



PR ETC.

PUBLIC RELATIONS • EVENT PLANNING • MARKETING

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PR Etc. Owner Named Among Top 20 People You Should Know

Rockford Chamber Presents Award to Rebecca Epperson

Rockford, IL (October 21, 2011) – Rebecca (Kopf) Epperson, President and CEO of PR Etc., was honored yesterday as one of the Rockford Chamber of Commerce’s “Twenty People You Should Know.”

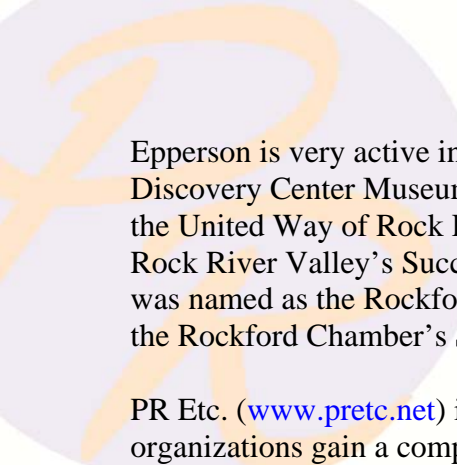
Epperson opened PR Etc., a public relations, marketing and event planning firm in 2002. Over the course of the past nine years, PR Etc. has grown geographically from its headquarters in Rockford to offices in Madison and Racine, Wis. In the future, Epperson envisions expanding the company’s presence nationally and internationally.

“To say I am honored to be named along with these other individuals I truly respect would be an understatement,” said Epperson. “In our business it is about participating and not just watching from the sidelines. And when you do become involved, you have the opportunity to meet and work with hundreds of amazing individuals and make a difference. I will always be eternally grateful for that.”

The individuals selected for the Chamber’s “Twenty People You Should Know” recognition are accomplished professionals who have mastered the pathway to success, yet still have the balance and commitment to effectively give back to their industry, community and colleagues. The recipients recognize the importance of achievement and mentoring others to achieve success.

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Epperson is very active in the community serving on the boards of the OSF St. Anthony Foundation, Discovery Center Museum, The Literacy Council, Rockford YWCA and Athena PowerLink. She is chair of the United Way of Rock River Valley Women's Leadership Council and co-chair of the United Way of Rock River Valley's Success by 6 Initiative. She is also a member of Next Rockford. Early this year, she was named as the Rockford Chamber's Woman Business Owner of the Year; in 2008, PR Etc. was named the Rockford Chamber's Small Business of the Year.

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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