

ETHICS MONTH

The PRSA Code of Ethics is widely regarded as the cornerstone of the ethical practice of public relations. First developed in 1950, the Code applies to PRSA members and is designed to be a useful guide as we carry out our ethical responsibilities.

CORE VALUES

Advocacy. We serve the public interest by acting as responsible advocates for those we represent.

Honesty. We adhere to the highest standards of accuracy and truth in advancing the interests of those we represent and in communicating with the public.

Expertise. We acquire and responsibly use specialized knowledge and experience.

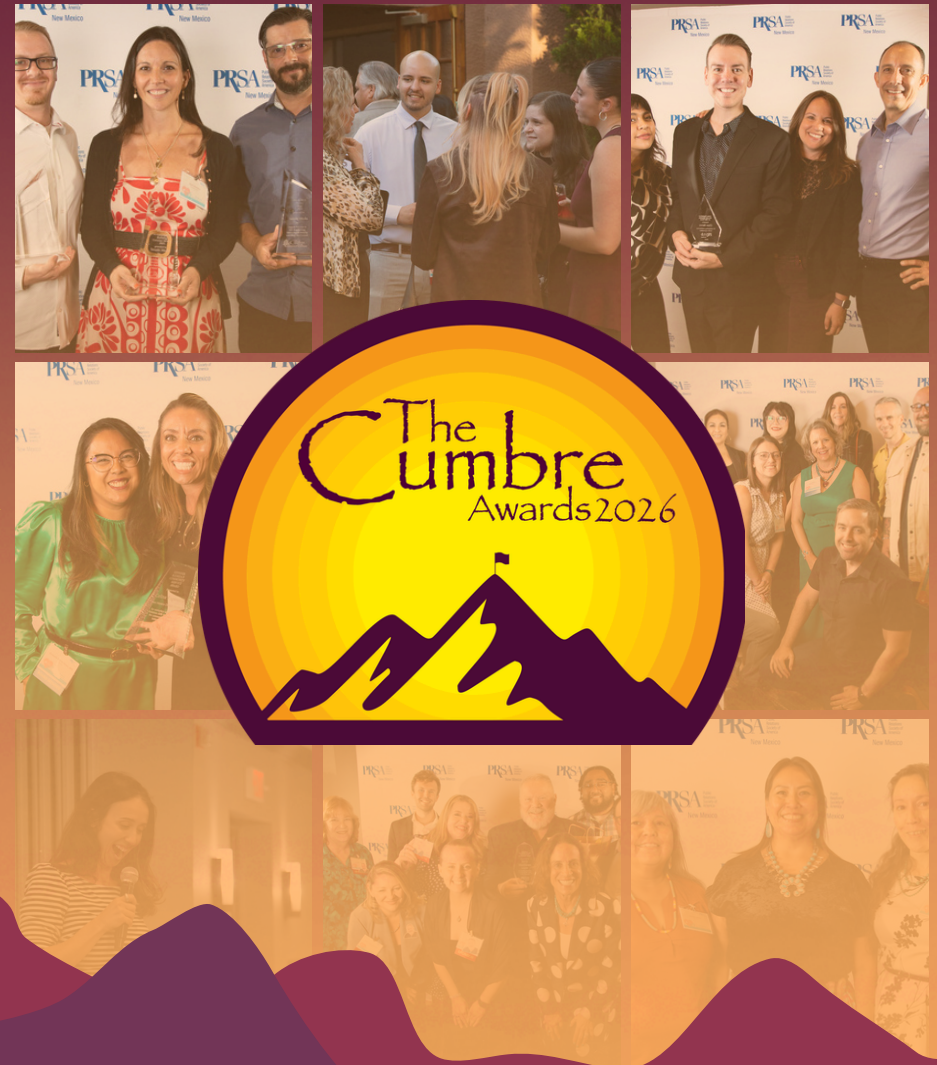
Independence. We provide objective counsel to those we represent. We are accountable for our actions.

Loyalty. We are faithful to those we represent, while honoring our obligation to serve the public interest.

Fairness. We deal fairly with clients, employers, competitors, peers, vendors, the media, and the general public.



THE PINNACLE OF PR AND COMMUNICATIONS



SEPTEMBER 25, 2026

EMBASSY SUITES BY HILTON ALBUQUERQUE

WELCOME TO THE 2026 CUMBRE AWARDS

Yá'át'ééh, bienvenido, and greetings!

