

Ann Beck – Marketing & Communications Manager for Mansfield’s Parks and Recreation Department - She has experience in both news and marketing, with a heavy emphasis on photography, graphic design and social media. She is a Certified Public Communicator as well as a Certified Park and Recreation Professional, a lot of letters that basically spell Leslie Knope! Recent awards include Special Event from TAMIO, 3CMA and TRAPS (Texas Recreation and Park Society), Promotions & Marketing Excellence from TRAPS (State and Local), Social Media Campaign and Graphic Design from 3CMA.

Shannah Hayley – Director of Communications and Community Outreach – City of Plano - Shannah’s pursuit of living life to the fullest has taken her all over the world with various communications-focused jobs, from teaching in Kenya to consulting in the United Kingdom. Shannah now serves as the Director of Communications and Community Outreach for the City of Plano, the 69th largest city in the United States. Her team is nationally-recognized for its video work, ranging from commercials for events like *Texas Recycles Day* to mini-documentary features like *Plano by Air* to educational series like *Ask Plano*. Other notable award-winning projects includes trend-jacking campaigns like *It’s a Little Plano in Here*, resetting public narrative through *Traffic Woes Press Relations* and its in-house *Live Green in Plano* logo refresh.

Maggie Holman – Public Information Officer – City of Pflugerville – Maggie joined the City of Pflugerville after graduating with her Master’s in Strategic Communication from TCU and has worked there for three and a half years. She started as the Special Event Coordinator, where she won the TAMIO Award of Excellence and 3CMA Silver Circle Award for Best Recurring Special Event for the 2018 Pfall Chili Pfest and a TAMI for her tourism brochure. Since joining the City of Pflugerville Communications team, she has helped write seven award winning TAMIO applications as well as winning applications for 3CMA and the Golden Post Awards, where the City of Pflugerville was a finalist this year for its use of Facebook Live. Maggie is now the City of Pflugerville’s Public Information Officer and coordinates marketing and public relations for all city departments, including police.

Kelli Lewis – Market Director and Public Information Officer – City of Carrollton - She oversees communication and branding efforts for the City, including a wide range of programs and campaigns featuring website, social media, media relations, advertising/marketing, video programming, graphic design, and more. Lewis is a seasoned communicator and recovering Ad agency executive who holds bachelor’s degrees in Psychology and Advertising from Southern Methodist University and SMU’s Temerlin Advertising Institute for Education and Research, as well as a Master of Arts with an emphasis in Business Marketing from the University of Texas at Dallas. In her 13 years with the City of Carrollton, the Marketing team’s work has been recognized by state and national organizations such as the National Association of Government Communicators (NAGC), International Festivals & Events Association (IFEA), City-County Communications & Marketing Association (3CMA), Texas Association of Municipal Information Officers (TAMIO), and Texas Festival & Events Association (TFEA), within categories including graphic design, digital interactive, printed publications, most creative with least dollars spent, promotional videos and publications, marketing plans or campaigns, use of social media, media relations, and more.

Brian Ligon – Communications & Marketing Director – Mont Belvieu – After graduating from Baylor University, Brian spent 17 years working in broadcast television specializing in production and marketing. In 2012, he began working for the City of Round Rock, Texas where he found a passion for government communications. In 2018, he and his family moved to Mont Belvieu so Brian could become the City's first full-time communicator and spearhead the marketing behind the launch of Texas' first broadband internet utility, MB Link. Brian has worked hard to bust the stigma that government communications is dry and boring; those efforts have resulted in multiple state and national awards.