



## 2007 Del Oro Winners Announced

### PRSA of San Antonio Honors the Stars in Public Relations Practice

The Public Relations Association of America San Antonio Chapter hosted a gala recognizing the stars of public relations to honor winners in their fifth annual Del Oro Awards program.

The evening paid tribute to four individual Del Oro award winners as well as 36 organizations, which won awards for outstanding public relations campaigns and tactics. Winners represented PR agencies, educational institutions, non-profit organizations, financial institutions, the health care industry, religious groups, and independent PR consultants.

A highlight of the evening were three awards presented to outstanding individuals: the Tex Taylor Lifetime Achievement Award, the Public Relations Professional of the Year Award and the Horizon Award. The awards recognize the accomplishments of local practitioners who have made significant contributions to the public relations profession through lifetime achievement, community involvement, public relations practices and as rising practitioners.

Below are the winners announced May 3 at a special evening banquet. Matari Jones, reporter for WOAI-TV served as master of ceremonies.

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### Del Oro Tex Taylor Lifetime Achievement Award

#### John Worthington

*Senior Vice President of Corporate Communications, Security Service Federal Credit Union*

The Tex Taylor Lifetime Achievement Award is bestowed upon the chapter member who has helped develop public relations as a credible profession and has accomplished landmark professional achievements. The award was named after the late [Leon "Tex" Taylor](#), a local public relations leader and founding member of the Public Relations Society of America's San Antonio Chapter.

John A. Worthington, senior vice president of corporate communications for Security Service Federal Credit Union, received the 2007 Del Oro Tex Taylor Lifetime Achievement Award. As spokesperson for the nation's 10th largest credit union, he communicates with external agencies and responds to inquiries from local, regional and national news media representatives. He directs the credit union's legislative affairs programs and interacts with elected officials at the local, state and federal levels, and he oversees the activities of the credit union's political action committee. Additionally, he is responsible for Security Service's extensive community relations program, corporate philanthropy activities and maintains liaison with federal regulatory agencies and credit union trade associations. He also is the management representative on the Security Service Board of Directors' Legislative and Nominating Committees.

Worthington previously served as the credit union's Vice President of Marketing. Prior to joining Security Service in 1994, he completed a 26-year career as an Air Force Lieutenant Colonel where he held key

## 2007 Del Oro Winners Announced

public affairs positions with the Air Force and the Department of Defense. His tours of duty included assignments in Texas, Massachusetts, Indiana, Alabama, Thailand, Germany and at the Pentagon where he served in the Office of the Secretary of the Air Force Office of Public Affairs and in the Office of the Secretary of Defense. He also served as the Commander of the Air Force Broadcasting Service, directing activities of overseas Air Force Armed Forces Radio and Television units serving Air Force people and their families around the world.

His educational accomplishments include a Bachelor's degree in English from San Jose State University; and a Master's degree in Public Relations from American University in Washington D.C. He is also a graduate of the U.S. Air Force's Air War College.

Worthington is involved in numerous industry, civic and community organizations and activities and currently serves on the Board of Directors and as Government Affairs Council Chair for the North San Antonio Chamber of Commerce; on the Military Affairs Committee of the Greater San Antonio Chamber of Commerce; on the Boards of Directors for the Texas Public Relations Association, the Texas Credit Union Legislative Coalition, the Bexar County Arts and Cultural Fund; on the Texas Credit Union League's Communications Advisory Committee; on the University of Texas, San Antonio, Intercollegiate Athletics Advisory Council; and as Secretary for the Texas Credit Union League's Force Fund Committee

Worthington and his SSFCU Marketing and Public Relations teams have won numerous CUES "Golden Mirror," CUNA "Diamond," TCUL "Lone Star" and several other awards for excellence in marketing and public relations products and programs. In 2003, he was selected for the Public Relations Society of America, San Antonio Chapter's "Del Oro Community Service Award" for time and public relations talents given in service to the community.

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### **Del Oro Public Relations Professional of the Year**

#### **Nancy I. Arispe**

*Director of Communications, University of Texas Health Science Center at San Antonio*

The Public Relations Professional of the Year Award is presented to an individual who represents the definition of public relations which includes establishing a mutually beneficial relationship between an organization and the public on whom its success or failure depends.