The Cumbre Awards are more than an evening of recognition—they are a celebration of the people and ideas that strengthen our profession, our organizations and our communities. To every winner and honoree: congratulations! Your recognition represents meaningful work, thoughtful strategy and results that made a difference. Each award is earned, and each accomplishment deserves to be celebrated.

As I began my term as NMPRSA president, I set a simple goal: to build community. I wanted to create more opportunities for our members and colleagues to connect, learn from one another, share ideas, mentor the next generation and celebrate the work we do every day. Throughout this year, we created those opportunities and made intentional connections across New Mexico. Tonight is a wonderful reflection of that vision.

Whether you work in an agency, as a freelancer, in government, nonprofit, academia or are just beginning your career, you are an important part of New Mexico's PR community. Our profession is stronger because of the different perspectives, cultures, experiences and voices each of you brings to the table.

So, let's celebrate one another. Celebrate the successes. Celebrate the collaborations. Celebrate the creativity and hard work behind every campaign and strategy. And, most importantly, celebrate the community we are building together.

Thank you for being part of NMPRSA and for helping elevate our profession to highest pinnacle. Again, congratulations to all Cumbre Award winners and honorees.

Ahéhee' (with gratitude),

April Hale
President, New Mexico Chapter
Public Relations Society of America



2026 BOARD & COMMITTEE

President: April Hale

A. Hale PR

President-Elect: Kristelle Siarza, APR
Siarza

Past President: Rachael Maestas
RM Communications LLC

Secretary: Chase Barnes, Media Desk

Treasurer: Andie Mercer

At-Large Members:

Leah Messina, Sinuate Media

Karli Massey, APR, Sandia National Labs

Brenna Moore, Visit ABQ

Susan Bradley, Sunny505

Jessica Fox, Sandia Peak Tramway

Cody Johnson, New Mexico Tourism Department

Emeritus Board Members:

Steve Carr, APR, University of New Mexico

Annemarie Henton, APR, RS21

If you're interested in serving on the board or one of our committees, send a message to president@nmprsa.org

Special Recognition: Meg Espie, Visit ABQ

With creativity, professionalism and exceptional talent, Meg Espie has brought NMPRSA's marketing vision to life, transforming ideas into impactful work. Her voluntary contributions are deeply appreciated and celebrated.



Inspiring Big Hearts to Achieve Bold Things

Work That Moves the World, Deeply

The Abbi Agency (TAA) is an outcome-obsessed agency that builds brands, shifts perceptions and inspires action—from world-class destinations to national health initiatives and Fortune 500 leaders.



JOIN OUR COMMUNITY

Founded in 1958, the New Mexico Chapter of PRSA provides professional development and networking opportunities to New Mexico's communications and public relations professionals.

Our purpose is to **unite** the profession, **improve** the practice, and **encourage** understanding and acceptance of public relations among all constituencies.

NMPRSA connects you to a network of public relations professionals through high-quality events and professional development opportunities.

Join us and learn more about our unique public relations community across New Mexico.

View the schedule of upcoming events
www.NMPRSA.org

AGENDA

5:30 – 6:00 p.m.

Networking & Cocktails
Music by Darren Geffre

6:00 – 8:00 p.m.

Dinner & Awards

President's Welcome

NMPRSA Board of Directors Recognition

Ted Sherwin Member of the Year

Greg Johnston Board
Member of the Year

Awards Emcee: Kiki Garcia

Cumbre Awards

Best Tactics + Best Campaigns

PR Community Awards

DEI Leadership Award

Jennifer Riordan

Community Service Award

Hirst Vista Award

EVENT SPONSORS



SANDIA PEAK
AERIAL TRAMWAY



Reaching New Heights

The Pinnacle of PR and Communications.



CONGRATULATIONS TO ALL OF THE
2026 CUMBRE AWARD WINNERS.

