



Join Us For The Ceremony

The Hall of Fame Induction Ceremony & Luncheon will be held on Friday, **August 5, 2016**, at noon in the John Grisham Room in Mitchell Memorial Library on the campus of **Mississippi State University** in Starkville.

Tickets for the luncheon are \$50 per person or \$375 for a table of eight. Please [register online](#) to reserve your seat. If you need an invoice or W-9 sent to you, please [send a request](#) to SPRF treasurer Micah Walker.

About the Selection Committee

Serving on the selection committee this year were three distinguished PR professionals.

Gary McCormick, APR, Fellow PRSA, recently retired from Scripps Networks Interactive, where he was responsible the marketing and promotion of the company's home giveaways and its networks - HGTV, DIY Network, Food Network, Cooking Channel, Travel Channel and Great American Country.

Kathy Barbour, APR, leads the communications department for Acosta Sales and Marketing, which provides integrated marketing solutions for more than 1,000 consumer packaged goods companies throughout North America. **Mickey Nail, APR, Fellow PRSA**, is managing director of the Atlanta office of Ogilvy Public Relations Worldwide. All three have served as chair and CEO of the national board of directors for the Public Relations Society of America.

The Southern Public Relations Hall of Fame recognizes a new group of honorees each year.

Southern Public Relations Hall of Fame 2016 Inductees Announced

Advocate. Mentor. Change Agent. Leader. These are just a few of the words used to describe the five public relations legends who will be inducted into the Southern Public Relations Hall of Fame on Friday, August 5, 2016 in Starkville, Mississippi.

The 2016 honorees:

- **Daniel Gardner**
Writer/Speaker/Consultant and Adjunct Lecturer, Mississippi State University
- **Eva Golson**
Director, Mobile Film Office
- **John S. Hightower, APR**
Senior Development Officer, Louisiana State University Law Center
- **Steve Renfroe**
Public and Government Affairs Manager (retired), Chevron Mississippi
- **Joseph V. Trahan III, Ph.D., APR, Fellow PRSA**
President/CEO/Media Trainer, Trahan & Associates

The Southern Public Relations Hall of Fame was established in 2010 to recognize the distinguished accomplishments, commitment and leadership of professional public relations practitioners and educators from the Southeastern United States. Inductees are current and former southern public relations practitioners or educators who have brought honor to the PR field. Inductees are recognized for their extraordinary achievements, accomplishments and contributions to their organizations, communities and the public relations profession. This year's nominees were selected by a committee of national leaders in the PR profession.

Kristie Aylett, APR, Fellow PRSA
SPRF Past President and Hall of Fame Chair
ka@kardconsulting.com

Daniel Gardner

Danny Gardner has worked in public relations and related fields for more than 35 years, first in a university setting and now as a consultant and freelance writer. After beginning his career as a broadcast journalism instructor at the University of Mississippi, Gardner joined the staff in the Office of Agricultural Communications at Mississippi State University in 1981. He served in various roles at MSU, with his final, full-time position being leader of marketing and special projects. He has been recognized with numerous awards for his work and service.



Since his retirement from MSU, he has continued to follow his passions of writing and teaching. His syndicated column appears weekly in hundreds of newspapers in 11 states, and he demonstrates the importance of effective communications as an adjunct lecturer in the MSU Communications department.

Class of 2016:

Daniel Gardner
 Eva Golson
 John S. Hightower, APR
 Steve Renfroe
 Joseph V. Trahan III,
 Ph.D., APR, Fellow PRSA

Class of 2015:

Charles Barnette, APR
 Allegra Brigham, APR
 Suzanne Fornaro, APR
 Betsy Ann Plank, APR, Fellow PRSA

Class of 2014:

John E. Forde,
 Ph.D., APR, Fellow PRSA
 Joseph W. Purka
 Philip Shirley, APR
 Shelia White

Class of 2013:

Neal W. Cirlot
 Betsie Gambel
 Carol A. Mann, APR
 Charles "Chuck" Saucier
 John Wittig, Ph.D, APR

Class of 2012:

Ron Council
 Ken Hair, APR

Class of 2011:

Sherry Harlow, APR
 William E. "Bud" Kirkpatrick
 Yvonne McGehee Sorge, APR

Class of 2010:

Philip R. Forrest Jr.
 Rex Kelly
 William "Bill" Michelet

Learn more about each member of the Hall of Fame on the [SPRF website](#).



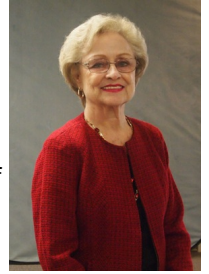
Active in the Public Relations Association of Mississippi and the Southern Public Relations Federation, Gardner has served in virtually every local, state, and regional office, including two terms as SPRF president.

