



ADVANCING THE PROFESSION  
AND THE PROFESSIONAL.

Blue Ridge Chapter, Roanoke Virginia

## Accredited Membership Directory 2009

*For Chapter Members Only. Updated March 13, 2009*

**A**

**Atkinson, Ray, ABC, APR**  
 Director of Corporate Communications  
 Pilgrim's Pride Corporation  
 P.O. Box 7275  
 Broadway, VA 22815-7275

phone: 903-434-1811  
 cell: 540-476-4468  
 fax: 540-896-0404  
 email: [ray.atkinson@pilgrimspride.com](mailto:ray.atkinson@pilgrimspride.com)

**B**

**Becher, Thomas M., APR**  
 President  
 The Thomas Becher Agency, Inc.  
 119 Norfolk Ave., Suite 100  
 Roanoke, VA 24011

phone: 540-772-3942  
 fax: 540-989-4239  
 email: [tbecher@tbtheagency.com](mailto:tbecher@tbtheagency.com)  
 PRSA Position: Treasurer

**Boyes, Margaret Barchine, APR**  
 Marketing and Public Relations Specialist  
 Virginia Western Community College  
 P.O. Box 14007  
 Roanoke, VA 24038-4007

phone: 540-857-6532  
 fax: (540) 857-6370  
 email: [mboyes@vw.vccs.edu](mailto:mboyes@vw.vccs.edu)

**Brauns, A. Michelle, APR**  
 Director of Community Resources  
 Free Clinic of the New River Valley  
 215 Roanoke Street  
 Christiansburg, VA 24073

phone: 540-381-0820 ext.104  
 email: [mbrauns@nrvfreeclinic.org](mailto:mbrauns@nrvfreeclinic.org)  
 PRSA Positions: Assembly Delegate,  
*2003 President*

**C**

**Cochran, Douglas F., APR**  
 Customer Relations Coordinator  
 City of Staunton  
 PO Box 58 (1531 Lee Jackson Hwy, 24401)  
 Staunton, VA 24402

phone: 540-332-3838  
 fax: 540-851-4000  
 email: [cochrancom@aol.com](mailto:cochrancom@aol.com)

**D**

**DelBuono, Ernest L., APR**  
 Vice President  
 Neathawk Dubuque & Packett  
 410 S. Jefferson Street  
 Roanoke, VA 24011

phone: 540-345-5403  
 fax: 540-345-5414  
 email: [edelbuono@ndp-agency.com](mailto:edelbuono@ndp-agency.com)

**Douglas, Jeffrey S., APR, Fellow PRSA**  
 Director Public Relations and Communications  
 Virginia/Maryland Regional College of  
 Veterinary Medicine  
 Duck Pond Drive, Phase II  
 Blacksburg, VA 24061

phone: 540-231-7911  
 fax: 540-231-3505  
 email: [jdouglas@vt.edu](mailto:jdouglas@vt.edu)  
 PRSA Position: *1996 President*

**E**

**Egle, Donald Kyer, APR** phone: 540-568-5322 & 540-568-3371  
Director of Public Affairs & University Spokesman mobile: 540-560-7770  
James Madison University fax: 540-568-7436  
MSC 3608 email: [egledk@jmu.edu](mailto:egledk@jmu.edu)  
220 University Blvd., Suite 3200 PRSA Position: Liberty University PRSSA  
Harrisonburg, VA 22807 Professional Advisor

**F**

**G**

**Gereaux, Teresa, APR** phone: 540-375-2282  
Director of Public Relations fax: 540-375-2205  
Roanoke College email: [gereaux@roanoke.edu](mailto:gereaux@roanoke.edu)  
221 College Lane PRSA Position: 2002 President  
Salem, VA 24153

**Green, Anne Marie, APR** phone: 540-387-6200  
Director of General Services fax: 540-387-6112  
County of Roanoke, Virginia email: [agreen@roanokecountyva.gov](mailto:agreen@roanokecountyva.gov)  
PO Box 29800 PRSA Position: 1995 President  
Roanoke, VA 24018

**H**

**Hazleton, Vincent, Ph.D., APR, Fellow PRSA** phone: 540-831-5061  
Professor fax: 540-831-6026  
Radford University email: [vhazleto@radford.edu](mailto:vhazleto@radford.edu)  
Department of Speech Communication  
P.O. Box 6932  
Radford, VA 24142

**I**

**J**

**Jones, Terri R., APR** phone: 540-344-8499  
Vice President, Public Relations fax: 540-344-4079  
Access, Inc. email: [terri@accessthewebsite.com](mailto:terri@accessthewebsite.com)  
1901 Denniston Ave SW PRSA Position: 1998 President  
Roanoke, VA 24015

**K**

**Ketler, Heidi E., APR** phone: 540-774-0607  
NEWSource Communications email: [hketler@verizon.net](mailto:hketler@verizon.net)  
6683 Mt. Chestnut Road PRSA Position: 2009 Accreditation Chair,  
Roanoke, VA 24018 Lynchburg University Professional Advisor

**L**

**Lambert Jr., John W., APR**  
 President  
 John Lambert Associates  
 4370 Starkey Rd., Suite 4D  
 Roanoke, VA 24018

phone: 540-989-4830  
 fax: 989-4239  
 email: [jlambert@jlapr.com](mailto:jlambert@jlapr.com)

**Lurch-Shaw, Michelle, APR**  
 Sweet Briar College  
 P.O. Box F  
 Sweet Briar College 24595

phone: 434-381-6419  
 fax: 434-381-6263  
 email: [mlurchshaw@sbc.edu](mailto:mlurchshaw@sbc.edu)

**M**

**May, Patricia Louise, APR**  
 1190 King Edwards Way  
 Harrisonburg, Va. 22801

phone: 540-432-9449  
 cell: 540-271-7740  
 e-mail: [plouisemay@yahoo.com](mailto:plouisemay@yahoo.com)

**N**

**Neff-Henderson, Laura Lynn, APR**  
 Director of Marketing  
 North Cross School  
 4254 Colonial Ave.  
 Roanoke, VA 24018

phone: 989-6641  
 fax: 989-7299  
 email: [lhenderson@northcross.org](mailto:lhenderson@northcross.org)  
 PRSA Position: Secretary

**O****P****Q****R****S**

**Staley, Linda L., APR**  
 Sr. Manager, Consumer Marketing  
 United Pet Group, Inc.  
 3001 Commerce St.  
 Blacksburg, VA 24060

phone: 540-557-5854  
 email: [Linda.Staley@unitedpetgroup.com](mailto:Linda.Staley@unitedpetgroup.com)  
*1994 President*

**T****U**

**Urtz, Thomas M., APR**  
 Urtz Communications  
 P.O. Box 3246

phone: 434-420-3990  
 email: [tom.urtz@adelphia.net](mailto:tom.urtz@adelphia.net)

Lynchburg, VA 24503

**V**

**W**

**Whitaker**, Shelly S, APR  
Manager, Public Communications  
Advance Auto Parts  
5008 Airport Road  
Roanoke, VA 24012

phone: 540-561-8452  
fax: 540-561-6445  
email: [shelly.whitaker@advance-auto.com](mailto:shelly.whitaker@advance-auto.com)  
PRSA Positions: Director at Large ('09),  
Accreditation Chair ('08), Radford University  
PRSSA Professional Advisor, *2005 President*

**Wilson**, Donna Linville, APR  
743 Parkview Drive  
Blue Ridge, VA 24064

phone: 540-797-6241  
email: Roanoke2001@aol.com

**X**

**Y**

**Z**

**Additions/Notes:**

---

---

---

---

---

---

---

---