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## 2018 Officers and Board of Directors Candidates

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### President-Elect

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#### **Elizabeth Jumel, APR | Jumel Public Relations**

Elizabeth Jumel, APR, began her career in 1998 at a Chicago agency where she executed public relations programs for clients in the automotive aftermarket. Next, she specialized in the commercial real estate market while at a full-service marketing agency before moving to Colorado in 2002. In Denver, she worked at a local agency until launching her own business, Jumel Public Relations, in 2010 with a goal to deliver meaningful public relations results for small businesses. Passionate about the profession, Elizabeth began her involvement with the Public Relations Society of America in Chicago and continued her participation in Colorado as a member and chair of numerous committees, and as an assembly delegate on the Colorado Chapter board of directors for three and a half years. She earned her Accreditation in Public Relations in 2008, was named one of the Denver Business Journal's Forty Under 40 in 2012, and received the PRSA Colorado Chapter Service Award in 2016. Jumel Public Relations earned a PRSA Colorado Chapter Gold Pick Award for media relations in 2017 and was named in the top four of ColoradoBiz Magazine's 2016 Best of Colorado Business Choice Awards for "Best Public Relations Agency."

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### Secretary

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#### **Stacey Sepp, APR | Xstatic Public Relations**

Stacey Sepp co-founded Xstatic Public Relations in 2004 and has managed its clients and award-winning PR campaigns ever since. Stacey has nearly two decades of experience in both agency and corporate PR, and throughout her career, has worked with a diverse group of organizations in industries including: nonprofit, healthcare, education, fitness and wellness, consumer products, lifestyle, financial services, real estate and many others.

From corporate positioning and media relations to social media and community outreach, Stacey helps her clients – based here in Colorado and nationwide – stand out from the crowd. Her work has earned Xstatic more than 50 awards from industry organizations including the National Federation of Press Women and the Public Relations Society of America (PRSA). In 2017, Xstatic was honored by PRSA Colorado with the Small Practice Award, awarded to the solo/small practitioner earning the highest overall score for a campaign for her work with CFA Institute.

Stacey graduated from Colorado State University with a Bachelor of Arts degree in technical communication and journalism. She is accredited in public relations, earning the prestigious APR designation from PRSA, and has served on the board of the PRSA Colorado Chapter as an Assembly Delegate for four years.

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### Assembly Delegates

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#### **Michelle Ellis | Ellis Communications Marketing**

Michelle Ellis is the President of Ellis Communication Marketing. Prior to this, she was a partner of Orapin Marketing + Public Relations and a veteran communications professional with more than 16 years of experience in local, regional and national public relations programs, social media campaigns, marketing communications, community relations and event publicity, as well as broadcast journalism. She has worked with a variety of clients in a multitude of sectors, including small business, nonprofit, arts and entertainment, education, government, consumer products, restaurant and food, publishing and business-to-business service. A Colorado native and Colorado State University alumna, Ellis is passionate about helping high impact companies with a Colorado connection take their communications to the next level so they will be heard, be seen and be remembered.

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## Assembly Delegates Continued

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### **Heather Johnson | Colorado Housing and Finance Authority (CHFA)**

Heather Johnson is a public relations and communications specialist for the Colorado Housing and Finance Authority (CHFA). Her primary responsibilities include leading the internal and external events for the organization and producing and directing the organization's strategic video messaging.

Prior to joining CHFA, Heather provided communications support for two Denver area school districts, and served as a program manager with the Tulsa Regional Chamber of Commerce.

Heather has also worked for Griffin Communications as a brand specialist and as an on-air promotions producer for Starz. While at Starz, she launched what is now Starz inBlack, formerly BET Movies, the first movie channel solely dedicated to the cinematic works of African American producers, actors and directors. She also created marketing campaigns and promotional elements for one of the nation's first cable channels dedicated to youth-oriented, education-based entertainment.

Heather is a member of PRSA, Leadership Tulsa Class 44, and Jack and Jill of America, Incorporated. She has also received four Telly Awards and an Aurora Award for her work as a producer. Heather has a Bachelor of Arts from the University of Arkansas at Pine Bluff in journalism and communications and a Master of Business Administration, with an emphasis in marketing, from Regis University.



### **Nicole Yost | Fyn Public Relations**

Nicole is founder and president of Fyn Public Relations, headquartered in Loveland, Colo. From publicly traded, international corporations to local small businesses, she has a knack for identifying unique differentiators for successful strategies and turning these into real client results. Nicole has worked in various industries such as travel and tourism, real estate, entertainment and events, education, B2B and B2C technology, nonprofit and business. She has placed clients in national top tier media such as USA Today, The Today Show, New York Times, CBS Sunday Morning, Fox & Friends, Associated Press, Reuters and The Washington Post. In addition to her involvement with PRSA Colorado, Nicole is a professional advisor for Colorado State University's PRSSA chapter. She is a 2011 graduate of Leadership Loveland, a 2012 graduate of Leadership Northern Colorado and has been recognized as the 2010 Rising Star with the Colorado Women of Influence and the 2012 Young Professional of the Year by the Loveland Chamber of Commerce.

