



Sheri Benninghoven, APR

"Beyond the APR designation behind my name, which says a great deal about our profession and how we take our roles seriously, the process of studying and learning about public relations planning was invaluable. I use what I learned through the accreditation program every single day. And I still stay in touch with my study class - they are great friends and colleagues!"

*Principal
SAE Communications, Santa Barbara, Calif.*



Christine Brainerd, APR

"Earning my Accreditation in Public Relations was a pivotal step in my career, as it marked my transition into leadership roles at both my workplace and professional association (CAPIO). Obtaining my APR broadened my knowledge of the public relations field, and it validated my role as a seasoned, strategic professional. It also gave me the confidence to provide guidance at the table where decisions are made. Offering CAPIO members the APR program will provide government communicators a tremendous opportunity for professional development, while raising the bar for the municipal communications profession.

*Communications Manager
City of Folsom, Folsom, Calif.*



Tanya Castaneda, APR

"As the Public Information Officer for a forward-thinking government agency, I am constantly challenged to demonstrate 21st Century leadership. The APR process equipped me with a research-based, strategic approach to public engagement planning, along with a focus on metrics and tracking the success of such efforts. People throughout my organization have noticed the difference; I recently received a note from an executive thanking me for the "new level of professionalism" I brought to a recent project. That's why I am encouraging one of my team members to pursue her accreditation this year!"

*Principal Public Information Officer, Marketing and Communications
Port of San Diego*



Liselle DeGrave, APR

"Earning my APR has been one of the most rewarding experiences in my professional career. The APR certification demonstrates to my clients that I have understanding of the public relations process, which always begins with preliminary research and ends with a solid evaluation component. As communicators, we aren't creating fluff or spinning news, we are the glue that tie our organizations with their key stakeholders. It is our job to represent the profession of public relations and our organizations with strong ethical standards; the APR exemplifies what it means to serve as an ethical public relations professional."

*Principal
DeGrave Communications*



Gina DePinto, APR

"Earning my APR was something I vacillated for years. I had the experience of a well-rounded public relations and marketing career, but becoming accredited elevated my confidence and credibility, and demonstrated my ability to strategize and lead. My only regret is not achieving it sooner."

*Communications Manager
County of Santa Barbara*



Jennifer Garnett, APR

"I'm forever grateful to my mentors who encouraged me to pursue an APR. At the time, the process reinforced years of on-the-job experience and provided an invaluable framework for public relations. Years later, as I've continued to maintain accreditation, my APR remains as one of the best professional investments I've made in my career."

*Communications Officer
City of Sunnyvale*



Rachel McGuire, APR

"Earning my APR increased my confidence and understanding of communications and solidified my role as a communications strategist and leader in my organization and field. Being able to fall back on the education, ethics and expertise in my day-to-day work has really made a difference in my career."

*Communications Manager
Western Municipal Water District*



Robin Rockey, APR

"I chose to embark on the accreditation process to cultivate a more strategic mindset and to demonstrate my commitment to excellence and professional development. The APR process enabled me to elevate the level of my public relations practice, and to learn from public relations professors and practitioners at public, private and nonprofit organizations. I now have a much stronger network of highly skilled colleagues in the public relations field, here in California and beyond, that I can reach out to for ideas, support and advice throughout my career. It's a wonderful feeling to know that can serve as a resource for them, as well."

*Public Information Specialist
South Coast Water District*



Lael Wageneck, MPA, APR

"I started my career as a filmmaker and storyteller because I like exploring relationships between people and explaining how things work. After working in the public sector for a few years, many of the myths that I had learned about public relations (that it was all about marketing or that it was "spin") were dispelled. I learned that PR was about helping my organization foster better relationships with the community. Since I wanted to do a better job of fostering those relationships, I decided to pursue the APR."

*Public Engagement Specialist
Santa Barbara County Public Works Department*



Kaylee Weatherly, APR

"I chose to earn my Accreditation in Public Relations (APR) to grow my leadership function in my agency, contribute to the professional field of public relations and improve my confidence and strength in public relations program development. Being accredited helps me contribute more to our team and elevates the value of what we do in the industry of government communications."

*Public Information Officer
Long Beach Water Department*



Connie Cochran, APR

"I learned about the Accreditation in Public Relations (APR) a few years ago at a CAPIO Conference. Unfortunately, I did not know about it earlier in my career, because it is the single most career enriching experience that I have ever had."

*Community Relations Officer
City of Stockton, CA*