



For Immediate Release

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Counselors Academy Names J.R. Hipple 2011-2012 Chairman

ATLANTA, GA, February 17, 2011— J.R. Hipple, founder and principal of Hipple&Co. Reputation Management, was recently named chairman of the Counselors Academy, a professional interest section of the Public Relations Society of America (PRSA). Hipple has been a member of the Counselors Academy executive committee since 2005, and his recent roles include secretary/treasurer and chairman of the 2010 annual conference.

“It is an honor and a privilege to be a part of an organization that is so committed to learning and best practices,” says J.R. Hipple. “It connects many professionals around the nation and serves as an open book of knowledge. Counselors is an invaluable resource for life-long learning and professional development.”

Founded more than 40 years ago, Counselors Academy is dedicated to providing principals and senior counselors of public relations firms with the resources to grow their firms and enhance the counseling skills of their employees. The Counselors Academy focuses on professional development, ethical standards and agency practices through its national network of professionals. Drawing from the talent of its membership, Academy programs are designed to encourage networking, mentoring and peer support. More information is available at www.CounselorsAcademy.org.

Hipple&Co. Reputation Management is a strategic communications and consulting firm that helps companies stand out in the marketplace and manage change, providing public relations, organizational change and branding services. The company specializes in integrated communications to address the multiple factors that affect corporate reputation, including workplace environment, external branding, leadership vision and communications, and community relations. More information about the company may be obtained from www.HippleCo.com.

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