

## Lisa A. Shenkle

### President

With nearly twenty years of public and media relations experience, Lisa Shenkle is a published writer and award-winning public relations practitioner. She has directed multi-layered campaigns for regional, national and international programs, including trade development advertising in foreign markets. Ms. Shenkle has developed B2B campaigns for various industries and works with consumer media on a daily basis. She has created, managed and implemented press relations campaigns in the United States for the Province of Grosseto, Italy and assisted with media relations activities in Barcelona, Spain, London, England, Sao Paolo, Brazil, Buenos Aires, Argentina and other international cities.

Ms. Shenkle has arranged publicity appearances and interviews for Billy Joel, James Earl Jones, Sarah Ferguson, the Duchess of York, Chef Jacques Pepín and Arnold Schwarzenegger, among others. She has represented national associations, private industry, government, educational initiatives and non-profit agencies and over the years has developed mutually beneficial partnerships, or worked on press initiatives with companies like Kraft, Inc., Lender's Bagels, CSXT, Pillowtex, The Grand Ole Opry, Hyatt Hotels and others. She has garnered recognition for her work in the form of three local Emmy's, the Public Relations Society of America and PBS.

Ms. Shenkle has worked with the diplomatic community in Washington, D.C. on entertainment and news events and publicized and/or managed projects involving high-profile individuals including former First Lady Barbara Bush, former Senator Bob Dole (R-KS), two Maryland Governors and various federal and state cabinet secretaries.