

# Paula L. Pedene APR, Fellow PRSA

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## CEO/President/Owner/Executive Director

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### ***PAULA PEDENE AND ASSOCIATES CORPORATION (APRIL 2012 TO PRESENT), 5957 E. ASTER DRIVE, SCOTTSDALE, AZ 85254***

- Paula L. Pedene, APR, Fellow PRSA, is the CEO/President/Owner of this corporation.
- As CEO/President/Owner, she is responsible for business strategy, planning, policy, implementation, and overview of her corporation. She collaborates with nearly a dozen associates each week, covering public relations, community outreach, media engagement, blogging, digital media and marketing, graphic design, audiovisual production, photography, and graphic design. She engages with the community and elected officials to ensure business operations remain on solid ground.
- She is responsible for a complete project overview, including managing business relationships, influencing stakeholders, and creating winning opinions. She does this through numerous communication methodologies, including Strategic Planning, Advice and Council, Community Outreach, Media Relations, Congressional Relations, Digital Media, Internal Communications, and partnering with VSOs and others.
- She works with the Arizona Procurement and Technical Assistance Center on business opportunities for service-disabled veterans and women-owned businesses.
- She conducts business outreach, networking, and submit proposals, and participates in Veterans Networking events.
- Pedene brings 40 years of experience to the position, first learning her skills in the U.S. Navy. She was a Print Journalist & Radio and Television Broadcaster for national news outlets to include Navy News This Week, the U.S. Information Agency, COX Broadcasting, and Potomac News.
- Her public relations expertise is extensive and varied, having served in numerous public affairs roles with increasing complexity and capabilities. She was a V.A. facility Public Affairs Officer at both Phoenix and Buffalo VAMC. She was a Deputy Director at the Regional Office of Public Affairs in Denver, covering five states. She was a Veterans Integrated Service Network PAO for facilities in three states. She was selected as a Senior Communications Specialist in the Veterans Health Administration Office of Communication, where she supported the VHA Chief of Staff and the Executive In Charge.
- She has worked in every public affairs medium, including internal, external, digital, and community outreach, earning numerous national awards and achieving unique distinction as a Fellow, which only two percent of her peers attain. She also holds P.R. Pro of the Year honors, which is given to 1/10<sup>th</sup> of one percent of members.
- As she positions herself into a federal government contractor's realm, she brings a wealth of expertise in project management and oversight, having engaged at various levels of project management with several national vendors in different capacities.
- She is adept at handling the firm's complexity and size, along with her vast network of associates. She is capable of expanding her corporation in the federal government sector.

### ***HONORING AMERICA'S VETERANS, 501C3 NONPROFIT (JAN 2020 TO PRESENT)***

#### **EXECUTIVE DIRECTOR**

- Currently serves as Executive Director for this small nonprofit.
- Responsible for board policy and overview for fundraising.
- She serves as coordinator for public relations planning, event management for the Phoenix

- Veterans Day Parade and its surrounding activities.
- She provides an overview of contractors for the website and social media accounts.
- Works with Parade Coordinator, who oversees 30 volunteers for event management.
- Collaborate with a nine-person board of directors.