The 2007 Del Oro Public Relations Professional of the Year went to Nancy I. Arispe, executive director for communications for the University of Texas Health Science Center at San Antonio. A native of San Antonio, Nancy Irene Arispe has worked in the areas of fundraising and communications for more than 30 years. A graduate of Providence High School, Arispe's first employer was her alma mater, St. Mary's University. There, she served as grants director, writing proposals for funding from public and private agencies and foundations. Later, as university relations director, she headed the public relations and advertising programs and was editor of the university and alumni magazine, The Gold & Blue.

Following her 11-year tenure at St. Mary's, Arispe was employed as community relations manager for the regional planning commission, the Alamo Area Council of Governments (AACOG), handling communications with its member governments and the news media.

From 1995 to 2006, Arispe worked as creative and communications director for United Way of San Antonio and Bexar County. As creative director, she wrote and helped design the products that our local United Way uses to sustain its annual campaigns, including its campaign video, TV spots, outdoor billboard and print material. As communications director, Arispe handled all news and information duties for United Way.

## 2007 Del Oro Winners Announced

Since September 1, 2006, Arispe has enjoyed the privilege of serving The University of Texas Health Science Center at San Antonio as its executive director for communications. In this post, she helps lead a remarkably talented and genuinely committed external affairs team in the promotion of the programs, discoveries and achievements of the Health Science Center via media relations, publications (both print and online), a branding initiative and video programs produced at the request of the office of the president.

Arispe is extremely grateful that her work products have been recognized by professional organizations including, over the past 10 years, seven video production awards from the San Antonio chapter of the Association for Women in Communications and three PRSA El Bronce awards, also for video production. However, without a doubt, she will always consider PRSA's Public Relations Professional of the Year award to be the recognition for which she is most proud -- and an honor that she shares with all of her PR friends, colleagues and teammates who daily teach her important lessons in communications and life.

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### **Community Service Award**

#### **Christie L. Goodman, APR**

*Communications Manager, Intercultural Development Research Association*

Christie L. Goodman, APR, communications manager for the Intercultural Development Research Association (IDRA), received the 2007 Community Service Award. This award is given to a professional who, as a volunteer, has given exceptional time and talents to community service activities.

Christie L. Goodman, APR, is the communications manager for the Intercultural Development Research Association (IDRA), a non-profit advocacy organization dedicated to creating schools that work for all children. She designs and implements communications strategies and coordinates materials development, web sites and a podcast series. Previously, Goodman worked with two non-profit interreligious organizations on Capitol Hill in Washington, D.C., where she served as associate editor of a magazine and led media training for staff. In addition, Goodman has provided pro-bono and low-cost PR services to small religious advocacy and community based organizations. Among her awards is the national first-place Bronze Anvil for speechwriting from the Public Relations Society of America. She has served on the PRSA San Antonio board of directors for 13 years, including serving as chapter president in 2003. As accreditation chair, she designed and led the chapter's PR Insights series of seminars. She also serves on the board of the March of Dimes San Antonio chapter. Goodman has a bachelor's degree in advertising and minors in sociology and art from Texas Tech University. She is accredited in public relations.

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### **Del Oro Horizon Award**

#### **Cassandra V. Miranda**

*Director of Cause Marketing, The American Heart Association – Texas Affiliate*

The Horizon Award is presented to a "rising star" public relations professional who has been in the profession less than five years. In addition to leadership and public relations achievements, this person seeks opportunities to become a leader and mentor younger professionals.

The 2007 Del Oro Horizon Award went to Cassandra V. Miranda, senior director of cause marketing, The American Heart Association – Texas Affiliate. Cassandra Miranda has agency, corporate and non-profit communications experience. Currently, she is the senior director of cause marketing initiatives for the American Heart Association Texas Affiliate. She oversees the strategic planning of the association's cause marketing campaigns, leading and integrating staff throughout multi-markets in Texas. Miranda began at the association in February 2005 as the communications director for the San Antonio Division, managing strategic communications and media relations. Prior, Miranda managed internal

## 2007 Del Oro Winners Announced

communications, media and community relations for the UPS Central Texas District headquartered in San Antonio.

