



Laurel Smith, APR

Laurel Smith is a partner with Gravina, Smith, Matte & Arnold Marketing and Public Relations, a full-service firm established in Fort Myers in 1983.

Smith joined the firm in 1984 with a bachelor's degree in journalism from the University of Florida. In 1988, the Southwest Chapter of the Florida Public Relations Association named her PR Professional of the Year, and in 1991, she achieved professional accreditation from FPRA. Her work on behalf on the South Florida Water Management District, Bonita Bay Group and Southwest Florida International Airport has been recognized with awards from FPRA, the Airport Operators Council International and the Advertising Federation.

An alumna of Leadership Lee County, Smith recently completed 18 years of board service for United Way of Lee, Hendry, Glades and Okeechobee, including terms as campaign chair and board chair. She is a trustee of the CREW Land & Water Trust and has been an FPRA member since 1986.