## ***DEPARTMENT OF VETERANS AFFAIRS (1991-2020)***

### **COMMUNICATIONS SPECIALIST (0301)**

### **PUBLIC AFFAIRS SPECIALIST (1035)**

- She was a communications advisor between senior leaders, government officials, congressional members and liaisons, medical experts and patients, media, employees, and other stakeholders. Create nationally based communications plans using analytical methods based on best practice approaches in planning and integrating public relations practices into the communications effort. Create/edit news releases/media advisories, newsletters, web content, speeches, talking points, blogs, website content, social media posts/tweets, T.V. shows, videos, photography, and other products. Develop proven best-in-class communications. Provide public relations guidance and information to hundreds of Public Affairs Officers nationwide to help impact information flow between our nine million veterans and 320,000 employees.
- She has attained status as a Fellow in the PRSA College of Fellow in 2015. Her 30 years as a public relations practitioner, using best case practices/principles in public relations, community service, and service to the Public Relations Society of America, was the catalyst for this recognition.
- Proven leadership ability to envision and build mutually beneficial relationships between an organization and its stakeholders that result in winning outcomes. Recognized public relations advisor/counselor. Skill-set to make connections across many fields and use analytics to address problems, often sparking new thinking. Believe that teams will consistently outperform any one individual's idea. Drive results that will wow clients and demonstrate accountability for outcomes.
- Adept at coordinating public relations research methodologies to discover stakeholder perceptions amongst 2,000 employees, 80,000 patients, the community at large, 500 volunteers, and 120 Veterans Service Organizations. Create positive image shifts ranging from 30 to 80% improvement as denoted in follow-up surveys while marketing V.A. health care to eligible Veterans.
- As a congressional advocate for our nation's veterans, she helped create and move [HR 1197](#) (2008-2009) into law. Working with Congressman Harry Mitchell, they addressed the lack of a V.A. health care and health benefits eligibility category for Congressional Medal of Honor recipients. HR1197, the Congressional Medal of Honor Health Equity Act, passed in Feb. 2009.
- She is adept at handling crisis and issues management for media relations. She is Hospital Emergency Incident Command Service trained at handling sensitive incidents, including congressional inquiries, investigative audits, Inspector General Reports, privacy breaches, etc.
- She is a Social Media Manager for several Facebook, Twitter, and LinkedIn profiles/groups.
- Serve as Special Event Coordinator for large-scale "[Phoenix Veterans Day Parade](#)" with 2,500 entrants, 45,000 spectators, and 300 volunteers. Parade Coordination includes all creative aspects. Generate \$60,000 of in-kind sponsorships.
- Pioneering: Creator of two 501c Veterans Community Advisory Boards, Veterans Medical Leadership Council in 1999 and [Honoring Arizona's Veterans](#) in 2010
- **National Recognition - Public Relations Society of America [Silver Anvil](#)** Awardee, including:
  - [Silver Anvil Award of Excellence for Community Outreach - 2020](#)
  - [Silver Anvil Award of Excellence for Public Service - 2020](#)
  - [Silver Anvil Award for Community Outreach - 2010](#)
  - [Silver Anvil for Reputation/Brand Management – 2007](#)

○ [Silver Anvil for Institutional Programs - 2004](#)

● **Stellar Leadership:**

- ✓ VA MISSION Act Team Lead for communications, enabling the successful communication campaign for Launching the VA MISSION Act legislation.
- ✓ Acting Director, Internal Communications, VHA Office of Communications.
- ✓ VHA CO received Certified Mentor Training to become a CHM. All VHA Supervisory courses are up to date.
- ✓ Chair-Elect/Chair (2014-2015) [PRSA Western District](#) comprising 11 chapters in 5 states with 2200 members.
- ✓ She was the Phoenix VA Health Care System Supervisor for four direct reports and 100 collateral duty staff.
- ✓ She served as Chair-Elect and Chair (2009-2010) of [PRSA Health Academy](#) with more than 800 members, leading creative efforts to enhance volunteerism, board support, and member engagement.
- ✓ Conference Chair (2006-2008) of the PRSA Health Academy Conference, providing leadership to increase educational values for members.
- ✓ She was a Board Member and President (1998 to 2004), [Phoenix Chapter PRSA](#) earning the prestigious [PRSA Percy Award in 2006](#) for Leadership Excellence. Revamp chapter activities to align with strategic goals, increase volunteer opportunities and recognition, tying in diplomatic planning efforts.
- ✓ As a Leadership VA member in 2004, she earned the "Sandra Keyes Elmo Award" for engaging personality and V.A. value-based attributes.
- ✓ As a Valley Leadership participant in 2002, she earned the Ms. Congeniality Award.

***NEWS MEDIA RELATIONS 1980-2012***

**PBS, U.S. INFORMATION AGENCY, VA, COX BROADCASTING, U.S. NAVY, WBFO RADIO**

- She was a Television Show Producer and Host for Six Seasons of Telly and Gold Screen Award-winning ["To Your Health"](#) T.V. show, which aired on Channel 11 throughout Arizona.
- She is an award-winning writer and producer for various print and electronic media kits, news releases, public service announcements, and other communications.
- U.S. Capitol Hill Legislative Correspondent/State Department Employee: News reporting in collaboration with legislative officials, federal entities, nonprofits, corporations, and others to ensure accurate information on all stories. Entertainment reporter/critic on films, music, and other venues.
- U.S. Navy Journalist: Worked with the Armed Forces Radio and Television Service on Midway Island, Tokyo, Japan, and Washington DC.
- First female Co-Anchor for the TV Show, Navy News This Week

