



## Get to Know Your 2019 PRSA Board Candidates

### President (1 available)



#### **Jenna Stock**

Jenna Stock works in corporate communications at Raymond James Financial, Inc., managing communication strategy, planning and execution for key firm initiatives supporting the Private Client Group sector of the business. Previously, she worked at HSN leading social media strategy for live programming integrations, and prior to that she was a member of the public relations team at Busch Gardens. Jenna received her Bachelor of Arts degree in strategic communication with an emphasis in public relations from the University of Minnesota – Twin Cities. Following undergrad, her involvement with PRSSA quickly transitioned to an active role with PRSA Tampa Bay. Jenna currently serves as president-elect on the board. Before this most recent role, she served as secretary and programs chair leading the chapter's programming efforts, which experienced increased revenues and higher attendance during those two years. She also served as social media co-chair for several years managing social content and editorial planning for the chapter. To give back to the community in which she lives and works, Jenna volunteers her time every week at a lunchtime mentoring program that pairs caring adults with at-risk children at nearby schools. She was also a long-time member of the Tampa Bay Fashion Week steering committee contributing to sponsorships, event planning and social media efforts.

### President-Elect (1 available)



#### **Kelsy Van Camp**

Kelsy Van Camp serves as the Tampa Downtown Partnership's Director of Marketing and Communications. Kelsy is responsible for overseeing the organization's marketing, communications, public relations, brand and social media programs. In this role, she develops and implements strategic marketing and communication plans and manages the budget for the Special Service District, including initiating and administering applicable contracts. Previously, Kelsy served as Franklin Street's Director of Public Relations and Marketing, managing and developing all integrated marketing communication initiatives. She was responsible for the integrity and consistency of the Franklin Street brand across all divisions and offices throughout the Southeast. Skilled in PR, Kelsy also lead all media relations efforts, securing leadership speaking opportunities, and strategically placing editorial coverage with some of the most respected journalists throughout the industry and the region. Aside from her primary responsibilities, she also led the company's Marketing Committee handling the reporting and business planning for the entire department. Active in her profession, Kelsy serves as the 2018 Secretary for the Public Relations Society of America (PRSA), a Young Leader for the Tampa Bay Urban Land Institute (ULI), and as a member of the 2015 class for Tampa Connection. Kelsy graduated Magna cum laude from East Carolina University with a Bachelor of Art in Communication.

## Secretary (1 available)



### **Shereen McCall**

Shereen McCall is a coffee-operated professional storyteller specializing in Corporate Communications. She currently serves as senior associate communications manager at Raymond James Financial, where she formally began her Public Relations career more than six years ago. At Raymond James, she manages the firm's media relations program in support of financial advisor recruiting and Raymond James' Private Client Group, the firm's largest business unit by revenue. McCall graduated cum laude from the University of South Florida with a bachelor's degree in Mass Communications in 2010, and graduated with honors distinction from the University of Florida with a Master's degree in Mass Communications/Public Relations in 2012. She is a co-author of a scholarly article in The Journal of Social Media in Society, "Framing On Facebook: Examining an Issues Management Approach to Obesity," which resulted from her graduate school thesis, a quantitative content analysis on the framing and social media tactics Fortune 500 food corporations use when managing the obesity issue. McCall has been a member of PRSA and the Tampa Bay chapter since 2015, having served as the Membership Chair in 2015 and a member of the Membership Committee since 2016. In 2015, she received the PRSA Tampa Bay Sue Ellen Richardson "Rookie of the Year" Award, which recognizes a newer chapter member for his/her commitment and chapter involvement.

## Treasurer (1 available)



### **Joshua Carrasco, APR**

Joshua Carrasco, APR has been an active member of PRSA Tampa Bay for the past four years. In 2018, Josh chaired the sponsorship committee, securing over \$8,000 in cash sponsorships for the Tampa Bay Chapter and he also earned his APR. He started his career as a photojournalist in Elmira, NY and worked in broadcast journalism for more than seven years. He has worked in the Orlando and Tampa media markets in both news and sports broadcasting. In 2014, Josh began his career in public relations with AAA – The Auto Club Group in Tampa. During his time at AAA he has lead public relations and social media campaigns. PRSA has played a vital role in his growth as a public relations professional. In 2019, Josh would like to continue his support of the chapter by serving as treasurer.

