



Arkansas Women In Power

401 West Capitol Avenue, Suite 102
Little Rock, Arkansas 72201
www.ArkansasWomenInPower.org

AWIP's Second Quarterly Meeting of 2019

DEVELOPING YOUR PROFESSIONAL BRAND AND CURATING YOUR ONLINE PRESENCE

With Alison M. Melson, APR

Thursday, June 20, 2019, 11:30 am – 1:00 pm
CAL S Darragh Center | 100 Rock Street | Little Rock, Arkansas 72201

Please join us for an interactive session on why you need a "brand" and how to manage a brand. Practical tips will be shared on using a digital footprint to promote your professional development and create opportunities for career growth.

Reservations are required by Friday, June 14, 2019, and may be made online at www.ArkansasWomenInPower.org. All reservations will be confirmed via email by Tuesday, June 18. If you make a reservation and do not receive confirmation by that date, please email President@ArkansasWomenInPower.org.



Alison M. Melson, APR (*Entergy Arkansas*) Alison has enjoyed a more than 25-year career in public relations and communications, most recently as manager of corporate communications with Entergy Arkansas, LLC.

Prior to joining Entergy Arkansas in 2017, Alison served as vice president of communications and marketing for CARTI, the largest not-for-profit network of private practice cancer care specialists in Arkansas, for 15 years. In 2015, CARTI moved into the \$90 million CARTI Cancer Center, giving Alison the opportunity to rebrand the organization as a patient-centered, cancer-focused provider.

Alison also has worked in public relations at Acxiom, Stone Ward and Arkansas Children's Hospital, and as a High Profile writer at what is now the Arkansas Democrat-Gazette. In 2018, Alison received the Public Relations Society of America (PRSA) Arkansas Chapter's Crystal Award for lifetime service to her profession of Public Relations. She is an accredited member of PRSA and a past president of the Arkansas Chapter. A native Arkansan, Alison holds a Bachelor's degree in public information/journalism from the University of Arkansas. She and her husband Tom have two sons, Sam and Owen, ages 18 and 15.