**AWARDS, RECOGNITION, LEADERSHIP**

- PRSA Silver Anvil nominee, Community Outreach, Launching the VA MISSION Act (2020)
- PRSA Silver Anvil nominee, Public Service, Launching the VA MISSION Act (2020)
- PRSA Platinum Service Award, PRSA Western District (2018)
- Public Relations Society of America (PRSA) Induction, member of the College of Fellows (2015)
- PRSA PR Pro of the Year (2015)
- VHA Certified Mentor (2015)
- PRSA Copper Anvil, Community Outreach Events, Phoenix Veterans Day Parade (2014)
- PRSA Award of Merit, News Release, Phoenix Veterans Day Parade (2014)
- PRSA Copper Anvil, Community Outreach, Phoenix Veterans Day Parade (2013)
- Phoenix Veterans Day Parade Founders Award, Honoring Arizona's Veterans (2013)
- PRSA Phoenix Chapter Western District Liaison (2012-2013)

- VHA National Award of Excellence Special Events, Phoenix Veterans Day Parade (2012)
- VHA National Award of Excellence Media Relations (2012)
- VHA National Award of Excellence Special Events, VA Veterans Day Parade (2011)
- VHA National Award of Excellence Media Relations (2011)
- PRSA Phoenix Chapter Copper Anvil, Special Events, VA Veterans Day Parade (2011)
- PRSA Phoenix Chapter Copper Anvil, Media Relations (2011)
- Founder, Honoring Arizona's Veterans 501c3 Non-Profit (2010)
- PRSA National Health Academy Chair (2010)
- VHA National Ace Achievement Award, VA Veterans Day Parade (2010)
- VHA National Honor Award for Innovation PVAHCS Electronic Media Kit (2010)
- Public Relations Society of America Silver Anvil Award, Community Outreach, VA Veterans Day Parade (2010)
- PRSA Phoenix Chapter Copper Anvil, Reputation Management (2010)
- PRSA Phoenix Chapter Award of Merit, Publicity/Promotions-Media Kit (2010)
- PRSA Phoenix Chapter Award of Merit, Special Events: V.A. Veterans Day Parade (2010)
- IABC National Communications Awards, Silver Quill, CTHVAMC PR Plan (2009)
- VHA National Award of Excellence, PVAHCS Strategic PR Plan (2009)
- VHA National Award of Excellence, PVAHCS Inpatient Handbook (2009)
- VHA National Honor Award, VA Veterans Day Parade (2009)
- VHA Communications Award for Public Relations Campaigns (2008)
- PRSA Phoenix Chapter Copper Anvil, VA Public Affairs Plan (2008)
- PRSA Phoenix Chapter Copper Anvil, CTHVAMC To Your Health TV Show (2008)
- Public Relations Society of America National Silver Anvil, Reputation Management (2007)
- PRSA Phoenix Chapter Copper Anvil, CTHVAMC Making the Media a Priority (2007)
- PRSA Phoenix Chapter Copper Anvil, Reputation Management, CTHVAMC (2007)
- VHA Excellence in Communications Award in Writing: Press Releases (2007)
- VHA Excellence in Communications Award in Public Relations Campaigns – External (2007)
- VHA Excellence in Communications Award in Broadcast Media, To Your Health (2007)
- VHA National Best of Show Winner, Paula L. Pedene APR (2007)
- V.A. Veterans Day Parade Pride Award Winner (2006)
- Phoenix PRSA Chapter, Percy Award for Outstanding Leadership (2006)
- PRSA Phoenix Chapter Copper Anvil, To Your Health TV Show (2006)
- PRSA Phoenix Chapter Copper Anvil, Improving the Reputation of V.A. Medical Center (2006)
- PRSA Phoenix Chapter Copper Anvil, Brochures, Bridging the V.A. Community (2005)
- PRSA Phoenix Chapter Copper Anvil, Innovative Use of Technology – CTHVAMC Website, Bridging the V.A. Community (2005)
- National PR News Award, Organizational Brand Marketing, and Communications (2005)
- P.R. People Honorable Mention, PR Professional of the Year, Paula L. Pedene APR (2005)
- PRSA Phoenix Chapter Copper Anvil, Reputation Management (2005)
- Phoenix Business Journal Best Places to Work, Large Companies, #23, CTHVAMC (2005)
- Public Relations Society of America National Silver Anvil, Institutional Programs, Government (2004)
- PRSA Health Academy National Innovation Award for Excellence (2004)
- Media Communications Association International, To Your Health TV Show (2004)
- Sandra L. Keyes "Elmo Award," Leadership VA (2004)

