



HIEBING SCORES HAT TRICK AT 7th ANNUAL ALCHEMY AWARDS

Barb Hernandez, Director of Public Relations, named Communicator of the Year by the Madison Chapter of the Public Relations Society of America; two awards earned for PR distinction in work for Nestlé HealthCare Nutrition Web site and OPTIFAST Media Relations Kit

MADISON, Wis. – Hiebing’s public relations team scored three honors at the Public Relations Society of America’s (PRSA) annual Alchemy Awards ceremony on Thursday, Oct. 23, at the Madison Club. In addition to winning two industry awards for innovative client work in consumer campaign development and internal brand promotion, the PRSA honored Hiebing’s public relations director Barb Hernandez with the second-ever Communicator of the Year Award.

“It’s a privilege to be recognized by PRSA and my peers with this award,” says Hernandez. “In my experience, I’ve found that hard work and an open mind really pay off and bring success to this profession, and I am very honored to be recognized by my industry peers. The profession has come a long way in the 30 years I’ve been in the industry, but one thing hasn’t changed: strong work gets strong results.”

Hernandez, a public relations veteran of 30 years, pushes her team to adhere to the highest standards in public relations while going the distance in creating credible, creative and successful PR campaigns for Hiebing’s diverse client roster.

The Hiebing team earned top honors with an Alchemy Award for their excellence in business or consumer campaign development with its “Power of Nutrition” Web site launch for Nestlé HealthCare Nutrition. Also awarded to Hiebing was an Award of Merit for its “How to Do Public Relations Kit” for OPTIFAST, honoring effective communication of messages to internal audiences.

The seventh annual Alchemy Awards ceremony, presented by the Madison chapter of the PRSA, honors public relations professionals who best exemplify creative thought, sound strategy, and effective execution and evaluation techniques. The awards were judged by a reciprocal chapter of PRSA in southern California.

About Hiebing

Founded in 1981, Hiebing is an integrated marketing and brand development firm with annual capitalized billings of more than \$40 million. The agency’s clients include regional and national brands such as Schneider National, Dean Health System, AnchorBank and American Family Insurance.

###