleur, Director of Communications

Onteora Central School District

All awards to Ulster BOCES Community Relations Team unless otherwise noted

Excellence

- Budget/Bond Newsletter
Budget News 2006, May 2006
- Excellence In Writing
Learning How to Learn Through Art, Spring 2006
Judy Herron, Community Relations Specialist II

Honor

- Community Newsletter
Community Newsletter, Spring 2006
- Overall Graphics and Design
Community Newsletter, Spring 2006

Oyster Bay-East Norwich Central School District

Honor

- PR Marketing Campaign
2006 Budget Campaign, April-May 2006
Oyster Bay-East Norwich CSD; Nassau BOCES Public Relations Service

Pittsford Central School District

All awards to Nancy Wayman, Director of Information

Excellence

- Calendar
2005-2006 Schedules and Events, August 2005
- Community Newsletter
Pittsford School District Newsletter, Spring 2006

Honor

- Budget/Bond Newsletter
2006-2007 Budget, May 2006

Merit

- Community Newsletter
Pittsford School District Newsletter - Winter 2005

Pocantico Hills Central School District

All awards to Dr. Thomas C. Elliott, Superintendent of Schools

Excellence

- Community Newsletter
Homepages—The Quarterly Newsletter of the Pocantico Hills School-Fall 2005

Merit

- Community Newsletter
Homepages—The Quarterly Newsletter of the Pocantico Hills School-Winter 2005/2006
- Special Purpose Publication
Pocantico Hills Central School—Summer Day Camp Brochure, January 2006

Putnam/Northern Westchester BOCES

Excellence

- In-house Production/Black Ink
BOCES Reporter, April 2006
Barbara Coats, Public Relations Assistant
- Special Purpose Publication
BOCES Finding the Right Fit...Services Guide 2006/07, July 2006
Chris Heath, School Communications Coordinator

Ravena Coeymans Selkirk Central School District

All awards to Michael McCagg, Communications Specialist

Excellence

- Community Newsletter
RCS Chalkboard, December 2005

Honor

- Calendar
RCS 2005-06 Calendar, August 2005

Rochester City School District

All awards to Rochester City School District
Department of Communications

Excellence

- Annual Report/State Report Card
Rochester City School District Annual Accountability Report, November 2005
- CD/DVD
School of the Arts Dance Concert
- Community Newsletter
Students First, September 2005

Honor

- Calendar
Calendar 2005-2006
- Special Purpose Publication
High School Selection Application, November 2005

Merit

- Video
Students First—Best of 2005-06

Rockland BOCES

All awards to Stephanie Gouss, Public Information Specialist

Honor

- PR Marketing Campaign
ABA Training, February 2006

Merit

- Photograph
Teacher with Autistic Student, March 2006
- PR Marketing Campaign
Education Summit, March 2006

Rush-Henrietta Central School District

Excellence

- Community Newsletter
Community Newsletter, Fall 2005
Office of Community Relations
- Photograph
“Opening Day Leap”, Fall 2005
Travis W. Anderson, Senior Information Specialist, Office of Community Relations
- PR Marketing Campaign
2006 Summer Learning Guide: Guide to Summer Fun, May 2006
Office of Community Relations; Nanette P. Hance, Executive Director; Travis W. Anderson, Senior Information Specialist
- Special Purpose Publication
2006 Guide to Summer Fun, June 2006
Office of Community Relations; Nanette P. Hance, Executive Director; Travis W. Anderson, Senior Information Specialist

Honor

- Community Newsletter
Community Newsletter, Summer 2005
Office of Community Relations

continued

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- Community Newsletter
Community Newsletter, Winter 2006
Office of Community Relations
 - Photograph
“*Orchestra Without a Home*”, Fall 2005
Travis W. Anderson, Senior Information Specialist, Office of Community Relations
 - Photograph
“*Ready for Kindergarten*”, Winter 2006
Travis W. Anderson, Senior Information Specialist, Office of Community Relations
 - Photograph
“*Bubbleology Brings Learning Alive*”, Winter 2006
Travis W. Anderson, Senior Information Specialist, Office of Community Relations

