



## Southeastern New England Chapter

FOR IMMEDIATE RELEASE

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### PRSA/SENE Names 2013 Board of Directors

*Industry group names 2013 president, welcomes three new directors*

**Providence, RI – January 23, 2013** – The [Southeastern New England Chapter of the Public Relations Society of America](#) (PRSA/SENE) is pleased to announce the eight members of its 2013 Board of Directors, including its newly named president and three new directors.

Professional Development, Industry Spotlights, and Peer-to-Peer as well as Media Network Building are among the newly elected board's 2013 programming agenda for PRSA/SENE. Its fourth annual Excellence Awards will again be launched in the fall of 2013. All public relations and communications professionals across Rhode Island and nearby Massachusetts and Connecticut are encouraged to participate.

#### Senior Board Members:

- **Michael J. Cerio** (Cranston, R.I.), principal, [Cerio Communications](#) – Chapter President
- **Ruth Bazinet** (Taunton, Mass.), director, Fresh Ground – Chapter President-Elect
- **Scott Fraser** (North Scituate, R.I.), principal, [Fraser Communications Group](#) – Treasurer and Immediate Past Chapter President
- **Lisa Shorr** (Pawtucket, R.I.), vice president of marketing, [PC Troubleshooters](#) – Secretary
- **Jeff Lavery** (Pawtucket, R.I.), senior account executive, [SVM Public Relations & Marketing Communications](#) – Director, Programming

#### First-Term Board Members:

- **Sarah Beron** (Bristol, R.I.), public affairs and strategic communications, [Advocacy Solutions, LLC](#) – Director, PRSSA Liaison
- **Giselle Mahoney** (North Kingstown, R.I.), manager of communications and public relations, [Tech Collective](#) – Director, PR/Communications
- **Michael Masseur** (Douglas, Mass.), account executive, [RDW Group](#) – Director, Membership

"I am honored to serve as Board President for the upcoming year and for the opportunity to build upon the great work and momentum we've established," said Cerio. "This is an extremely talented group of professionals; one that's eager to offer our colleagues across the region valuable educational programming and networking events to help advance the profession - it's going to be a good year."

PRSA/SENE's first event of the New Year will be its Excellence Awards recognition event on February 7<sup>th</sup>, 2013 from 5:30 – 8:00 p.m. at McCormick & Schmicks, 11 Dorrance Street, Providence. For more information about the 2013 PRSA/SENE Board of Directors or to attend the Excellence Awards celebration, visit [www.prsasene.org](http://www.prsasene.org).

**About PRSA/SENE:** Established in 1982, the Southeastern New England Chapter of the Public Relations Society of America (PRSA/SENE) is the among the region's largest professional organizations for public relations professionals. Members of the non-profit association represent corporations, agencies, sole practitioners, military, government, health care and other service organizations throughout Southeastern New England. Learn more about PRSA/SENE at [www.prsasene.org](http://www.prsasene.org), on [Facebook \(PRSA/SENE\)](#), [Twitter \(prsasene\)](#), and or sign up for our [email newsletter](#).