



### **Bio for Pam Roach**

Pam Roach Public Relations is a professional consulting firm specializing in strategic public relations planning, community relations, corporate community involvement strategies, and media relations. Roach has amassed more than 17 years as a communications professional helping clients and former employers:

- earn stakeholders' trust
- bridge communication gaps
- build employee loyalty
- promote responsible business practices
- enhance corporate reputation

Throughout her entrepreneurial career, Roach's clients have included:

- Nonprofit and community organizations
- Small and middle market companies
- Lenders
- Foundations
- Private sector corporations

Prior to forming Pam Roach Public Relations, Roach provided PR and capacity-building services exclusively to advance the economic and community-development initiatives of public, private and nonprofit sector organizations. Types of projects included:

- Multi-sector partnerships to provide affordable housing for seniors
- Multi-sector partnerships to provide homeownership programs to first-time homebuyers
- Human service programs (teen pregnancy, ex-offender re-entry,
- Small Business loan programs
- Workforce development programs
- Academic achievement programs
- Capacity-building services for nonprofits in Dallas, Fort Worth, Houston & Austin, Texas
- Board training for organizations throughout the state of Texas

### **COMMUNITY LEADERSHIP**

Appointed by Arlington Mayor and City Council, Roach has served on numerous boards and commissions:

- North Texas Super Bowl XLV Host Committee Board of Directors, 2008 - 2011
- Arlington Convention & Visitors Bureau Board of Directors , 2005 – 2009 (Board Chair from 2007 – 2009)
- Arlington Planning & Zoning Commission 1999-2005, (vice chair 2003 – 2005)



- Neighborhood Revitalization Strategy Area Steering Committee, 1999
- Capital Improvements Advisory Committee, 1999-2005
- Citizens Bond Campaign Committee, 2003
- Central Sector Leadership Planning Committee, 1998- 1999

#### *State-Level Appointments*

At the state level, Roach was appointed by Texas Railroad Commission Chairman, Michael Williams, to serve on the *Alternative Fuels Advisory Committee*. 2000 - 2002

#### **COMMUNITY SERVICE AWARDS**

Roach has received a number of civic awards in recognition of her commitment to community service:

- City of Arlington Volunteer of the Year 2009, presented in August 2009
- *Mayoral Proclamation "Pam Roach Day, June 23, 2009"*
- *Adam Clayton Powell Heritage Award for Public Service*, presented by the NAACP Arlington Chapter in 2005
- *Woman of the Year*, presented by the Arlington Alpha Kappa Alpha Sorority, Inc., 1999
- *Woman of the Year*, presented by Mount Olive Baptist Church, 1999
- *Appreciation Award*, presented by Metro Christian Academy, 2000

#### **EMPLOYMENT HISTORY:**

Roach is also the former the director of marketing and community relations for the 6<sup>th</sup> largest law firm in Tarrant County, Hill Gilstrap, P.C., and former director of community outreach for the historic Mount Olive Baptist Church of Arlington.

- President/CEO, *Pam Roach Public Relations*, 2007 - present
- President, *HopeWorks Consulting, Inc.*, 2003 - 2007
- Director of Marketing & Community Relations, *Hill Gilstrap, P.C. Attorneys*, 2000 - 2002
- Director of Marketing & Community Relations, *Hill Gilstrap Harris & Potthoff Consulting*, 2000 - 2002
- Director of Community Outreach, *Mount Olive Baptist Church Ministries*, 1996 - 1999
- Program Director, *Arlington New Beginnings*, 1999 – 2000
- Director of Fundraising, Metro Christian Academy, 1996 - 1999

#### **COMMUNITY INVOLVEMENT:**

- Arlington Chamber of Commerce Board of Directors, 2005 – 2009
- Arlington Redevelopment Corporation Board of Directors, 2005 – 2007
- *Arlington Star Telegram*, Editorial Board 2004



- Fannie Mae’s D/FW Advisory Council (2003 - 2005)
- Metropolitan Classical Ballet Board of Directors, 1999- present
- John Peter Smith Hospital’s Partners Together for Health Network (Foundation for JPS Hospital Network), 2001- 2007
- City of Arlington Police Department’s, Citizens Advisory Board, 1997 – 2000
- Arlington Human Service Planners Coordinating Committee (AHSP) 1997-2000
- Affordable Housing Task Force, Arlington Housing Authority & AHSP, 1999 -2000
- Facilitator and Aging Issues Task Force, Arlington Human Service Planners (AHSP) 1998-99

**PROFESSIONAL MEMBERSHIPS**

- Public Relations Society of America (PRSA), 2001 - present
- American Planning Association, 1999 - 2004

**EDUCATION**

Bachelor of Arts, Communications, **University of Texas at Arlington**