Merit

- Overall Graphics and Design
Community Newsletter, Summer 2005
Office of Community Relations

Saugerties Central School District

Honor

- Community Newsletter
Community Newsletter, Fall 2005
Ulster BOCES Community Relations Team
- Excellence in Writing
District Proposes Redistricting Option, Fall 2005
Holly Brooker, Community Relations Coordinator

Merit

- Excellence in Writing
Always a Tough Call: Closing School in Bad Weather, Fall 2005
Holly Brooker, Community Relations Coordinator

Schalmont Central School District

Honor

- Community Newsletter
Schalmont News, March 2006
Jill Aurora, Communications Coordinator

Schuylerville Central School District

All awards to Kim Smithgall, Communications Coordinator

Excellence

- Overall Graphics and Design
Looking Glass Art & Literary Journal, May 2006
- Special Purpose Publication
Elementary School Yearbook, May 2006

Merit

- Overall Graphics and Design
Kindergarten Brochure, January 2006

Somers Central School District

All awards to Ellen Lane, Public Relations Specialist

Excellence

- Community Newsletter
Trunkline, Winter 2006

Merit

- Excellence in Writing
Somers Students Learn How to Find Answers, Trunkline, Winter 2006

South Colonie Central School District

Excellence

- Calendar
District Calendar, September 2005
John K. Noetzel, Communications Coordinator

Sullivan County BOCES

Merit

- In-house Production/Color Ink
2006-2007 Services Guide, November 2005
Donna Karkos, Community Information Officer

Ulster County BOCES

All awards to Ulster BOCES Community Relations Team

Excellence

- Calendar
2005-2006 Ulster BOCES Calendar, August 2005
- In-house Production/Color Ink
2004-2005 Annual Report
- Special Purpose Publication
Meet the Board of Education, July 2005
- Video
BOCES Makes It Possible Video, April 2006

Honor

- Overall Graphics and Design
2004-2005 Annual Report

Merit

- Annual Report/State Report Card
2004-2005 Annual Report

Valley Stream School District #30

Excellence

- Budget/Bond Newsletter
Budget Newsletter, May 2006
Valley Stream School District #30; Syntax Communication

Valley Stream School District #13

Honor

- Budget/Bond Newsletter
It's Elementary" – Budget Issue, May 2006
Valley Stream School District #13; Syntax Communication

West Hempstead Union Free School District

Merit

- Community Newsletter
West Hempstead Educator, Winter 2005
West Hempstead UFSD; Nassau BOCES Public Relations Service

Westbury Union Free School District

Merit

- Budget/Bond Newsletter
Westbury Schools Special 2006 Budget Edition, May 2006
Don Miller, Vice President, HLD/Blankman Public Relations

Williamsville Central School District

Honor

- Special Purpose Publication
"Williamsville First" – Schools of Excellence, April 2006
Rita M. Wolff, APR, Director of Communications;
Amy Vohwinkel, Layout & Design

Merit

- Calendar
District Calendar 2005-06
Rita M. Wolff, APR, Director of Communications

Yonkers Public Schools

All awards to Jerilynne Fierstein, Director Public Information

Merit

- Calendar
2005-2006 School Calendar & Handbook, August 2005
- CD/DVD
Yonkers Public Schools Update, May 2006

2006 Golden Empire Award



Andrew Thomas selected as winner of 2006 Golden Empire Award

Andrew Thomas, Director of Community Relations and Community Education for the Canandaigua City School District, has been selected as the winner of the NYSPPA 2006 Golden Empire Award.

This prestigious award recognizes outstanding professional achievement by an individual in the field of educational public relations. Andy was nominated for the award by his former superintendent, Dr. Stephen Uebbing, who describes Andy as “a deeply committed, caring individual...a great ambassador for public education and what we do for students every day.”

Andy has been at Canandaigua, a district of about 4,100 students, since 1991. A member of the Administrative Cabinet, he is also the Chair of the Community Character Coalition, a group of volunteers from all facets of the community whose mission is to maintain a community-wide focus on character education issues. He served as President of the Genesee Valley Professional School Communicators (GVPSC), the regional chapter of NYSPPA, for two years, 2001-2003. He has served on the boards or in advisory positions for several local Canandaigua organizations. Perhaps most enriching were seven years on the Board of Canandaigua Lake Pure Waters, Ltd., a membership-based lake and watershed advocacy group.

