

BETSIE MERIC GAMBEL, PRESIDENT



One of the most respected public relations professionals in the Greater New Orleans area, Betsie Gambel has deep experience in all aspects of PR including media, community and government relations; special events; crisis communication; and issue management. Incorporating public relations strategies into marketing and branding campaigns is one of her strengths. She is a “networker extraordinaire” - her passion is putting people and ideas together.

A native of New Orleans, she received her Sociology degree from Sweet Briar College and has done graduate work in education and marketing at Tulane University, Loyola University and the University of New Orleans. Betsie is on the New Orleans Regional Leadership Institute Board, the Jefferson Parish Re-Entry Court Advisory Board, Engage Cuba Louisiana Council and the *Clarion Herald* Advisory Board. She was president of the Junior League of New Orleans and has served on the boards of the International Association of Business Communicators; Louisiana Children’s Museum; Academy of the Sacred Heart; the Archbishop’s Strategic Planning Committee for Education; University of New Orleans College of Liberal Arts; Louisiana Nature and Science Center; Friends of City Park; YWCA; and Girl Scout Council of SE Louisiana, for which she was a National Council delegate. She has chaired and worked on countless fundraisers in the city, including establishing significant partnerships with corporations.

In 2017, Betsie launched The New Orleans 100, in affiliation with the 100 Companies in Atlanta. A digital newsletter, The New Orleans 100 is published bi-weekly with 100 word videos and 100 word stories.

Interested in politics, she is a founding member of Jefferson Twenty-five, a political organization of women in Jefferson Parish, and she co-founded and produced “Politics with a Punch,” a monthly New Orleans’ takeoff of “Politically Incorrect.” She is a graduate of the Institute of Politics and the University of New Orleans Government Leadership Institute. She is also a graduate of the Goldman Sachs 10,000 Small Businesses Program, the New Orleans Regional Leadership Institute and the Metropolitan Area Committee’s Leadership Forum.

In 2016, *PRWeek* named Betsie to its inaugural list of Champions of PR, which honored the top women PR practitioners across the nation. She was also named to the Louisiana Economic Development CEO Roundtable class of 2016. Betsie, whose company is certified by Women’s Business Enterprise Council, (WBEC), was the first woman in Louisiana to be inducted into the Southern Public Relations Federation Hall of Fame and was named the United States Small Business Administration Woman Champion of the Year for Region VI of the United States (Louisiana, Texas, Oklahoma, Arkansas and New Mexico). She also was twice named a Woman of the Year by *New Orleans CityBusiness* and a top Woman Achiever by *New Orleans Magazine*. Additionally, Betsie was selected to be the very first queen of the Joan of Arc parade in New Orleans because of her commitment to mentoring young women professionals.

She was recognized as a Young Leadership Council Role Model, St. Elizabeth’s Volunteer Activist, a YWCA Role Model, and a New Orleans Ballet Association Woman of Fashion. In 2016, the New Orleans Regional Leadership Institute (NORLI) presented Betsie with the inaugural Regional Leader Award for her

outstanding leadership with communities that are within the Greater New Orleans region. Betsie also was honored by the Cancer Crusaders and was one of the “Beaus and Belles” for the American Cancer Society.

A member of the Public Relations Association of Louisiana, the International Association of Business Communicators and the Press Club of New Orleans, Betsie is the recipient of numerous communications awards. These include the Council for the Advancement and Support of Education (CASE), Educational Press, Public Relations Society of America (PRSA), Public Relations Association of LA (PRAL), Southern Public Relations Federation (SPRF), Press Club and the International Association of Business Communicators (IABC). She enjoys speaking to communication classes and business meetings, and has spoken at national conferences, including one presented by the *Wall Street Journal*. Recently she was keynote speaker for Professional Women of St. Tammany Parish and You Night Empowering Event New Orleans, as well as a panelist during New Orleans Entrepreneur Week on Women Entrepreneurs.

She has been profiled in *New Orleans Magazine*, the *Times Picayune*, *New Orleans CityBusiness*, Junior League *Lagniappe*, *Biz New Orleans*, WWL-TV's the 504 and WWL-AM's The Angela Show, to name a few, and is a contributing blogger for *The Huffington Post*.

Betsie is the proud mother of two sons, Gregory who lives in Philadelphia and Meric who lives in Greenville, South Carolina, and she has identical twin grandsons, Collin and William, a granddaughter, Emily, and grandson, Sellers, and daughters-in-law Krista and Page. In her spare time, she loves to travel, bicycle, work out and spend restful weekends in Pass Christian, MS. Betsie treasures her network of friends and her community involvement, and lives life to the fullest, never wanting to miss a beat.