

PR University Presenters



Heather Champine, Media Relations Partner and Vice President of Media Production, Media Relations, Inc.

Heather is a creative and dynamic driving force behind marketing campaigns for companies ranging from the technical and complex to the fun and quirky. Her client list has included national brands such as 1-800 Contacts, Great Clips, Widex Hearing Aids, Bausch & Lomb, Nature's Way, Intel, AT&T, Fotona and Nash Finch. With more than 20 years of marketing experience, she thrives on pursuing unique ways to elevate brands, help increase sales, educate consumers and, ultimately, inspire consumers to buy.

A multi-faceted leader, Heather has the keen understanding and insight to know how to run an integrated campaign and what it takes for our clients' stories to become the news. Her team of publicists, many of them former journalists and reporters, have secured local, regional, and national exposure on the most desired of media: *the Today show*, *The Doctors* and publications that include *USA Today*, *Self Magazine*, and *Woman's World*.



Ryan Gerds, APR, CPRC, Director of Marketing, Captozyme 2017-2018 FPRA President

Ryan moved back to Florida in 2005 after spending over five years working in professional baseball. He spent over 10 years at Munroe Regional Medical Center in Ocala, where he moved up from Public Information Officer to Director of Marketing. In 2014, he joined RTI Surgical as Director of Marketing Communications. Most recently, he became the Director of Marketing at Captozyme, a biotechnology company developing enzymes and formulations to advance knowledge in the area of gut health and, through its products, advance the health and wellness of people.

Ryan joined FPRA in 2005 and served as the Ocala Chapter President in 2010. He has served on the FPRA Executive Committee for seven years and was recently sworn in as this year's FPRA state President.



Kena Lewis, APR, Director of Media Relations and Public Affairs, Orlando Health

As FPRA Orlando-area chapter's 2017 PR Professional of the Year, Kena Lewis has a diverse background in news, public affairs, marketing and public relations. Lewis In her current role, she directs Orlando Health's public affairs and media relations team and provides lead support on issues management and crisis communications. This year, Lewis and her team were honored with the PRSA Silver Anvil Award for Crisis Communication.

Prior to joining Orlando Health, Lewis served as senior director of public affairs and communications for the Florida operation of Bright House Networks and as vice president of marketing and communications for Heart of Florida United Way. She also managed publicity and public relations efforts for Universal Orlando and Time Warner Cable.

Lewis is currently working on her master's degree in communications with an emphasis on mass communication at the University of Central Florida. She and her husband, Alvin, reside in Orlando with their 16-year-old son, Akeen.



Trey Radel, Radio Host, Fox 92.5, author, former U.S. Congressman, and owner, Trey Radel Communications Concierge

Trey Radel built a successful media career through the power of charisma and old-fashioned hard work. He found a way to integrate his personal brand across all media platforms. He's reached and persuaded audiences on TV, radio, digital, and in print. Radel served as the U.S. Representative for Southwest Florida's District 19 from 2013-2014.

Trey's company offers private coaching on media training, personal branding, political messaging and crisis communication. For two years Trey hosted a successful morning show on Fox 92.5, but in late September realized his dream of hosting an evening drive time show, "The Drive with Trey Radel." Trey's book, "Democracy: A True Story of Weird Politics, Money, Madness, and Finger Food," was published earlier this year and is a behind-the-curtain look at Washington politics and the halls of Congress.



Christine Selby Regan, Digital Marketing Manager, Kennedy Space Center Visitors Complex

Christine Selby Regan's key principle is keeping the focus on the customer first. Her career as a marketer has spanned 20 years across three unique business categories: homebuilding in South and Southwest Florida; consumer packaged goods in Maryland; and hospitality/entertainment on the Space Coast. Christine entered digital and social media in their fledgling periods and led key initiatives including brand social media launches and website redesigns.

Christine loves a good story and in her current role she is privileged to share the story of NASA's space program. As the creator of two Image award winning video series *Tell Me a Story: Astronaut Tales* and *Untold Stories from the Rocket Ranch*, Christine collects short stories, depicting historic moments spanning every space program from Mercury through the Space Shuttle Program.

In her personal time, Christine loves living near the beach and has a passion for dogs, especially the four Havanese who share a home with her and her husband. In addition, Christine is a news junkie and Baltimore Ravens fan.



Nanette Schimpf, APR, CPRC, Vice President and Advocacy Lead, Moore Communications Group

Nanette is a distinguished public relations professional with more than 20 years of experience in public relations, media relations, advocacy and public affairs. Nanette works to deliver strong and clear messages on behalf of her clients.

Her work has included leading the Medicare Rx Access Network of Florida in educating seniors across Florida; directing a grassroots campaign with more than 1,000 media hits; leading the grassroots effort on behalf of the Florida Sheriffs Association to educate Floridians on Amendment 2; and working

with Save Florida's Trauma Care to help secure more than \$50 million a year in recurring funds for Florida's trauma centers and generated more than 616 stories through media relations efforts.

Nanette is a communications graduate from Florida State University. In 2009, she received her APR and three years later received her CPRC. She is also a dedicated volunteer and believes in giving back to the community to improve the world, one project at a time.