

## Barbara Puffer, MA, Accredited Business Communicator\*

### *Puffer Public Relations Strategies – A Virtual Agency*

www.pufferpr.com, barbara@pufferpr.com  
203-494-2765 (cell) 203-457-0231 (CT) 239-463-4543 (FL)  
6895 Estero Blvd., #566, Ft. Myers Beach, FL 33931  
35 Shore Drive, Guilford, CT 06437

#### PROFESSIONAL:

- **President, Puffer Public Relations Strategies, Promotions & Publishing** (1998 to present) Senior consulting and new business development role. Broad range of public relations, development, and marketing, as well as board training and facilitation for profit and non-profit organizations. One-on-one and team approaches.
- **Associate Professor, University of Maryland University College** (2002 to present) Associate Adjunct Professor, teaching online in the undergraduate Communications Studies & Professional Writing program and for the Graduate School of Management and Technology, Communications Course Chair.
  - Graduate School of Management and Technology
    - Taught 9 public relations credits for Dr. Teresa Marron-Grotsky, 2004.
    - Contracted to rewrite two grad courses, 2004.
    - Taught 3 public relations credits for Dr. Alfred Raider, 2005.
  - Drazek Teaching Award Nominee 2005, 2007 and 2009
  - Awarded Basic and Advanced Faculty Studies Certificates, 2007
  - Communications Course Chair, since 2007
  - Prior Learning Evaluator, since 2007
  - Contracted Faculty Mentor, since 2009
  - Textbook Reviewer, since 2009
  - Test Bank Chair, since 2009
  - Authentic Assessment Chair, since 2009
  - Contracted as Co-op Faculty, 2006-2007
- **Corporate Manager Communications, Barnes Group Inc.** 123 Main Street, Bristol, CT 06010 (1985-1998). Reported at various times to: Chairman of the Board; Senior Vice President, Human Resources; Vice President, General Counsel & Corporate Secretary; Vice President of Human Resources; and directors of public affairs, employee relations/organization development, and compensation/benefits. Barnes Group is a 150+-year-old, sometimes Fortune 500, international distributor of parts and supplies for the maintenance and repair market, and a manufacturer of springs and precision components for aerospace, automotive and other durable goods markets. *Job scope included:* Full responsibility for planning and implementation of internal communications programs and publications for as many as 4,000 employees in 7 countries, on 4 continents -- involving surveys, ethics, employee benefits, training, curriculum development, strategic operating projects, factory closings, publications, a web site, and more traditional employee information and education programs. Additional media and community relations responsibilities. Also, simultaneously served as facilities manager, Barnes Group World Headquarters, 6/96-4/97.
- **Manager Personnel and Corporate Relations Department, Southern New England Telephone** 227 Church St., New Haven, CT (1977-1985). Full range of internal and external communications and editorial responsibilities. (Included a nine-month assignment as Manager, Advertising and Promotions, SONECOR Systems Division).

- **Manager Public Relations Dept., Phoenix.** (formerly Phoenix Mutual Life Insurance Company), One American Row, Hartford, CT (1976-1977). Assistant to the Senior Vice President/Public Relation. Full range of internal and external communications and editorial responsibilities.
- **Manager, Corporate Planning Dept., Union Trust Co.** (Now part of Wachovia), Corner Church and Elm Sts. New Haven, CT 06504 (1973-1976). Assistant to the Vice President-Advertising. Full range of internal communications and editorial responsibilities.
- **Suburban Reporter/Photographer, New Haven Register,** Sargent Drive, New Haven, CT 06511 (1973). Daily and Sunday. Circulation approximately 140,000.
- **University of Bridgeport (CT), Teaching Assistant.** (1973) While a reporter, she was also a Journalism Workshop Teaching Assistant
- **Freelance: Associate producer** - CBS Network Television Sports, writer - M/X Development Corporation, speech writer and publicity coordinator- CT and National High School Athletic Coaches Association (1977-1984) and contracted marketing for non-profit organizations.

\* Accredited, 1979, International Association of Business Communicators (IABC)

## EDUCATION:

**MA-Corporate and Political Communications** , Fairfield University, Fairfield., CT - 1976.

**BA-Journalism-Broadcasting** , Dow Jones and Faculty "Outstanding Graduate" Award, accelerated study, Sigma Delta Chi New England news writing award, University of Bridgeport, Bridgeport, CT - 1972.

- **Advanced & Basic Faculty Development Training Certificates** – Univ. of Maryland University College.
- **Certified** - Online Teaching with WebTycho Training, Univ. of Maryland, Univ. College
- **Certified** - Development Dimensions International, Interaction Management Trainer.
- **Certified** - Behavioral Technologies, Inc., Behavioral Interviewing Trainer.
- **Continuing Education** - Boston University, American Management Association, American Institute of Banking, Wilson Learning Corporation, Productivity Inc., Bell System Training School (Illinois), Council of Communication Management, and International Association of Business Communicators.