She received a B.A. in Communications and minor in Marketing in 2001 from the University of Texas at San Antonio (UTSA). In college, the Public Relations Student Society of America honored her with the national Dr. F.H. Teahan Award for Excellence in Community Service Public Relations Campaign. Miranda is currently secretary of UTSA's College of Liberal & Fine Arts Advisory Council Communications Committee and member of the UTSA Alumni Association. She continues to remain active in the Public Relations Society of America (PRSA) and serves as chair-elect of the national PRSA Non-Profit Professional Section executive committee; and professional development chair and PRSSA liaison assistant of the local PRSA chapter Board of Directors.

Miranda plans to pursue her M.B.A in the fall of 2007 at UTSA.

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### La Plata Awards

The PRSA La Plata Awards are presented for outstanding public relations campaigns that met the highest standards of the four components of strategic PR programming: research, planning, execution and evaluation.

#### Community Relations

"Food 4 SA"

**SSFCU Corporate Communications Team**

#### Special Events and Observances

"2006 Literary Festival"

**Our Lady of the Lake University, Communications and Marketing**

#### Public Service/Public Affairs

"Can Your Baby Hear/Puede Oir Su Bebe?"

**Sunshine Cottage School for Deaf Children**

#### Internal Communications

"SeaWorld Team Communications"

**SeaWorld San Antonio**

#### Internal Communications

"Hitting the Bulls Eye at 100%: SACU 2006 United Way Campaign"

**Paige Ramsey-Palmer, APR**

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### El Bronce Awards

Public relations tactics are the individual items or components of ongoing programs or special campaigns. To be effective, they must focus on one or more specific audiences and have clear measurable objectives. To select the winners below, the judges looked at planning and content, creativity and quality, technical excellence, and assessment and results.

#### Newsletters

"Wave Quarterly"

**Kami Watson Huyse, APR & SeaWorld San Antonio**

#### Video Programs

"WAVETV"

**SeaWorld San Antonio**

## 2007 Del Oro Winners Announced

### Feature Stories

“A Fresh Perspective”

**Paul Gannon, Vincent McDonald & Mark Hill**

### Feature Stories

“CityView Wall Street Journal Feature Story”

**inHOUSE PR**

### Editorials/Op-Ed Columns

“San Antonio Business Journal Guest Column Series”

**SSFCU Corporate Communications Team**

### Research

“Communications Roundtable”

**SeaWorld San Antonio**

### Interactive Communications

“Corporate Businesses E-Vite”

Our Lady of the Lake University Communications and Marketing

### Interactive Communications

“Communication Overtones Blog”

**Kami Watson Huyse, APR**

### Interactive Communications

“IDRA Classnotes Podcast Series”

**Christie Goodman, APR**

### Magazines

“The Mission”

**Natalie Gutierrez & Jennifer Bittle**

### Annual Reports

“50 Years of Security Service”

**SSFCU Marketing Team**

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Serving on the **selection panel** for the 2007 Del Oro individual awards were Bob Howard of the American Red Cross – San Antonio Chapter, Lorraine Pulido-Ramirez of CityView San Antonio, and Melissa Vela-Williamson of Big Brothers, Big Sisters of South Texas.

**Judging** for the La Plata and El Bronce awards was provided by the PRSA Dayton, Ohio Chapter.

Members of the 2007 Del Oro **planning committee** were: Paige Ramsey-Palmer, APR (chair), Trisha Box, Patty Constantin-Burrus, Ellen Evans, Monica Faulkenbery, APR, Christie Goodman, APR, Marisa Gutiérrez, Clarissa Hack-Rodriguez, Kami Watson Huyse, APR, Charles Kenworthy, APR, Fellow PRSA, Robert G. McCullough, APR, Michael Nachshen, Mela Perez, Sonia Quirino, Fran Stephenson, and Rebecca M. Villarreal.

2007 Del Oro Winners Announced

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