



TESTIMONIALS – Pres/CEO - Pam Roach Public Relations



Steven Eubanks, Chief Stormwater Engineer at City of Fort Worth

Pam worked as a sub-consultant on a sensitive study where public outreach was a critical issue. Hired to manage the overt public outreach tasks, Pam exceeded our expectations to providing expert guidance for all aspects of the study related to determining how the public might respond to potential solutions. Her role in the first study led to her selection as a sub-consultant for a program management contract to provide strategic guidance for addressing public stakeholders in future specific studies.

April 2, 2012, Steven was Pam's client



Sandra Sellani, Brand Strategist, Marketing Consultant, Author

Pam is an exceptionally talented public relations professional with a results-driven approach. She created and implemented an extensive media relations plan to generate trust with and attract Gen X and Gen Y prospects in the Dallas/Fort Worth market area. At the completion of her contract (in 2007-2008) we were at the 75% mark of our goals. She was an outstanding communicator throughout the process and in addition to be a highly skilled specialist in her field, she thoroughly understood the big picture and provided a skilled and strategic approach to her program. I would welcome the opportunity to work with Pam again on other projects.

January 18, 2015, Sandra was with another company when working with Pam at Pam Roach Public Relations



Craig Lloyd, President & CEO, Glint Advertising & Design, LLC

Pam helped our company gain a strong sense of leadership and commitment within our industry and business community. She consistently brought PR opportunities to our leadership team and had us prepped and ready for all of our interviews with the media. In addition, her passion for promoting socially responsible business practices has helped us align our business objectives with community outreach. I recommend Pam as a necessary resource for any business that is ready to take the next step in public awareness.

April 6, 2012, Craig was Pam's client



Burton Johnson, Former Assistant VP, Michael Baker International, Inc.

Pam has led the communications and public relations effort in a number of public sector initiatives in which I have been involved. In each instance she has worked to understand the audience and then develop and implement strategies to ensure effective communication and clear messaging. She has successfully coached our engineering team on clear and concise communication - not an easy task! She has a great attention to detail and keeps discussion and messaging on point. Ultimately she was critical in our team's successful engagement with a challenging public.

January 31, 2015, Burton was Pam's client



Cecilia Edwards, Partner at Everest Group

Pam is a talented PR professional with a real focus on getting results. Her objective is not a "check the boxes" method, but is based upon very extensive and thorough research to ensure the highest impact from every PR campaign. This tailored approach provided my firm with a cost-effective solution and was a great benefit.

January 14, 2015, Cecilia was Pam's client



Althea J. Williams, SPHR, SHRM-SCP, SVP Chief HR Officer | Strategist | Hands-on Transformational Leader | Executive Coach | Ops Expertise | CareerBuilder

I became acquainted with Pam through a JPS board member who was fondly called "Ms. Quality" because of her lack of tolerance for anything less. As such, I knew Pam was the right resource to engage for a highly visible patient access community program. Pam and I collaborated on the public relations and communications needs to develop a patient navigator function for the Network. The goal of the patient navigator function was to simplify patient access to obtaining medical treatment throughout the Network's complex healthcare system. Pam was the right



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resource because she is highly effective in establishing relationships. It enables her to create, refine and deliver relevant products, reflecting the interests and needs of the client and targeted groups of any socio-economic strata. I was incredibly impressed with Pam's project scoping and discovery processes. The quality of her listening skills and questions asked during those processes gave me a comfort that the outcome would be top-notch. Pam is a capable researcher, writer, and communicator. But perhaps more notable, she is an innovator who shares the passion for the client's vision. Another value-added differentiator is a sixth-sense ability to think like a consumer beyond market profiles and demographics. Pam seemingly walks in the shoes of consumers or targeted audiences bringing forth their voice at each pivotal project milestone. Pam also continues to test concepts and parameters as she takes in new information along the way. This leads to new innovations and outstanding deliverables. Pam is thorough, timely and comfort to work with. She has true passion for her work and great interpersonal skills. I highly recommend Pam Roach Public Relations.

