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SACRAMENTO/ORANGE COUNTY PUBLIC AFFAIRS FIRM ANNOUNCES STAFF PROMOTIONS FOR 2010

Employees Receive Recognition After Successful Year

Sacramento – Schubert Flint Public Affairs (SFPA) promoted four employees in its Sacramento office last week. Cherri Spriggs-Hernandez was promoted to vice-president, Sarah Pollo and Rachel Smith were promoted to senior account executive and Danielle Vaticano was promoted to assistant account executive.

"We are very excited to promote Cherri, Sarah, Rachel and Danielle," said Frank Schubert, president of SFPA. "The contributions they have made to our clients and to SFPA are invaluable. These four women, and our entire staff, possess great skill and talent and it's a true pleasure to lead this firm along with my partners, Jeff Flint and Richard Wiebe."

Spriggs-Hernandez has been with the firm since 2004 in both of its Orange County and Sacramento locations and will continue to serve as day-to-day manager on several accounts. Additionally, she will implement a new staff development program. Spriggs-Hernandez earned a degree in journalism with a concentration in public relations from California State University, Chico, and held previous positions with Goddard Claussen Porter Novelli, Edelman and Vision Service Plan.

Pollo was an integral member of the 2008 and 2009 campaign teams and will continue to work in this capacity in the New Year as well as produce and manage events on behalf of a number of clients. Pollo earned a degree in journalism with a concentration in government from California State University, Sacramento, and held previous positions with the Office of Governor Schwarzenegger and the Office of Assemblymember Roger Niello.

Smith has proven herself a valuable member of the SFPA team undertaking many on-camera media appearances on behalf of a number of clients. In addition to her superb media relations skills, Smith also excels in coalition building and grassroots activation. Smith earned a degree in journalism from the Walter Cronkite School of Journalism at Arizona State University.

Vaticano, while with SFPA only five months, has made great contributions to a number of account teams. She has successfully assisted with event production and association management. Vaticano earned a degree in international relations from University of California, Davis and held a previous position with APCO Worldwide.

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Schubert Flint Public Affairs is a full service public affairs firm with offices in Sacramento and Orange County, California. With a dedicated staff of thirteen professionals, the firm serves a diverse roster of clients throughout the nation. The firm specializes in strategic counsel, research/message development, ballot issue campaigns, earned media, coalition and grassroots development and new media.

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