

2025  
GOLD PICK  
AWARDS

Colorado Chapter

**PRSA**

# WELCOME



SAMANTHA COULTER  
PRESIDENT, PRSA COLORADO

# MEET OUR EMCEE



MARK MCINTOSH  
[MARK@SEEKVICTORY.COM](mailto:MARK@SEEKVICTORY.COM)

We're honored to welcome Mark McIntosh as this year's emcee. A longtime Denver media personality, motivational speaker, columnist and author of four books, Mark is also the founder of Victory Productions, a Denver-based nonprofit focused on encouraging others to achieve goals and overcome challenges.

After receiving a life-saving kidney transplant in 2024, Mark is now chair of the 2026 Denver Transplant Games Host Committee. Held every two years, the Games bring together thousands of transplant recipients, living donors, donor families, caregivers, and supporters from across the country to honor the legacy of donors, raise awareness about the importance of donation, and promote healthy living after transplant.



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# 2025 GOLD PICK COMMITTEE MEMBERS

CARLING SPELHAUG  
SAMANTHA COULTER

LIZ MONTVILLE  
ANYA LOFGREEN



## BOARD OF DIRECTORS

**PRESIDENT** - SAMANTHA COULTER, RAEV CREATIVE

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- ANDIE RAFFLES, MBA, RAFFLES COMMUNICATIONS
- KRYSTAL SCORDO, ASTROSCALE U.S.
- SHAWNA SELDON MCGREGOR, MAVERICK PUBLIC RELATIONS
- WALKER SHUMOCK-BAILEY, A LITTLE HELP
- CARLING SPELHAUG, AMP

# MAKE AN IMPACT ON THE FUTURE OF PR



**COLORADO STATE  
UNIVERSITY**

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## THANK YOU TO PRSSA'S SUMMER FUNDRAISER SPONSORS!

### Rising Star Sponsor



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**Amy Johnson**

### PR Icon Sponsor





**WHAT'S THE SECRET TO  
WINNING  
PR AWARDS?**

*Assembling a team of talented  
PR professionals and partnering  
with great clients.*

TONIGHT, WE HONOR BOTH.

SPECIAL  
AWARD  
WINNERS

Colorado Chapter

**PRSA**

# SPECIAL AWARD

## JOE FUENTES ROOKIE OF THE YEAR



### Walker Shumock-Bailey

Metro Denver and Marketing Coordinator  
A Little Help

Walker is diving into the public relations world with enthusiasm and is grateful to be part of the PRSA Colorado Board as the co-chair of the Communications committee. A proud graduate of the University of Denver, he holds degrees in international studies and strategic communication. He currently works for nonprofit A Little Help, wearing several different hats, including overseeing earned media. In addition to his role at A Little Help, Walker owns SB Communications Ltd., where he supports fellow PR professionals with freelance communications work.

Originally from Auburn, Alabama, he's a die-hard college sports fan who spends fall Saturdays cheering on his Auburn Tigers—even if that's meant getting used to disappointment lately. While attending the University of Denver, he was introduced to the 11-time national champion “Kings of College Hockey” and quickly became a devoted DU hockey fan.

Though a Southerner at heart, he's embraced the Colorado lifestyle. You'll often find him skiing the Mary Jane side of Winter Park Ski Resort on Saturdays in the winter/spring. When he's not watching football, basketball, or hockey, he enjoys cooking, spending time with friends, and exploring Colorado by hike or bike.

His nomination notes that as a new volunteer, Walker immediately jumped in with a cheerful willingness to help, always eager to take on any task, no matter how big or small. He's always there with a smile and a “how can I help?” attitude. He's also a thoughtful learner. Rather than just doing what's asked, he actively looks for ways to improve processes and asks insightful questions that help us all grow. He brings ideas to the table with humility and enthusiasm, helping us rethink how we approach challenges.

# SPECIAL AWARD JANE DVORAK MENTOR OF THE YEAR



**Jason Evans**  
Communications Manager  
FlatironDragados

Jason is a communications manager in the FlatironDragados family of companies, one of North America's largest builders of large civil projects (highways, runways, bridges, dams, rail). Before relocating back to Colorado, he was a producer for CNN in Atlanta for 15 years. A graduate of the University of Denver with longtime roots in our community, he believes Colorado has infinite possibilities for our industry. Jason firmly believes in mentorship, not only as a way to pass along experience to the next generation but as a way for the mentor to remain open to new trends and ways of thinking.

Jason co-chaired PRSA Colorado's Student Outreach Committee from 2021-2025, and during that time Jason made an indelible impact in investing in programs aimed to support college students interested in communications careers. This included co-chairing one of PRSA Colorado's annual signature events, Shadow Week, connecting hundreds of students from across Colorado with PRSA Colorado chapter members for a day-in-the-life of a PR professional experience.

