



PR ETC.

PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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PR Etc. Hires Melissa Adams to Join Team

Rockford, IL. (September 15, 2011) — PR Etc. today announced that it has hired Melissa Adams as office manager. In this role, Adams will be responsible for the company's organizational needs, research, event logistics and project coordination.

Adams honed her organizational skills as a fleet manager and then later as a shipping manager for JELD-WEN, Inc., a windows and doors manufacturer. Her marketing and public relations background includes working with Northern Illinois Medical Group as marketing director and with PR Etc. on several projects including the Rockford Area Literacy Council's 100 Men Who Cook fundraising event.

Adams received her bachelor's degree from Northern Michigan University.

"Melissa's attention to detail and ability to anticipate the needs of the office will be instrumental to our team and clients," said PR Etc. President Rebecca Kopf. "We are excited to have her on board."

PR Etc. (www.pretc.net) is a full-service public relations, event planning and marketing firm which helps organizations gain a competitive edge in the marketplace through strong marketing programs that deliver measurable results. Its customized services ensure that its clients' programs are implemented in a professional and timely manner and that their messages are proactively and effectively communicated. PR Etc. has offices in Rockford, IL and Racine and Madison, WI.

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