Andy is the architect and ongoing coordinator of the District’s award-winning website and editor of awarding winning publications such as the District calendar and the community newsletter, *Digest*. In March 2006, the Canandaigua City School District hosted a visit from the President of the United States, George W. Bush, a tremendous undertaking with a significant public relations and media component. According to Dr. Uebbing, “Andy measured up to the pros from the White House Communications Office, CNN, and other national networks.”

Prior to joining the school district, he was Operations/Program Director for Canandaigua’s local radio stations, WLKA/WCGR, for six years and hosted a daily, issues-oriented talk show. He lives in the Town of Canandaigua with his wife and two sons, who both attend Canandaigua schools.

Through his dedication, knowledge and skills, Andy epitomizes the school communications professional and the spirit of the Golden Empire Award.

2006 NYSPRA Judges

The 27th Annual NYSPRA Communications Contest committee extends sincere gratitude to the 2006 impartial panel of judges. Entries in this year's contest were judged by school communications colleagues from California, along with other marketing and communication experts whose professionalism ensured the competition's long-standing tradition of integrity.

CalSPRA



Similar to NYSPRA, The California School Public Relations Association (CapSPRA) is an award-winning, nationally recognized organization working to create a climate for better public understanding, commitment and support of public education. National School Public Relations Association has consistently recognized CalSPRA as a Blue Ribbon Chapter for exemplary programs and services to members. Members include public relations professionals, school administrators, and school personnel. Many members come from school districts and county offices of education ranging from the largest urban districts to those located in remote areas of rural California. Some members represent education-related organizations and institutions that also support districts and schools. Still other members are communications professionals with an interest in public education.

Christine Chenevey



Christine is the Director of Editorial Services for East Coast Creative Group in White Plains. She brings 20 years of writing, editing, events and PR experience to the NYSPRA competition. In ten years as Director of Publicity for Westchester Country Club in Rye, New York, Christine created and edited newsletters, magazines, websites and a club history book. Christine's career began in fundraising and marketing for non-profits nationwide including MDA, March of Dimes and the

Leukemia Society. Christine is the immediate past chair of the Putnam County Chapter of the American Red Cross, PR chair for the Kent Elementary Arts in Education Committee and a children's duathlon event called "Do the Du" that raises funds for the Leukemia and Lymphoma Society. She is a past President of the Association for Women in Communications in Westchester.

Ann Moritz Chestnut



Ann Moritz Chestnut has been a communications professional for non-profit organizations for more than a decade. She also has specialized in print production at the corporate level and has worked for many years with her husband who is a professional photographer. In addition to her full-time non-profit communications work, Ann is a freelance public relations consultant to the Putnam Valley Central School District and other community agencies in Putnam Valley, NY, where she lives with her husband and two teenaged children.

Christina B. Frantom



In the course of a diverse career in communications, Christina Frantom has proven to be a skilled and ambitious creative professional. Her background in graphic design, marketing, and publishing has prepared her for the challenges she faces as a marketing analyst manager at Right Angle Research, LLC in New Rochelle, NY. Before joining Right Angle, Christina served as a marketing and public relations consultant with Heineken USA, theONswitch, a marketing agency, MEG Group Ltd., a production company, and with Enclaves Group Inc., a real estate development company. Before relocating to New York, Christina served as communications specialist in the Office of the Vice President for Research at Texas A&M University in College Station, TX and she has worked in radio and television. Christina served on the New York International Association for Business Communicators ACE planning committee, on the executive council of the Texas A&M University Communications Advisory Board, on the China Week committee of the China-U.S. Relations International Conference and is active in the Westchester chapter of the Association for Women in Communications. Christina is the recipient of several local communications awards and two IABC Silver Quill awards for Design and Magazine Publication. She holds a B.A. in Philosophy from Texas A&M University and is certified in a number of graphic design software systems and database management technologies.