Eva Golson

Eva Golson has helped Mobile become the leading Alabama city for feature and independent films and reality and television series. She has served as director of the Mobile Film Office since its creation in 2001 as the first local film office in the state. Since her first effort in 1976, there have been 178 movies, television series, music videos, documentaries and commercials filmed in the area. Her advocacy was instrumental to legislative approval of a film incentives bill in 2009 that opened the door for Mobile to attract large budget movies with a combined total of more than \$150 million.

Along her journey, Golson has been a long-time member of the Public Relations Council of Alabama's Mobile Chapter and the Southern Public Relations Federation. PRCA honored her service and leadership by naming her the state's 1980 Practitioner of the Year.

Golson has been honored by two sitting governors and was inducted into the Alabama Tourism Hall of Fame. She also served in leadership roles of the Southeast Tourism Society, Alabama Travel Council, Mobile Press Club and was instrumental in starting the Mobile Pops Symphony.

**John S. Hightower, APR**

John S. Hightower is currently the senior development officer at the Paul M. Hebert Law Center at Louisiana State University. Prior to joining the Law Center, he provided public affairs consulting and lobbying services to a variety of clients, ranging from large, multinational corporations to small, non-profit organizations. Hightower has been active in public affairs since 1973, having served as government affairs manager for Georgia-Pacific Corporation in Louisiana, Texas, and Oklahoma; regional director for The Tobacco Institute; executive director of the Louisiana Motor Transport Association and communications director and lobbyist for AARP.



His community involvement includes leadership positions with the Adult Literacy Advocates of Greater Baton Rouge, the March of Dimes, the Press Club of Baton Rouge and numerous other organizations.

An accredited public relations practitioner, he is a past president of the Southern Public Relations Federation, the Public Relations Association of Louisiana and the Baton Rouge chapters of both PRAL and the Public Relations Society of America. Hightower has been recognized for his contributions to the profession with many awards, including being named PRAL's 1994 Practitioner of the Year and a SPRF Senior Practitioner.

Steve Renfroe

During his 35-year career with Chevron, Steve Renfroe was instrumental in shaping the reputation of the company and its Pascagoula Refinery. Prior to his retirement in 2011, he spent more than two decades directing Chevron's community outreach, charitable contributions, business development, media relations, communications, and government relations in Mississippi.

His focus on partnership and the community was seen most strongly after Hurricane Katrina, when he coordinated Chevron's community recovery efforts, including the restoration of 40 hurricane-damaged childcare facilities.

Following his retirement from Chevron, Renfroe has continued to serve the community. Excel By 5, an innovative early childhood initiative that he and his wife helped start, has expanded from four pilot sites to more than 40 communities. In 2013, Gov. Phil Bryant appointed him to the state's Public Service Commission, responsible for the



regulation of telecommunications, electric, gas, water and sewer utilities. He has chaired the Mississippi Commission for Volunteer Service, United Way of Jackson and George Counties and the Jackson County Chamber of Commerce. Renfroe was also instrumental in the opening of the Pascagoula River Audubon Center in his hometown of Moss Point.

Joseph V. Trahan III, Ph.D., APR, Fellow PRSA

Throughout his 32-year career, Dr. Joseph Trahan, known worldwide as "Dr. Joe," has served not only as a journalist and public relations professional at the local, state and federal levels, both civilian and military, but also as a coach, mentor, instructor and public speaker.



A native of New Orleans, Trahan is a retired Lieutenant Colonel, United States Army Reserve, and a former Commander of the 314th Public Affairs Operations Center. While in the armed forces, his accomplishments included the operation of four Joint Information Bureaus and one Joint Information Center involving such assignments as the Presidential Task Force Andrew, The National Boy Scout Jamboree and the 50th Anniversary of Operation Overlord (D-Day). Through his PR firm, Trahan now trains over 3,500 people yearly in PR and communication skills. In addition, he has taught at numerous educational institutions, including Tulane University, University of Southern Mississippi and Louisiana State University.

He is an accredited member of the Public Relations Society of America, serving in such leadership roles as a member of its national board of directors and national PRSSA faculty advisor. Throughout the years, Trahan has received numerous awards and honors, including being inducted into PRSA's College of Fellows.

Founded in 1972, Southern Public Relations Federation (SPRF) is a regional network of nearly 1,500 public relations professionals from Mississippi, Alabama, Louisiana and north Florida who share a common interest in the public relations profession. SPRF exists to further the professional and networking interests of today's public relations and communication professionals in private, public and nonprofit businesses and organizations. Along with networking, SPRF serves to advocate on behalf of and assist its members through ongoing professional development and defining ethical behavior.

SPRF, along with eight other regional and national public relations organizations, is a participating member of the Universal Accreditation Board (UAB), the national body which administers the Accreditation in Public Relations (APR) mark. Members certified as APRs have successfully demonstrated competency in the knowledge, skills and abilities required to practice public relations effectively in today's business arena.

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