



# 15 Qualities of a PR Superstar

Let's kick off 2020 with a clear vision of what it takes to succeed in communications and public relations! Luckily for us, our January speaker is Marilyn Hawkins, APR, who brings nearly four decades of leadership and success across the Pacific Northwest.

"No matter where you are in your career, you should aspire to achieve the highest level of success," says Hawkins, describing her presentation. "You've probably assembled a good toolkit of abilities, but this session will cover the 'soft skills' that set genuine professionals apart, and it's relevant to anyone seeking to excel. There are many ways to shine and we'll cover a bunch of them in this highly interactive session."



During her career, Hawkins has worked with a diverse group of corporations, nonprofits, and other organizations. Before forming her firm, Hawkins was VP/Marketing at The Rockey Company in Seattle and she began her agency career as VP/Public Relations at Sharp Hartwig Advertising. Her greatest expertise is in marketing communications, media relations, employee relations and crisis response. Today, her Walla Walla-based firm, Hawkins & Company PR, focuses on the wine industry.

**Thursday, Jan. 30th**  
**11:30 AM – 1:00 PM**

Richland Public Library  
955 Northgate Drive  
Richland, WA 99352

### **Open to the public**

Cost: \$20 PRSA members  
\$25 non-members  
\$15 students

Price includes lunch

Register at [EventBrite](#)

Questions? Call Rae Moss  
at 509-378-5273

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