Nan Greenwood



Nan Greenwood is Vice President of Marketing for Mid-Hudson Valley Federal Credit Union, a \$550 million community credit union serving individuals and businesses in Ulster, Orange and Dutchess counties. Her responsibilities at the credit union include advertising, PR, marketing, business development, special events and community relations. Prior to joining MHV in 2001, she held similar posts at three other credit unions: Hudson Heritage in Orange County, USAlliance in Westchester and Hudson Valley FCU in Dutchess County. Earlier, Nan had been employed as Advertising Manager of *World Coffee & Tea* magazine, Public Relations Manager of Canada Dry Corporation and Area Supervisor for American Field Service. She currently serves on the board of the Bardavon 1869 Opera House which also manages the Hudson Valley Philharmonic and the Ulster Performing Arts Center. She is also president of the Catskill-Hudson Chapter of the New York State Credit Union League.

Jean Havens



Jean Havens has been the Public Relations Manager for Girl Scouts of Westchester/Putnam, Inc., in Pleasantville, NY, for twenty-four years. Previously, she served as a production editor in the journals department of Pergamon Press, Elmsford, NY, and as Publications Editor for the World Association of Girl Guides and Girl Scouts in London, England. A thirty-six year member of the Association for Women in Communications, she received the Westchester Chapter's Matrix Award in 2002. Jean is a graduate of Syracuse University's Newhouse School of Communications and has taught communications arts classes at Iona College, New Rochelle, NY.

Mary Lukens



With almost two decades of marketing and PR experience in retail and tourism industries behind her, Mary is now the Development Director for www.shop4charity.com, a national online shopping website. This newly launched website generates commissions from national retailers and the profits are donated to the selected charitable organization chosen by the shopper. In addition, Mary has recently joined a Rockland County marketing firm, Small Fish Big Pond, handling account management and PR for various clients including writer Debbie Brenner, author of "Women of the Vine". Previously, Mary worked as the Communications Director for a Connecticut Convention & Visitors Bureau overseeing the marketing and public relations efforts to promote the destination to leisure and corporate travelers, sporting events organizers and the film industry. As the liaison with travel media, freelance writers and public relations agencies for media pitches, Mary conducted press tours and trade shows and oversaw all marketing publications, various collateral and website content. For over a decade, Mary served as Marketing Director at several regional shopping centers, developing and implementing targeted consumer programs and events to increase sales performance, including sponsorship marketing and events with major corporations and nonprofit organizations. She supervised outside agencies, wrote newsletters, conducted annual merchant meetings, workshops and tours. Mary is a Certified Marketing Director and former Co-Chair of the Membership Committee for the PRSA Fairfield/Westchester PR Chapter.

Danielle Mackey



Danielle joined Greystone Partners, located in Poughkeepsie, NY, in March of 2004. As VP of Marketing and Communications she particularly enjoys the variety of communications challenges that the agency's diverse clientele affords. Previously, Danielle spent over five years as an Account Director at J. Walter Thompson in New York City. While with JWT, Danielle conceived advertising strategies and campaigns for Pepsi and Lipton beverages and Elizabeth Arden and Boots cosmetics and beauty products. The beauty and fashion industry is a personal area of interest for Danielle, who spent several years with Calvin Klein's in-house ad agency before J. Walter Thompson. During her time there she developed ads for the designer's various brands which appeared globally. Danielle has a B.A. in Fine Arts and English and has studied studio art and pottery. She resides in Dutchess County, NY with her husband, two daughters, three cats and two ducks.

Carl Pagano



Carl Pagano has worked in the television and film industry since 1991 on hundreds of productions with credits on commercials, documentaries and celebrity interviews. As a writer/producer, cinematographer and editor he has won numerous industry awards. He has worked with media shops WGBH, WCBS News, C-Span and RAS Films and also lectures for the industry publication *Videomaker*. In addition, he currently teaches at a Westchester County high school and has developed a New York State school curriculum for television production. Carl has been working as the head of Westchester County's multimedia department for the past six and a half years where he regularly produces programming on a variety of topics.

