



Mary Schnack

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Mary Schnack is President of Mary Schnack & Associates. A specialist in communications for almost 30 years, Mary is an award winning writer, business owner and public relations practitioner. A public relations consultant and crisis communications expert, she has helped small businesses, associations and corporations with a variety of public relations needs and speaks on communications and business topics throughout the world.

<p>Mary Schnack & Associates</p>	<p>President, 1992 – Present</p> <ul style="list-style-type: none"> • A full-service public relations agency representing associations, non-profit organizations, corporations, entrepreneurs, government entities and small businesses. We work closely with clients to raise their profiles within identified target markets. Our clients' goals range from promoting a cause to recruiting members to influencing public opinion. • We are particularly well-known for association public relations, women-owned and small business representation, media training and crisis communications.
<p>Speaking and Workshops</p>	<ul style="list-style-type: none"> • Business Communication Speeches and Seminars: <i>Media Training, Crisis Communications, PR, Developing a Communication Plan, Branding</i> • International Keynote Speaker: <i>Let Your Voices Be Heard: Women and Leadership</i> • Conducted speaking engagements and trainings throughout the US and in Kenya, Greece, London, Iceland, Brussels, Mexico, Egypt, Germany, China, Ukraine, South Swaziland.
<p>Author</p>	<p><i>PR Works</i>. Thirty-one real life examples of easy-to-understand and easy-to-implement public relations strategies that prove PR Works for small and big businesses alike!, 2005.</p>
<p>Awards and Distinctions</p>	<p>The International Alliance for Women Inaugural World of Difference 100 Awards, 2009 Advertising Working Mother of the Year Trailblazer Award, 2009 Member of the Year, Women Impacting Public Policy, 2009 Entrepreneurial Excellence Award, NAWBO-Sedona, 2004 Women Business Advocate of the Year, Region IX, SBA, 2004 Pioneer Award, NAWBO, 2001 Coaching Sportsmanship Award, National Basketball Association, 2001</p>
<p>Education</p>	<p>BS in Journalism with honors, University of Iowa</p>
<p>Community Service</p>	<p>Board of Trustees, ATHENA International Secretary, Executive Advisory Board, Women Impacting Public Policy Past Chair, NAWBO International Forum Past Chair, Great American Smokeout for the American Cancer Society, Los Angeles Past President, NAWBO Sedona Past Board Member, Sedona Boys and Girls Club Volunteer of the Year: American Cancer Society's Coastal Cities Unit and Los Angeles Commission on Assaults Against Women.</p>