KPR
JAMES KOBENCHEN PUBLIC RELATIONS

*A Native American woman-owned small business
specializing in strategic communications and
public and media relations.*



NAVAJO NATION CITIZEN FROM NM

16+ YEARS PR/COMMS EXPERIENCE

NMPSRA PRESIDENT 2026

DINEH CHAMBER OF COMMERCE VICE CHAIR

TRIBAL & COMMUNITY ENGAGEMENT

CULTURAL AWARENESS & APPROACH

STRATEGY & MESSAGING TO TRIBES

TRIBAL CONSULTATION & GUIDANCE



CONTACT: APRIL HALE
AHALEPR@GMAIL.COM

TEN **3**

TAKE YOUR DINING EXPERIENCE TO NEW HEIGHTS AT TEN 3,
NEW MEXICO'S MOUNTAINTOP RESTAURANT AT 10,300 FEET.
TEN3TRAM.COM



THE ADVENTURE
ABOVE ALL

SANDIAPEAK.COM

SANDIA PEAK
AERIAL TRAMWAY

WE MAY COMPETE FOR PITCHES.



BUT WE STILL ROOT FOR EACH OF YOU.

CUMBRE AWARDS

ACHIEVING THE HIGHEST STANDARD

The Cumbre Awards program recognizes campaigns and tactics that incorporate sound Research, Planning, Implementation and Evaluation. This year's awards were judged by members of the **PRSA Rochester Chapter**.

Each winning award entry meets the highest standards of performance in the profession and are based on the principles of Accreditation in Public Relations (APR).

Get more information about accreditation by talking with someone with an APR designation or visit **[accreditation.prsa.org](https://www.accreditation.prsa.org)**



NMPRSA Awards Program

Having an appreciation for the history of our public relations profession is important. So, too, is having an appreciation for the history of NMPRSA and those who came before us.

The **Ted B. Sherwin Member of the Year** is in honor of Ted Sherwin, a founding member of our Chapter. This award recognizes a member who went above and beyond to support the Chapter in the past year.

2025 – Jessica Fox

2024 – Tim Korte

2023 – April Hale

2022 – Carey Beam, APR

2021 – Lucas Baca

2020 – Nancy Partridge, APR

2019 – Hilma Chynoweth

2018 – Julianne Phares

2017 – Brenna Moore

2016 – Marissa Le

2015 – Julianne Phares & Susan Bradley

2014 – Linda Lockett, APR

2013 – Julianne Horn

2012 – Jennifer Kemp, APR

2011 – Ed Waters

2010 – Susan Bradley

2009 – Maya Oliver

2008 – Megan Mayo

2007 – John Weisgerber

The **Greg Johnston Board Member of the Year** is given in honor of Greg Johnston, who died in 2007 after a brief illness. Johnston was a senior communication representative at UNM. Johnston was a media relations expert, professional photographer, and regular story and photo contributor to UNM publications.

2025 – Chase Barnes

2024 – Leah Messina

2023 – Kristelle Siarza, APR

2022 – Kim Baca

2021 – River Marquez

2020 – Hilma Chynoweth

2019 – Lynn Pitcher Komer

2018 – Brenna Moore

2017 – Marissa Le

2016 – Jennifer Marcell

2014 – Julianne Phares

2013 – Steve Carr, APR

The **Lee and Marie Hirst Vista Award**

is designed to honor visionaries of our chapter and to celebrate a proven track record of long-term excellence among our practitioners. In January 2005, the Vista Award was renamed the Lee and Marie Hirst Vista Award after the first recipients, who passed away in 2004.

2025 – Amy Miller, APR

2024 – Lynn Komer

2023 – Patti Watson

2022 – James Korenchen

2021 – Nancy Salem

2020 – Annemarie Henton, APR

2019 – Susan Bradley

2018 – Steve Carr, APR

2017 – Tom Carroll

2016 – Dennis Roberts, APR

2015 – Dave Smoker, APR

2013 – Doug Turner



The **Jennifer Riordan Community Service Award**

is given to honor the public relations, communications or community relations professional, who voluntarily use public relations skills in an exemplary way to not only give back to the community but also to help it be a better place to live.

2025 - Rathi Casey and Celina Espinoza

2024 - Stephanie Santillanes

2023 - Howie Kaibel

2022 – Raymond Sandoval

2019 – Annemarie Henton, APR

2018 – Robin Brule

The **DEI Leadership Award** recognizes New Mexico's PR professionals, businesses or organizations that are leading examples of evolving national demographic changes of the trade and promote inclusive and authentic communications among diverse constituencies.

2025 - Jerry Matthews

and Workforce Connection of Central New Mexico

2024 - UNM's Truman Health Services

2023 - Girl Scouts of New Mexico Trails