John Roache



John Roache is the Senior Art Director for Virtual Magic, a design and marketing company in Atlanta, GA. Specializing in brand identity design via print, web and multi media, John was an early pioneer of computer design. He has worked for various graphics design agencies and companies such as McGraw-Hill and Hearst Corporation. He is the former owner of Neomedia Designs and has produced award winning projects for companies such as The Weather Channel, *Business Week* and *Cosmopolitan* magazines. John currently lives in the Atlanta, GA area with his wife, eleven cats and two dogs.

Bill Rodriguez



Bill Rodriguez is a graduate of Rochester Institute of Technology where he received a BFA in film production. His film *Amateur Surgeons* was featured in the *Light Plays Tricks* film festival. He has also used his skills to create special effects for various film productions and haunted attractions. Bill is currently working for Westchester County's multimedia department where he has been instrumental in winning numerous Telly and Aurora Awards for their many productions.

Elena Rover



Elena Rover has been editing and writing about health, fitness, food and nutrition, home and garden décor, travel and other topics for twenty years. Currently, she works as a freelance writer for national magazines. Elena has a biology degree from Barnard College and a Masters degree from the Columbia University Graduate School of Journalism. She has held positions as editorial director for *Reader's Digest* websites, articles editor for *Health* magazine, senior health editor for *Ladies' Home Journal* and fitness editor for *Self* magazine. Elena wrote a column for *Shape* for five years and was a contributing editor for *Walking* magazine. She also worked in various positions during the launch year of *Food Arts* magazine, was ski instruction editor for *Snow Country* and started her publishing career at *The New York Times*. She has written for *Real Simple*, *Life*, *Glamour*, *Men's Health*, *Condé Nast Traveler*, *Prevention*, *Fitness*, *Bride's*, *Tennis*, *American Health*, *Natural Health* and others. She is currently a contributing editor for *More* magazine. Her book, *The Chelsea Piers Fitness Solution* (Black Dog & Leventhal) will be published in January, 2007.

Susan Shipman



At present, Susan is the executive editor of *Diversion* magazine, a Hearst Corporation travel and leisure-time magazine geared toward physicians. She has worked primarily in travel journalism in such positions as managing editor at *Signature*, which was the Diner's Club magazine and as editor in chief of *Vis a Vis*, the United Airlines magazine. She has also worked at the *New York Times* on their Part II fashion, entertainment and food magazines and has taken on freelance work for a number of travel guides, including those from *Access* and *Birnbaum*.

Bonnie Sklar



Bonnie Sklar serves as the Public Relations Coordinator for the New York State Credit Union League, the trade association for the state's credit unions. She is responsible for publicizing the credit union message locally, statewide and in trade publications. She also serves as coordinator of the League's statewide "Care for Kids" Scholarship and "International Credit Union Week" campaigns. Bonnie has spent over two decades in the public relations field, working with State government, non-profits and for publishers such as Simon & Schuster, Little Brown, Prentice-Hall and Ms. Magazine

Guest Speaker

LAWRENCE C. LEVY

Lawrence Levy is *Newsday's* senior editorial writer, a member of *Newsday's* editorial board and an award-winning columnist in the paper's Viewpoints section. His weekly column focuses on local and state politics and suburban issues, particularly those affecting the poor and children.

Levy has won several of journalism's top prizes including the national Society of Professional Journalists (for editorial writing), the Educational Writers Association (opinion), John Hancock Award for Excellence (business writing), and numerous other state and local competitions. In 1999, he was a Pulitzer Prize finalist in editorial writing. His series of editorials was instrumental in bringing about reform to Long Island's system of property assessment.

As a reporter, Levy started out covering several Long Island towns. He worked as an assignment editor, covered county government and has reported from Albany and Washington. He has participated in several diverse award-winning projects, including off track betting, crime in suburbia, inequitable property assessment, school aid formulas and the Challenger disaster.

Levy received a Bachelor's of Science degree from the Boston University School of Public Communication in 1972 and joined *Newsday* in January, 1977. He is co-host of "Face Off," a weekly public affairs show produced by WLIW.

NYSPRA

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