

Letter from the President

Rachel
BENAVIDEZ



They say time flies when you're having fun. That must be why December seems to have snuck up on me, along with a deadline to close the year with my final letter as your PRSA San Antonio president. Beyond fun, it has been an extraordinary honor to serve this chapter and its amazing members in this role—with many longtime friends and colleagues, and new, exciting connections made. I have learned and been inspired by our conversations and contributions to uplift and support each other today and build a legacy for the next generation of great communicators.

Before we look back, let's keep our eyes forward to some important business left in 2025.

MEGA CHEER: The Holiday MegaMixer

The Holiday MegaMixer is happening December 9. We're partnering with the local AMA, AAF, SAABJ, and SAAHJ chapters to give members and future members an early look at the newly renovated Gunter Hotel, while enjoying a festive holiday vibe. Don't miss this year-end event. It's just \$15 for members and \$25 for guests at PRsanantonio.com.

NEW LEADERSHIP

PRSA San Antonio members have voted in new Board officers and committee chairs, who will be leading us to a strong 2026. Please join me in congratulating the 2026 Board. And if you're interested in helping to make next year even better, raise your hand. There's always room for helpful hands to make events, fundraisers, recruiting and programming successful. We need you! Email info@prsanantonio.com to be part of the team.

APR "LEVEL UP" BRUNCH

Even though this happens on January 8, 2026, now is the time to reserve your spot for this incredible opportunity to meet with fellow APRs and continue your professional development journey. Current APR pros can visit PRsanantonio.com to learn more and get signed up. APR members can gain a wealth of knowledge, advice and breakfast - for just \$15

GIFT OF GUIDANCE

Start the new year by giving back. Local nonprofit warriors need your expertise to develop communications plans and strategies that get the word out to those who need and utilize their services. The annual “Gift of Guidance” workshop from 9 a.m. to noon, Jan.31, 2026 at Meals on Wheels (2718 Danbury St, 78217), aims to provide guidance and resources to do just that. Last year, nearly 40 local nonprofit leaders participated. Spread the word or volunteer to help make it a success.

DEL ORO AWARDS

Save the for the 2026 Del Oro Gala and Scholarship Fundraiser, set for May 7 at the Witte. Get those contest entries together and get ready to win.

Reflection is, of course, inevitable this time of year. I find myself thinking back on the extraordinary community we’ve built together, one defined not only by talent and expertise, but by generosity, courage, and a shared commitment to elevating the practice of public relations across our region. This year asked a lot of us. Our industry continues to navigate rapid change—shifts in technology, in audience expectations, in the way information moves and how trust is earned. And yet, time and again, our chapter members showed up for one another with support, creativity, and an unwavering belief in the impact of strong communication.

I’ve always believed that communicators are architects of the connections that create understanding, appreciation, influence and action. We don’t simply share messages, we create clarity where there is confusion, build trust where there is doubt, and amplify voices that deserve to be heard. Watching our chapter embody that purpose this year has been one of the greatest privileges of my presidency.

As we look to 2026, I’m filled with gratitude and a deep sense of optimism. Our incoming Board is powered by experience, fresh ideas, and a sincere dedication to member value. We’re committed to more learning opportunities, more storytelling about the incredible work happening in our chapter, and more intentional spaces for connection across industries, backgrounds, and career stages.

My hope for the year ahead is simple: that each of you finds something in this chapter that helps you grow—professionally, creatively, or personally. I also hope you’ll continue to share your brilliance with this community. PRSA San Antonio is strongest when our members lean in, speak up, and participate. Whether it’s volunteering for a committee, attending an event, mentoring a student, or simply sharing your unique insight in a meeting, your presence truly matters.

Finally, I want to express my heartfelt gratitude to our 2025 Board, committee leads, and every volunteer who contributed time, talent, and heart this year. None of this happens without you, and your service has made a lasting impact. Please join me in wishing our new President, Crystal Campos-Rosales, President-elect, Ana Flores, and everyone who has stepped up to lead, a big, bold year of progress.

As we enter the holiday season, I encourage you to take a breath, find moments of rest, and celebrate the connections that sustain you both personally and professionally. I’m grateful to serve alongside you, and excited for what we’ll build next—together.

Here’s to a meaningful close to 2025, and an inspired, connected year ahead.

Rachel

PRSA San Antonio's Final Event of the Year

6-9 PM | December 9, 2025

Don't miss our final event of the year — the Holiday Mega Mixer!

Enjoy live music, tasty bites, a tour of the newly renovated Gunther Hotel, and a cash bar.

\$15 Members | \$25 Non-Members

Ring in the season with great people and festive vibes! [REGISTER HERE!](#)

MEGA MIXER

Members: \$15
Non Members: \$25

HOSTED BY:

mbaw MUSICAL BRIDGES AROUND THE WORLD

Dec 9

SAN ANTONIO, TX
EST. 1909
GUNTER
HOTEL

6:00 PM - 9:00 PM
311 N St Mary's St, SATX 78205
Cash Bar | Live Music | Light Apps Provided

Sponsors

AM> AMERICAN MARKETING ASSOCIATION San Antonio

PRSA San Antonio Chapter

SAABJ

SAAHJ

aaf san antonio

2025 Annual Members Luncheon & Board Elections



Thank you to everyone who attended our annual members-only luncheon. It was a wonderful afternoon of connection, reflection, and inspiration — punctuated by insights from former San Antonio Mayor Ron Nirenberg, now the Calgaard Distinguished Professor of Practice at Trinity University's Department of Communication.