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## Directors

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### **Michelle Baum | Metropolitan State University and Moxie + Mettle**

For more than 20 years, Michelle has developed and successfully implemented communication programs for privately-held and publicly-traded companies spanning technology and consumer sectors. Now she is passing along her knowledge to the next generation of PR professionals as an assistant professor of PR in the Journalism and Technical Communication Department at MSU Denver. In this role, Michelle is updating the curricula and developing new courses, teaching and advising students, conducting research and serving as the faculty advisor for the student PR club.

Additionally, Michelle co-founded and currently serves as the CEO of Moxie + Mettle, a collective of highly experienced and committed PR strategists who help clients amplify their brand visibility. Prior to co-founding Moxie + Mettle, Michelle founded Chase Communications, an independent technology PR firm that she led for 11 years. Michelle was also the director of corporate communications for Carrier Access, a provider of communication access technologies, where she was responsible for marketing communications, PR and IR.

Before that, Michelle was the managing director of PerketPR, where she provided strategic counsel related to corporate, product and competitive positioning, and devised corporate development strategies. She was also the PR manager of Unisphere Networks, a Siemens-owned provider of IP infrastructure products. In this role, she directed worldwide communication initiatives and managed five PR agencies in the United States and Asia Pacific region. Michelle began her career at a consumer-focused PR firm, and transitioned to the technology field by gaining experience at two of Boston's largest PR agencies.

Michelle graduated from the University of Iowa with dual bachelor degrees in journalism and political science, and she earned a master's degree in education from Regis University. She served as a board member for the Colorado chapter of the American Marketing Association for two years, and as an adjunct faculty member at MSU Denver for five years. She lives in Denver with her husband, two young children and two dogs.

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## Directors Continued

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### **James Cullen | Ogilvy Public Relations**

James Cullen is a Senior Account Executive who works with Ogilvy Public Relations managing community engagement and communications efforts on behalf of the Federal Emergency Management Agency.

James has broad industry experience in the public affairs, technology, energy, education, economic development and the nonprofit sectors where he has provided integrated marketing, digital communications and public relations support at national, regional and local levels.

An Oklahoma City native, James earned a bachelor's degree in journalism with an emphasis in public relations from the University of Oklahoma. Prior to moving to Denver, James spent years volunteering with students at the University of Oklahoma's Lindsey + Asp student-run advertising and public relations agency in addition to his participation and leadership in the local PRSA chapter.

Since moving to Denver, James has become an active member of the Denver leadership community by participating in the Downtown Denver Partnership's Economic Development Committee and the Denver Metro Chamber of Commerce's Public Affairs Committee. James is also an active member of the Public Relations Society of America where he serves on the Programs, Social and Young Professionals committees and was the February 2017 Volunteer of the Month after coordinating a joint networking event with the American Marketing Association.

James is an avid college football fan (Go Sooners!) and spends much of his free time exploring the Rocky Mountain region, whether on his skis, in his hiking boots, or with his camping gear. He lives his life knowing that no one is ever done learning and takes pride in seeking challenging opportunities to continue building his skills.



### **Dustin Moody | University of Colorado Boulder**

When I moved to Colorado from Florida almost two years ago, I knew very few people in the PR industry. PRSA was a great way to get to know members of the community and the Denver metro area.

I believe that anyone who has the margin and the capacity to give back should do so for whatever cause they're passionate about. I'm proud that the Colorado chapter is one of those places for me. I've had several great PR mentors who have graciously shared their knowledge throughout my career, and this is a small way for me to do that. I particularly like serving with the Summit team because it's an opportunity to bring together some of the best content and practitioners to keep our skills sharp.



### **Geoff Renstrom | Attune Public Relations**

With a career spanning nearly a decade at leading PR agencies in the Denver market, Geoff Renstrom brings a commitment and enthusiasm to helping brands tell their story in a thoughtful, meaningful and engaging manner. Geoff brings skills in media relations, crisis support, issues management, media training and digital storytelling to clients ranging from energy, B2B, craft beer and major consumer lifestyle and food brands.

Receiving a bachelor's degree in communication from Boise State University and a master of science in strategic communication from the University of Denver, Geoff helps a wide range of clients to tell their story and communicate effectively. He enjoys exploring the vast outdoors of Colorado with his wife, Angela and son Hudson. Geoff is an avid home brewer and self-described craft beer geek and can be found most weekends cheering on his favorite teams including the Boise State Broncos, Denver Broncos and Colorado Rockies.