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PRESS RELEASE

PRSA-Detroit Honors 4 at Annual Meeting

Awardees include 1 experienced PR pro, 1 'rising star' and 2 students

Last update: 5:07 p.m. EST Dec. 15, 2008

DETROIT, Dec 15, 2008 /PRNewswire via COMTEX/ -- The Public Relations Society of America's Detroit chapter handed out two awards and two scholarships at its annual meeting on Dec. 3.

Sandra M. Hermanoff, APR, Fellow PRSA, was inducted into the PRSA-Detroit Chapter Hall of Fame. Hermanoff is president of Hermanoff Public Relations, Southfield.

A Rising Star award went to Stephanie Scheer from Eastern Michigan University.

And Durocher Scholarships were awarded to Jared Bryan and Kayla Rice, both from Wayne State University. This is the second year in a row that WSU students have received the awards.

About Hermanoff

After four years as vice president/public relations director with W.B. Doner & Co., Hermanoff opened her own consulting firm in 1985. She was formerly with Continental Public Relations of Foster Advertising, Toronto.

In 1994, Hermanoff was named a member of the College of Fellows, the highest honor in the Public Relations Society of America. One of 29 nationwide founders of the Council of PR Firms, she is a past member of its board. She is an accredited member of PRSA and an active member of the Counselors Academy, where she has served on the board in various capacities since 1996. She was named a Strategic Advisor for Growth and Excellence in 2007. She is a past president of the Detroit Counselors Academy and a past vice president/public relations of Women in Communications. She is a member of the Board of Directors of the Economic Club of Detroit and serves on the scholarship committee; she has also chaired its sustaining membership committee.

Hermanoff is a board member and on the Executive Committee of the YMCA of Metropolitan Detroit and past board member and president of Gilda's Club Metro Detroit. She is a former board member of Music Hall, and the board of advisers of University of Detroit/Mercy College of Business Administration.

Her honors include the Top 10 1998 Women business Owners of Distinction Award presented by the National Association of Women Business Owners, Greater Detroit Chapter. She received the Athena Award in 1996, which is presented annually by the Farmington/Farmington Hills Chamber of Commerce in recognition of business, professional and community services.

Hermanoff graduated from Ohio State University with a bachelor's degree in journalism, specializing in public relations. She has also earned a certificate from the Graduate School of Business, Columbia University, New York, completing a course in strategic leadership for public relations executives.

About Scheer

Scheer is president of the Eastern Michigan University chapter of the Public Relations Student Society of America. She is interning at Henry Ford Health System.

About Bryan

Bryan serves as president of WSU's PRSSA chapter while working two jobs. He was recently communications director for WSU's PRSSA chapter when it hosted the annual conference in conjunction with EMU.

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He plans to use his \$2,000 scholarship for the winter semester.

About Rice

Rice is also very active in WSU's PRSSA chapter, serving as its treasurer.

After graduation, Rice plans on moving to Los Angeles to pursue a career in entertainment public relations.

She also plans to use her \$2,000 scholarship for the winter semester.

About the Scholarships

The Durocher scholarship is named in honor of the late Donald P. Durocher, APR, Fellow PRSA, who was an active PRSA Detroit member, past East Central District chair and National PRSA Board member. Durocher was a principal in the Detroit-based firm Durocher*Dixson*Werba.

Background on PRSA-Detroit

The PRSA-Detroit chapter, which hosted the 2008 PRSA International Conference, is the sixth largest chapter of the world's biggest and most prestigious public relations organization. The chapter has more than 510 members who represent business and industry, agencies, solo practitioners, associations, non-profit organizations and government entities. It draws from international resources to provide a forum for public relations professionals to expand and refine their skills. Benefits of membership include monthly chapter meetings; an invaluable biennial Michigan conference; educational and networking opportunities; an accreditation, or APR, program; student development; a job referral service and more. Visit www.prsadetroit.org or e-mail info@prsadetroit.org for more information.

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