- PRSA Phoenix Chapter Copper Anvil, Public Affairs Plan (2004)
- PRSA Phoenix Chapter Copper Anvil, To Your Health TV Show (2004)
- Phoenix PRSA Chapter President (2003)
- PRSA Phoenix Chapter Copper Anvil, Not-for Profit Communications (2003)
- PRSA Phoenix Chapter Copper Anvil, Special Events VA Parade (2003)
- PRSA Phoenix Chapter Copper Anvil, Innovative Use of Technology, Website (2003)
- National Association of Government Communicators Award, To Your Health (2003)
- PRSA Health Academy National Innovation Award, VA Public Affairs Plan (2003)
- VHA Under Secretary National Award for Health Communications (2003)
- Telly Award to Your Health TV Show (2002)
- VHA Under Secretary National Award for Health Communications (2002)
- PRSA Phoenix Chapter Copper Anvil, Public Affairs Plan (2002)
- PRSA Phoenix Chapter Copper Anvil, To Your Health TV Show (2002)
- PRSA Health Academy National Innovation Award of Excellence (2002)
- PRSA Health Academy National Innovation Award, Paula L. Pedene APR (2001)
- PRSA Phoenix Chapter Copper Anvil, Public Affairs Plan (2001)
- PRSA Phoenix Chapter Copper Anvil, Health Trends Newsletter (2001)
- Veterans' Health Administration, National Communications Advisory Board Charter Member, Paula Pedene APR (2001)
- VHA Best Practice National Award, Overall Public Affairs Program (2001)
- PRSA Phoenix Chapter Copper Anvil, Public Affairs (2001)
- PRSA Phoenix Chapter Copper Anvil, Health Trends Newsletter (2000)
- PRSA Phoenix Chapter Copper Anvil, Phoenix VA Veterans Day Parade (2000)
- PRSA Phoenix Chapter Copper Anvil, Strategic Public Affairs Plan (2000)
- Founder, Veterans Medical Leadership Council 501c19 Non-Profit (1999)
- PRSA Phoenix Chapter Copper Anvil, Public Affairs Plan (1999)
- PRSA Phoenix Chapter Copper Anvil, Special Events VA Parade (1999)
- Coffey Communications National Communicator Award, Paula L. Pedene APR (1999)
- Society for Healthcare Strategy and Market Development National Banner Award, Public Affairs (1999)
- Federal Executives of Arizona Outstanding Disabled Employee (1998)
- VHA Under Secretary for Health National Award, VA Public Affairs Officer (1997)
- Impact Award for Enterprising Women Paula L. Pedene (1996)
- Veterans' Health Administration (VHA) Under Secretary for Health's National Award for Excellence Public Affairs (1995)
- Office of Public Affairs Special Events Team (1993-2009)
- VHA Communications Excellence Best Newsletter Center Stage (1992)

## **EDUCATION**

- The University of Maryland, Bachelor of Science-Political Science
- Los Angeles Metropolitan College Overseas, Associate of Arts in Journalism
- Accreditation in the Public Relations Society of America (APR) 1999 *to present*.
- She serves as a presenter and facilitator of numerous courses for the local, district, and national chapters.
- Fellow PRSA 2015
- Leadership VA 2004; Recipient of the Sandra L. Keyes Award for outstanding spirit
- Graduate of Valley Leadership Class XXIII in 2002

- Graduate, Disney Institute for Veteran Centric Care Initiatives 2010
- Defense Information School - Electronic and Print Journalism, Photography, Radio and Television Production, Shipboard Information and Television Entertainment
- U.S. Navy Broadcast Journalist (JO1 1980-1986) merged to Mass Communications using the following Navy Enlistment Codes:
  - [MC 8143](#) Motion Media Cameraman
  - [MC 8144](#) Motion Media Director/Editor
  - [MC-8147](#) Photojournalism Specialist
  - [MC 8148](#) Photojournalist
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***References available upon request***