Jason also served as the PRSA Colorado liaison for the annual PRSSA student summer fundraiser, ensuring its success and continued growth. He helped advise the PRSSA CSU and CU Boulder chapters as they conducted their fundraisers generating thousands in donations that have helped send students to PRSA's national ICON conference.

# SPECIAL AWARD OUTSTANDING BUSINESS LEADER

## ROSALIND “BEE” HARRIS

Publisher  
Denver Urban Spectrum



Rosalind J. Harris is best known as the publisher of Denver Urban Spectrum and her years of dedication to the community.

After working as a freelance graphic designer in the Denver community early in her career, opportunity knocked and she answered it by starting a community publication, Denver Urban Spectrum. Since inception in 1987, she has established the Spectrum as a community fixture while amplifying voices and sharing stories by “Spreading the News about People of Color.”

For three decades, Denver Urban Spectrum has featured stories about important community events with the help of several hundred writers, editors, graphic designers, marketing sales consultants, photographers and distribution clerks. Together, they have given a voice to underrepresented members of Colorado’s communities of color and played a meaningful role in helping to shine the spotlight on people and organizations working to create change and help others.

Bee has served on several boards as an advisor or director. Among them are the Cleo Parker Robinson Dance Company, Five Points Business Association, Denver Foundation, Girls Scouts Mile Hi Chapter, Visit Denver, CoLours TV, Art Culture and Film, Coalition Against Global Genocide, and the Colorado Press Association.

Over the years, she has also been recognized for her contributions, trailblazing legacy and her role in highlighting the best of our community through numerous awards, including: the MLK Humanitarian and Social Responsibility Awards; Denver’s 150 “Unsung Heroes” from Mayor John D. Hickenlooper; Lifetime Achievement Awards from the Colorado Black Chamber of Commerce and the Colorado Black Women for Political Action; and John Parr and Sandy Widener Civic Leadership Award from the Denver Foundation. And most recently, the Five Points Jazz Festival Cultural Award and the B.E.S.T. Success Summit WiLMA award. In 2012, she received a Public Service honorary doctorate degree from the Denver Institute of Urban Studies and Adult College. In 2020, Bee was inducted into the Colorado Women’s Hall of Fame for her activism, advocacy and impact.

# SPECIAL AWARD SHARON LINHART PR PERSON OF THE YEAR



## JENNIFER QUERMANN Director of Communications and Marketing Butterfly Pavilion

Jennifer Quermann is Senior Director of Communications and Marketing at Butterfly Pavilion, the first Association of Zoos and Aquariums (AZA)-accredited nonprofit, standalone invertebrate zoo in the world, where she leads integrated marketing, media relations, and strategic communications efforts that elevate the organization's mission to protect invertebrates and their ecosystems.

Since joining Butterfly Pavilion in 2021, she has cultivated strong relationships with journalists, reporters, producers, and editors across Colorado, securing thousands of media placements annually and helping to position Butterfly Pavilion as a go-to expert on invertebrate science and conservation.

Under her leadership, Butterfly Pavilion garners more than 1,000 media mentions and placements each year, including dozens of live TV segments, feature stories, and podcast guest appearances. Her media results span top-tier regional outlets such as The Denver Post, 5280, 303 Magazine, Colorado Public Radio, Rocky Mountain PBS, and all major local network affiliates (ABC, CBS, NBC, FOX, and CW), effectively amplifying the organization's voice across traditional and digital platforms. In addition to media relations, Jennifer also leads the marketing team and is responsible for digital strategy, social media, advertising, event promotion, and strategic partnerships.

A seasoned communications strategist with nearly three decades of experience, Jennifer previously held leadership roles at global agencies and consulted for major clients including Visa, Mattel, Levi Strauss, Mars Corporation, the U.S. Department of Defense, U.S. Department of Veteran Affairs, AARP, National Heart, Lung and Blood Institute (NHLBI), Norwegian Air International, and Johns Hopkins Medicine. Her expertise spans strategic PR, media relations, branding, advertising, internal communications, crisis response, digital content, and thought leadership campaigns.

Early in her career, Jennifer transitioned from political fundraising into agency work, where she became known for creating and executing integrated marketing campaigns for corporations, nonprofits, associations, and government agencies. She's served as a media spokesperson for global brands and briefed high-ranking military leaders in locations from Germany to Japan.

Originally from Northern California, Jennifer earned her B.A. from the University of Colorado Boulder and was thrilled to return to Colorado permanently in 2021, settling in Westminster. She brings both national experience and local insight to her role, advancing Butterfly Pavilion's visibility and impact throughout the state and beyond.