As 2025 comes to a close, we want to extend heartfelt gratitude to our dedicated Board and Committee members and to our outstanding President, Rachel Benavidez. This year has been one of remarkable growth, strengthened relationships, and meaningful impact.

Together, we raised more than \$15,000 to support the Marilyn Potts Scholarship Fund, awarded a scholarship to a deserving Communications student, and celebrated the outstanding work of our local PR professionals at a sold-out Del Oro Awards & Sponsorship Gala. These and many other accomplishments were made possible because of your support, participation, and passion for our profession.

We welcome our newly elected Board Officers and Committee leaders for 2026. We look forward to the energy, ideas, and leadership they will bring as we continue to build opportunities, elevate our members, and create another year of success together.

Congratulations



2026 Board Officers and Committees



PRESIDENT
Crystal Campos
Rosales



PRESIDENT-ELECT
VP of Awards
Ana Flores



SECRETARY
Valerie Grant



TREASURER
Jason Meza, APR



VP OF PROGRAMS
Jennifer Serold



VP OF MEMBERSHIP
Nenette Madia



VP OF COMMUNICATIONS
Niccole Kunshek, APR



VP OF SOCIAL RESPONSIBILITY
Olga Mayoral Wilson,
APR, Fellow PRSA



IMMEDIATE PAST PRESIDENT
Corporate Relations &
Fundraising Chair
Rachel Benavidez

AVP OF PROGRAMS
Laryssa Correa

AVP OF MEMBERSHIP
Miranda Grubbs

AVP OF COMMUNICATIONS
Shelbi Young

AVP OF SOCIAL RESPONSIBILITY
Teno Villarreal

CO-AVPs OF AWARDS
Ian Cruz and
Jennifer Pue

ACCREDITATION CHAIR
Janice Carpio Hernandez, APR

SOCIAL MEDIA CHAIR
Michelle Godinez

MARILYN POTTS ENDOWMENT CHAIR
Joseph Briones

INDIVIDUAL AWARDS CO-CHAIRS
Christie Goodman, APR,
Fellow PRSA, and
Fran Stephenson, APR,
Fellow PRSA

PRSSA LIAISON
Faith Casanova

MARKETING CHAIR
Natalia Prieto

ETHICS CHAIR
Gretchen Roufs, APR

HOSPITALITY CHAIR
Melissa De La Fuente

BYLINE EDITOR
Raul A. Flores

GIFT OF GUIDANCE CHAIR
Mariana Vieyra

WEBMASTER
Jason Meza, APR

Welcome

New Members

Howdy to our newest member **FAITH CASANOVA**

Do you know someone who would be the perfect fit for PRSA San Antonio?

Encourage them to become a member today.

Impact

Marilyn Potts Scholarship Fund

Applications for the 2026 Marilyn Potts Scholarship Fund are now being accepted through February 24, 2026. Please share this opportunity with students who may qualify!

Application Requirements:

- Open to current high school seniors pursuing higher education or college students seeking a bachelor's degree Attend a four-year Bexar County or South Texas university
- Be a communications or related major (PR, journalism, digital media, etc.)
- Demonstrate financial need
- Hold a minimum 3.0 GPA (on a 4.0 scale)
- Enroll (or plan to enroll) in at least 9 credit hours per semester
- Reside in the U.S. and be a U.S. citizen or permanent resident
- Submit a completed application with all required documentation

Help support future communication students with a donation to the Marilyn Potts Scholarship Fund. Your contribution helps create opportunities for the next generation of PR professionals.

 [Click here to donate](#)

Bulletin Board

Career Opportunities



Global Noise:
Public Relations Account Manager



USAA: Principal and Business Partner
– Communications, Public Affairs
& Marketing



Strive Global Events:
Communication Coordinator



University Health
Corporate Communications
Coordinator

"For our own success to be real, it must contribute to the success of others."
– Eleanor Roosevelt

GIVING FOR THE FUTURE

This holiday season, your gift of **\$55**
can make all the difference for a student

Your support helps emerging professionals:

- ✨ Grow their networks
- 📖 Learn from industry leaders
- 💬 Join a village that supports their goals

Give the gift of a brighter future and nurture
the next generation of communicators!

[Give the Gift of a Student Membership](#)

About PRSA San Antonio Chapter

The mission of the San Antonio Chapter of PRSA is to advance communication professionals by providing career development opportunities and fostering a collaborative community where individuals can strategically and ethically practice effective public relations.

This year, the PRSA San Antonio Board of Directors' goal is to bring maximum value to PRSA Members.

To learn about PRSA-SA and how to get involved, email PRSA-SA 2025 President [Rachel Benavidez](#)

Have an idea for an article you'd like to submit to Byline? Or news to share? A promotion or a job change?

[SUBMIT A BYLINE IDEA](#)

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