## HONORS:

- International Association of Business Communicators, Region Leader of the Year, 2009.
- More than 100 awards of Excellence and Merit for multi-media communications programs, exhibits, sound, one-person efforts, community relations programs, employee publications, newspaper design, recruiting materials, and newspaper & special publications, International Association of Business Communicators, 1973 to present. Most recent was a 2009 Heritage Region Silver Quill Award of Excellence for "Faces of Sarah" – a series of Special Publications for statewide CT organization serving people with disabilities.
- Susan G. Komen for the Cure Ultimate Drive BMW Survivor Hero Award for volunteerism for breast cancer. 6/07
- Inducted , Shriver Society, honoring long service volunteers in Special Olympics, 2/07
- International Association of Business Communicators Research Foundation Lifetime Foundation Friend Award, International Conference, Vancouver, B.C. 6/2000.
- St. Vincent's Foundation "Stamp Out Breast Cancer" Volunteer Award, 6/99.
- Susan G. Komen Breast Cancer Foundation Race for the Cure and 10th Anniversary "*Celebration of Life*", Connecticut breast cancer survivor representative at the National Race and home of Honorary Race Chairmen, Vice President & Mrs. Gore, 6/99.

- Extraordinary Women of CT Award, by Clear Channel Radio & Bob Thomas Ford. 5/99.
- Positive Leadership Unselfish Service (PLUS) Award, from The Family Center, Inc., Bristol, CT. 39-town social service agency. Keynote address. 2/99.
- Special Olympics Hall of Fame, inaugural class, Sheila Schmidt Award for Volunteerism. 10/98
- Chairman's Award, International Association of Business Communicators (IABC), Annual International Meeting in New Orleans. 6/98
- Lou Bachman Memorial Award as Outstanding United Way Volunteer (Bristol, Plymouth, Burlington, CT), 1991.
- Distinguished Alumni Award, University of Bridgeport, 1987.
- Communicator of the Year, Connecticut-IABC, 1983.
- Internationally certified event director, clinician & coach, International Special Olympics, 1979.
- Distinguished Service Award, Connecticut Special Olympics, 1981 and 1983. Nominee 1993.
- SNET Women in Leadership Award nominee, New Haven, Connecticut, YMCA. 1979.
- Distinguished Service Award, Connecticut/IABC, 1975.
- Who's Who in Outstanding Young Women of America, as well as Who's Who Outstanding Women of the World, of America, In the East, Emerging Leaders in America, Advertising, Public Relations, International Women, and Two Thousand Notable Women.

### **SPEAKING & PUBLISHING:**

- Panelist, IABC Heritage Region 2009 Conference, Cleveland, Ohio.
- Speaker, CT IABC, Sept. 2008
- Speaker, student workshop, Heritage Region International Association of Business Communicators, 2006 Conference, Washington D.C.
- Speaker, "Writing it Right for the Media," International Association of Business Communicators Writing Conference, Chicago, October, 2006.
- Contributor -- LaBossiere, C. (2005) *The Successful Communication Consultant*, International Association of Business Communicators, San Francisco.
- Public Relations community expert on the communications portal [www.comunitelligence.com](http://www.comunitelligence.com)
- Speaker and published on "Marketing Your Mission" at the 2000 International Fundraising Conference sponsored by Blackbaud, in South Carolina.
- A speaker on "Marketing Your Mission" at Yale's Women's Campaign School workshop on lobbying and action for non-profits in 1999 and 2000. Also, panelist, 2003 on the politics of women running for office.
- Published on planning fundraising events in *Fund Raising Management* magazine, 2001.
- Published on planning fundraising events and communication planning in *Comment* newsletter for non-profit organizations.

### **VOLUNTEERISM/PROFESSIONAL AND CIVIC:**

- **Heritage Region Director, International Association of Business Communicators**, Heritage Region. (2007-2008)The Heritage Region is IABC's largest, encompassing Connecticut, Delaware, Indiana, Kentucky, Maine, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, Virginia, Washington, DC and West Virginia. Region Executive Board 2006-2009, conference co-chair, 2008.
- **11th Annual Komen CT Race for the Cure**. Vice-Chair, Public Affairs, 2004.
- **Board of Selectmen, (1 of 3) Town of Guilford, CT**. Elected 1995-1997. \$46 mil. budget.
- **Board of Finance, Guilford, CT**. Elected 1991-1995 term. Vice Chairman, 1993 to 1995. \$40+ million budget.
- **International Association of Business Communicators (IABC)**, Member (1974-present): *Research Foundation Board* (1995-1997), Chairman, 1997, Trustee (1995-1996), RFQ Committee, (2000-2005); *International Executive Board*, Director of IABC U.S. District 1, (1985-1987), Director- Professionalism, (1987-1988); Director-Educational Relations, (1988-1989); *Connecticut/IABC*, two-term president, (1979 and 1980); *IABC U.S. District 1 Executive Board*, (1985-1990); *Accreditation Board* and examiner for IABC, (1984-1995), exam proctor (1997); Blue Ribbon Panel judge, division judge, and division coordinator for IABC's prestigious international Gold Quill competition, (1979, 1980, 1983, 2000); Chair, regional IABC conference, (1979 and 1986) Chairman, EXCEL Award, 1992.