# SPECIAL AWARD AYERS CHAPTER SERVICE AWARD



**JAKE KASOWSKI**  
Managing Supervisor  
FleishmanHillard

Jake Kasowski is a communications professional with more than 10 years of experience in public relations and strategic communications across the technology industry. Currently, he serves as a managing supervisor at FleishmanHillard in the corporate reputation and technology practice, working with Fortune 500 companies in the enterprise and consumer technology sectors. Previously, he has held both in-house and agency roles at companies including ManagedMethods, 10Fold Communications, and Barokas Communications. He holds a bachelor's degree in communication studies from Western Washington University. In his free time, Jake enjoys watching sports, concerts at Red Rocks, and enjoying an IPA at the many breweries across the Denver metro.

For years, Jake's been a driving force behind one of the chapter's cornerstone programs – our annual Summit. This is particularly impressive given the added challenges in the years following the pandemic, when member engagement was uncertain and rebuilding momentum required determination, strategy, and perseverance. Jake's hard work, steady leadership and thoughtful planning played a critical role in reenergizing our chapter at a time when it was most needed. What's more, this year Jake stepped into another vital role: student outreach co-chair.

# SPECIAL AWARD SWEDE JOHNSON LIFETIME ACHIEVEMENT AWARD



## DOUG HOCK, APR

Doug Hock, APR, worked as a public relations professional in the Denver area for over 30 years. An active member of PRSA Colorado, he was Chapter President in 1998 and later served a two-year term as a chapter delegate to the annual leadership assembly.

Doug worked in a variety of organizations, providing media relations, internal communications and crisis communications expertise. He also worked on the agency side of the business as an account executive and a freelance consultant. The majority of his career was spent in natural resources, working as media relations counsel and spokesman for Newmont Mining Corporation and EnCana Oil & Gas (USA). In 2012, he received the Distinguished Achievement Award in Public Affairs from the Western Energy Alliance, a trade association of oil and gas exploration and production companies operating in the Western states.

Outside of his professional work, Doug served as a board member and chair of several area nonprofits, including the Denver Children's Home, Florence Crittenton Services of Colorado and Metro Caring.

Doug is a graduate of Drake University with a BA in News/Editorial Journalism. He and his wife, Jenny, have two grown sons and a granddaughter.

# GOLD PICK AWARDS

**INTEGRATED COMMUNICATIONS  
- CONSUMER SERVICES**

**BOK FINANCIAL**  
Moving Forward in a Changing World:  
BOK Financial 2025 Market Outlook

**EVENTS AND OBSERVANCES -  
SEVEN OR FEWER DAYS  
GOVERNMENT**

**CIG PUBLIC RELATIONS**  
Child Passenger Safety Week  
Mobile Car Seat Checks

**PUBLIC SERVICE -  
GOVERNMENT**

**CITY OF BOULDER**  
Sand Creek Massacre Historical Storytelling  
Collaboration

**PUBLIC AFFAIRS**

**PHILOSOPHY COMMUNICATION**  
Advocating for Colorado Produce Growers:  
A Strategic Public Affairs Campaign

**INTEGRATED COMMUNICATIONS -  
CONSUMER PRODUCTS**

**SCHRODERHAUS**  
Justin's Outdoor  
Play to Apres Campaign

**INFLUENCER MARKETING -  
MACRO-INFLUENCERS**

**SCHRODERHAUS**  
Stirring Excitement Through Influencer  
Partnerships for Wallaby Campaign 8A:  
Justin's Halloween Spooky Movie Night

**MOST EFFECTIVE CAMPAIGN ON A  
SHOESTRING BUDGET**

**CITY OF BOULDER**  
Sand Creek Massacre Historical  
Storytelling Collaboration

**BEST AGENCY - BOUTIQUE/SMALL**

**SIDECAR PUBLIC RELATIONS**  
Crafting the Narrative  
Behind the Skyline

# SILVER PICK AWARDS

**INTEGRATED  
COMMUNICATIONS-  
ASSOCIATIONS/NONPROFITS  
/EDUCATIONAL INSTITUTIONS**

**CIG PUBLIC RELATIONS**  
Look Ma, No Hands! Educating Colorado  
Drivers on New Hands-Free Law

**REPUTATION AND BRAND  
MANAGEMENT - BUSINESS**

**KODIAK BUILDING PARTNERS &  
KEETON PUBLIC RELATIONS**  
Flipping Expectations: How Kodiak Became  
Known for Building Materials, Not Pancakes