## Board Member (2 available)



### **John Dunn, APR**

John has more than 30 years of experience in media and public relations in a variety of fields including politics, technology and healthcare. After a 10-year stint as a reporter for newspapers in New York and Tampa, he became the media spokesman for the city of Tampa's first female mayor, Sandy Freedman. He also worked as executive speech writer and as an international media spokesman as part of an interactive television research project for Time Warner in Orlando. He has served as the primary spokesman for Tampa General since 1998, and is a member of the hospital's senior leadership team. He has extensive experience working in crisis situations and reputation management. He has served as a board member and assembly delegate for the Tampa Bay chapter of PRSA.



### **Amy Grossman**

Amy is an award-winning marketing communications professional with years of diverse experience. Her talents include varying areas of communications: conducting media/public relations programs; launching brands; planning special events; grassroots initiatives; reputation management and producing corporate identity campaigns. Upon moving to Sarasota, Amy joined On Ideas (formerly C-Suite Communications) in January 2015 and joined the Tampa Bay Chapter of PRSA where she serves on the Media Roundtable committee and attended the Sunshine District conference every year. Prior to On Ideas, she was co-owner of Philadelphia-based Grossman Public Relations which was founded in 1995. Before that, she was part of the sales team that launched the Philadelphia Business Journal (now part of the American Cities group), and was promotion manager at Philadelphia Magazine, where she was responsible for all sales promotion, publicity, and creation and implementation of special events for the magazine. In addition to her professional work, Amy is chair of Northwestern University's Alumni Admissions Council for the Sarasota area. She also served as communications chair for the local alumni group and served on the marketing committee for George School located in Newtown, Pennsylvania. She holds a B.S. in communications from Northwestern University, Evanston, Illinois and has completed course work at the Wharton School, Temple University and Charles Morris Price School of Advertising.



### **Kirk Hazlett, APR, Fellow PRSA**

Kirk Hazlett, APR, Fellow PRSA, is Adjunct Professor of Communication at the University of Tampa (FL). Prior to this, he was Associate Professor of Communication/PR at Curry College in Milton, MA, for more than a decade. A long-time and actively-involved member of the Public Relations Society of America, Kirk was appointed in January 2018 as PRSA Tampa Bay's first Ethics Officer and has launched an active awareness program to help guide members through ethical challenges. In addition, he is co-chair of the Chapter's PRSSA/New Professionals Committee. Before moving into academia, Kirk practiced nonprofit and government public relations and marketing for more than 35 years in the US as well as Asia. During his professional career, he managed communication programs for healthcare and member services organizations as well as the US Army and US Air Force in Vietnam, the Philippines and the United States. He also provided consulting services for both the Manila and the Singapore Red Cross. Kirk has served as a member of PRSA's national Board of Directors and has held leadership positions with PRSA's Board of Ethics and Professional Standards, as well as PRSA's Educators Academy, Northeast District, and the Boston and Hawaii PRSA chapters. He was inducted into PRSA's College of Fellows in 2009 and, in addition, has been presented with two lifetime achievement awards, one from PRSA Boston and one from the Publicity Club of New England, in recognition of his contributions to both the profession itself and to countless hundreds of professionals worldwide.

## Assembly Delegate (1 available)



### **Mary Haban, APR**

For nearly 15 years, Mary Haban, APR, has proudly served the PRSA Tampa Bay Chapter in a variety of leadership roles. And along the way, she says she discovered her true calling – giving back. What began as a way to network with fellow public relations practitioners in 2004, quickly sparked her passion for helping others. Since then, she has served on multiple committees for the chapter, including Membership, Professional Development and Accreditation. She also chaired the Independent Practitioners committee, served as an alternate for Sunshine District Nominating Committee, and has served as both a chapter board member and Assembly Delegate. In 2009, when Mary became President of PRSA Tampa Bay, she made it her mission to help fellow members attain their Accreditation in Public Relations. Working with her board, she paved a path that made the once daunting journey to earning an APR, an achievable feat. Today, the chapter has one of the highest number of members with APR's in the state. Mary gives her time to help students interested in the PR profession by providing coaching and mentoring through the chapter's resume review and "Pair with a Professional" programs. She has also participated in many public service days to help those in our community. Mary currently serves as Chair of the Past President's Council and is a member of the APR Marketing Committee for PRSA National. She is grateful for the opportunity to be part of a dynamic organization like PRSA Tampa Bay and looks forward to working alongside her talented peers to give back to the profession that has given her far more than she ever imagined.