- **American School for the Deaf**, West Hartford, CT. President 1996-1999 (First woman to hold position in the 180-year history of the school) \$12 million budget, 200+ students; Board of Directors (1991-present); first vice president of the Board and chairman- Executive Committee (1994-1996); past development chairman; Board of Corporators (1986-1991), and 175th Anniversary/Communications 2000 capital campaign steering committee (special gifts).
- **MILE (Micro Investment Lending Enterprise)** member of the Board of Directors of national board formed by Subway founder Fred DeLuca.(2000-2003.)
- Mercy High School, principal's development committee. Middletown, CT. (2002 to 2003)
- **Bristol Hospital**, Corporator (1996 to 2002). Development Foundation Board Member (1994 to 1998); Capital Campaign Cabinet (1994 -1996).
- **Special Olympics, CT**, Honorary Advisory Board (1997-2002); Executive Committee, vice chairman of the Board (1989-1996); Public Ed. Chair (1979-1981, and 1988-1996); State Wheelchair Events Co-Director, (1978-1989); creator and volunteer director of public relations/advertising program for Conn. Special Olympics. Raised more than \$400K in services over 1979 and 1980, for 2 years of prize-winning communications programs on state & regional level. Honorary lifetime trustee for Greater Hartford .
- **Special Olympics, International**, 1995 World Games Board of Directors, CT, (1993- 1995); Public Speaking Trainer for adults with mental retardation in a program called Global Messengers, formerly Athletes for Outreach (1989-1997); Director/Media Center, International Winter Games, VT (1981); and liaison and coordinator between the international office and the National High School Athletic Coaches Association(1980-1985).
- **Bristol, Plymouth, Burlington (CT) United Way**, Executive Board (1986-1989), Public Relations and Marketing committees, vice chairman Allocations Committee; Chairman and Founder of New Cambridge Society Leadership Giving Club (1990-1993); United Way Emergency Campaign Chair, (1992).
- **Guilford Agricultural Society Board of Directors** (1993 to 2005), Public Relations and Advertising Director (1996 to 2008); Treasurer (1998 - 2000.)
- **Tunxis Community College Foundation** Director (1989-1992 and 1994-1997); Economic Conference Chairman (1990), Conference and Scholarship Committees (1990-1992). Economic Conference, Membership and Capitol Campaign Committees (1994-1997).
- **"Big Sister"**, (1993-1994) and School Business Partnership mentor (1989 to 1995).
- **Bristol (CT) School/Business Partnership**. Barnes Group liaison (1989 to 1996)
- **"What About Women" Volunteer Television Production Board, WVIT-TV-30**, Connecticut's NBC Station (1993-1995).
- **Bristol (CT) Girls Club Family Center**, Executive Board, (1987-1989); Lifetime Trustee, 1990. Founder, chairperson, and Steering Committee of Bristol PLUS "Women in Leadership" Awards (1990-1999).
- **Susan G. Komen Breast Cancer Foundation Connecticut Race For the Cure**, Startup steering committee, survivor coordinator, long-range planning chair, funds distribution. (1993 to 2000).
- **Very Special Arts Connecticut**. Founder, chair and steering committee for the Shoreline Festival for physically and mentally challenged artists and performers (1992 to 1997).
- **"SARAH 40"** vice chair Celebration Cabinet in charge of public education and events (1997). (Formerly Shoreline Association for Retarded and Handicapped).

#### OTHER:

- **University of Bridgeport**, Alumni Board of Directors, Vice President-Alumni Affairs (1985-1989), Presidential Search Committee (1986 and 1987); Alumni House Chairman (1989-1991).
- **Exceptional Cancer Patients**, Executive Board (1988).
- **New England Association for Business, Industry, & Rehabilitation, Public Relations**, (1980). Greater New Haven, CT
- **Private Industry Council**, Startup member, and Marketing Committee (1980).
- **Estero Cove Condominium Association** (FT. Myers Beach, FL.,) President, Secretary, and Treasurer (2002 to 2006). As president, led a \$4 million recovery in 2004 after the devastation of Hurricane Charley. Finance committee, 2006 - present)
- **National Panel of Consumer Arbitrators and the New Haven Better Business Bureau**, Member and arbitrator (1984-1985).