

FOR: The Quell Group

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FOR RELEASE

REBECCA JOHNSON EARNS ACCREDITATION IN PUBLIC RELATIONS

TROY, Mich., July 27, 2009 — Rebecca Johnson, senior account executive for integrated brand communications firm The Quell Group, has earned Accreditation in Public Relations by successfully completing an examination process administered by the Public Relations Society of America and the Universal Accreditation Board. The program assesses competence in 60 areas of knowledge, skills and abilities, which includes communication theory, planning, management science and ethics.

The examination is designed for PR professionals with at least five to seven years of job experience and/or a degree in a communications field. Candidates must present a portfolio to a Readiness Review Panel of three peers and pass a computer-based examination. Approximately 4,300 professionals worldwide currently have the APR designation.

“Earning the APR reflects a mastery of the knowledge, skills and abilities needed to succeed in our increasingly complex profession,” said Felicia Blow, APR, 2009 chair of the Universal Accreditation Board. “Practitioners who achieve the designation are demonstrating their commitment not only to our profession, but also to a strong code of ethics and the betterment of their organizations and clients.”

The APR certification was created in 1964 to unify and advance the profession by identifying those who have demonstrated a proficiency in a body of knowledge as well as recognition of experience and professional judgment in the field.

“Professional development and continued training of our staff is important to our clients and it keeps us on the leading edge of best practices,” said The Quell Group President Mike Niederquell, APR. “We’re proud of Becky’s achievement and it only reinforces her dedication to the profession.”

Johnson joined The Quell Group in November 2004 as an assistant account executive and was promoted to account executive in 2006 and senior account executive in 2008. In her position, she serves the agency’s civil engineering, logistics, professional services, automotive and technology clients.

Johnson received a bachelor’s degree in integrative public relations from Central Michigan University. She is the director of marketing and communications for the Michigan Council of Women in Technology, communications chair for Farmington Youth Assistance and a member of the Public Relations Society of America. She resides in Royal Oak, Mich.

As the Midwest’s leading integrated brand communications firm, The Quell Group develops and integrates branding and market positioning strategies with marketing and public relations services to achieve organizational goals. Founded in 1994, the firm provides proprietary diagnostic tools to help companies Unknot, Align and Market™ their value proposition. Quell also provides its clients with training; interactive and web; and event and design services. quell.com. Follow us on Twitter: [Twitter.com/thequellgroup](https://twitter.com/thequellgroup).

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