**MULTICULTURAL PUBLIC  
RELATIONS**

**BOK FINANCIAL**  
BOK Financial Hispanic  
Financial Literacy Campaign

**BEST AGENCY -  
BOUTIQUE/SMALL**

**SCHRODERHAUS  
MARKETING COMMUNICATIONS**

**INFLUENCER MARKETING  
- MACRO-INFLUENCERS**

**SCHRODERHAUS**  
Justin's Driving Purchase  
Consideration With Influencers

# WINNING COMPONENT AWARDS

Colorado Chapter

**PRSA**

# GOLD PICK AWARDS

## DIGITAL PLATFORMS

**METROPOLITAN STATE UNIVERSITY  
OF DENVER**  
The Early Bird

## SOCIAL MEDIA

**COLORADO STATE UNIVERSITY**  
The Big Stink: How CSU  
Made a Flower Go Viral

## ANNUAL REPORTS

**SIDECAR PUBLIC RELATIONS**  
2024 Corporate Social  
Responsibility Report

## FEATURE STORIES

**METROPOLITAN STATE UNIVERSITY OF DENVER**  
Simulating the Future of Healthcare  
College and Happiness  
Growing Cannabis Industry Leaders

## PODCASTS

**COLORADO STATE UNIVERSITY**  
Colorado State University's The Next 150 Podcast With  
President Amy Parsons

## WEBSITES

**BAREFOOT PUBLIC RELATIONS**  
Denver Public Schools Foundation  
Website Redesign

## WEBSITES

**METROPOLITAN STATE UNIVERSITY OF DENVER**  
The Early Bird

## MEDIA RELATIONS - CONSUMER PRODUCTS NON-PACKAGED GOODS

**LINHART PUBLIC RELATIONS**  
From Wall Street to the Cattle Ranch: How Linhart PR  
and Beef. It's What's for Dinner. Used Authentic  
Rancher Storytelling to Showcase the Beef Industry's  
Positive Impact Advancing Hearing Education Among  
Older Adults to Support Healthy Aging

# GOLD PICK AWARDS

**MEDIA RELATIONS -  
BUSINESS TO BUSINESS**

**JUMEL COMMUNICATIONS**  
A Mile High Media Change:  
The Acquisition of 5280

**MEDIA RELATIONS -  
BUSINESS TO BUSINESS**

**SIDECAR PUBLIC RELATIONS**  
Setting the Stage and Building Buzz for  
Colorado's Largest Modular Housing  
Project

**MEDIA RELATIONS -  
CONSUMER SERVICES**

**SIDECAR PUBLIC RELATIONS**  
Carving a Path for Indoor Ski Slopes With  
Snobahn's Ribbon Shredding Ceremony

# GRAND GOLD PICK AWARD

**METROPOLITAN STATE  
UNIVERSITY OF DENVER**

Simulating the Future of Healthcare



# SILVER PICK AWARDS

## DIGITAL PLATFORMS

### BAREFOOT PUBLIC RELATIONS

Gates Family Foundation Nonprofit Capital  
Projects Guide

## SOCIAL MEDIA

### PRIM, ON BEHALF OF MORNING STORY RESTAURANTS

Bringing Brunch to Life: How Morning Story  
Served Up Engagement on Social

## SOCIAL MEDIA

### SCHRODERHAUS

Heating Up Excitement for Clipper Tea

## FEATURE STORIES

**CU BOULDER DEPARTMENT OF  
STRATEGIC RELATIONS & COMMUNICATIONS**  
Mountain Chickadees Have Remarkable Memories.  
A New Study Explains Why

## MEDIA RELATIONS - BUSINESS TO BUSINESS

**SCHRODERHAUS**  
Leveraging Environmental Transparency and  
Accountability With Horizon Organic and Wallaby

## MEDIA RELATIONS - CONSUMER SERVICES

**LINHART PUBLIC RELATIONS**  
Elevating Oakwood Homes Through Strategic Media  
Outreach and Community-Driven Storytelling

## MEDIA RELATIONS - ASSOCIATIONS/NONPROFITS /EDUCATIONAL INSTITUTIONS

**SIDECAR PUBLIC RELATIONS**  
Elevating Denver Walls From a First-Year  
Festival Into a Can't-Miss Cultural  
Experience

# SILVER PICK AWARDS

**MEDIA RELATIONS -  
ASSOCIATIONS/NONPROFITS  
/EDUCATIONAL  
INSTITUTIONS**

**ETPR**

The Power of Presence: Rewriting the Code's Year of PR-Driven Growth

**MEDIA RELATIONS -  
CONSUMER PRODUCTS  
PACKAGED GOODS**

**LINHART PUBLIC RELATIONS**

Linhart PR Serves Up Prime National Media Coverage for Beef. It's What's for Dinner. With Culinary Experts and Flavorful Storytelling Delivering Mouthwatering Media Results for a Premium Chocolate Brand Without an Affiliate Marketing Program

**MEDIA RELATIONS -  
CONSUMER PRODUCTS  
PACKAGED GOODS**

**ROOT MARKETING & PR**

Turning the Tables: How Root Helped Beloved Restaurants Beat Seasonality

