

For Immediate Release

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Counselors Academy Names J.R. Hipple Chair-Elect

ATLANTA, GA, January 2010— J.R. Hipple, founder and principal of Hipple&Co. Reputation Management, was recently named chair-elect of the Counselors Academy of the Public Relations Society of America (PRSA). Hipple has been a member of the Counselors Academy executive committee since 2006, and his recent roles include treasurer and chair of the 2010 conference.

“Counselors Academy facilitates peer-to-peer relations with some of the most successful public relations professionals around the nation,” says J.R. Hipple. “It is a rare group where members candidly share their best practices—and worst mistakes—in public relations agency management. The information exchange and knowledge gained is invaluable.”

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

Atlanta-based Hipple&Co. Reputation Management is a management communications and public relations consulting firm. The company helps organizations manage key relationships to improve corporate reputation and business performance. Hipple&Co. services include strategic positioning, reputation and branding research and audits, public relations, and issues and change management. More information about Hipple&Co. may be found at www.Hipple.biz.