March 13, 2012, Althea J. was Pam's client



**Dale Petroskey, Dallas Regional Chamber
(Former Executive VP, Texas Rangers)**

Pam is a pro's pro. She is a leader who understands how to build trust and bring people together to achieve a common goal. She also has a wonderful sense of all aspects of public relations – from the media's perspective and needs, to understanding government, to building community. She did a great job as chairman of the Arlington Convention and Visitors Bureau Board...more

March 5, 2012, Dale was with another company when working with Pam at Pam Roach Public Relations



**Jay Burress, President & CEO at Visit Anaheim
(Former President/CEO, Arlington Convention & Visitors Bureau)**

Pam Roach is a dedicated professional who works tirelessly to achieve the goals of her company, her clients and any board in which she serves. As Chair of our Board, Pam brought the level of excellence to new heights and we continue this professionalism today as a legacy from

her leadership.

March 6, 2012, Jay was with another company when working with Pam at Pam Roach Public Relations

Jim Brothers, Marketing Director at Six Flags Over Texas

"I had the pleasure of serving on the Arlington Convention and Visitors Bureau while Pam was the Chairperson of the organization. She was recognized as the Arlington Volunteer of the Year, for the outstanding job she did in this position. Pam is a very successful leader who can achieve positive results. She possesses great people skills and knows how to build relationships...more
March 10, 2012, Jim was with another company when working with Pam at Pam Roach Public Relations



Bobbi Bilnoski, President & CEO at Concinnity Network

Pam and I worked together on a project for the Dallas Arts District Alliance. Pam is phenomenal at client relations, research/fact finding and identifying best practices as it relates to client challenges. Pam's role in a project provides the critical information needed to help clients think and act strategically. And, she's a pleasure to work with.
August 9, 2008, Bobbi was with another company when working with Pam at Pam Roach Public Relations



Terri Croxton, President/CEO at JD & Associates, Incorporated

Pam is creative, detailed, thinks outside of the box and values her clients times. She is prompt when it comes to deadlines and delivers feedback in a positive and professional manner.

March 2, 2012, Terri was Pam's client



TESTIMONIALS – President - Hope Works Consulting, Inc.



Theron Bowman, Ph.D., Deputy City Manager, Former Chief of Police, Consultant, Nation Builder, Police Practices Expert, Entrepreneur

“Pam Roach gets it done! I and others connected to me have relied on Pam’s planning, organization, management, marketing and implementation skills to facilitate successful ventures.

Pam is excellent in organizing projects for stakeholder consideration and action. She has a wealth of knowledge of the right things to say at the right time and venue and to the right people. She is keenly aware of complex political processes and gracefully navigates through them. Her marketing prowess is always cutting edge as she demonstrates the proficient techno-savvy and versatility required to capture large market segments. Pam’s very honest and ‘do it right’ approach adds tremendous value to the client-consultant relationship.

I have seen Pam work with nonprofits, private companies, governments and individuals from various disciplines. Every endeavor has been stamped “success.” Pam Roach is a very highly effective consultant whose expansive repertoire includes everything from fund raising to consciousness raising to getting an issue onto the political agenda. I give Pam and her company my highest recommendation!”

January 19, 2015, Theron was Pam’s client



Christine Maguire, AICP, EDFP, Senior Manager – Department of Planning & Financing Group, City of Garland

I have been fortunate to have known Pam Roach for over 10 years in both professional and personal capacities. From our first conversation my impression of Pam as never wavered: She is a consummate professional, innovative and problem-solving, ethical, passionate about building strong relationships on a foundation of trust and highly skilled at the craft communication through various forms of media. She thrives on complex challenges. As a public official for a municipality, I witnessed these characteristics by working with Pam on the negotiation of a series of complex economic development projects in strategic areas of Fort Worth. She was a most able consultant to her clients, and adviser to me, in crafting these complex real estate transactions, navigating them through challenging political waters. She did this by finding the common ground and enlisted key supporters across many different community and constituent avenues. During the course of the ensuing years, she has brought her skill and passion to a diverse array of clients. I am honored to provide this recommendation for Pam Roach, a trusted friend and professional who without reservation I would call upon again.

January 26, 2015, Christine was with another company when working with Pam at HopeWorks Consulting, Inc.



James N. Holgersson, Appointed City Manager in Modesto CA (Former Arlington City Manager)

I have the opportunity to work with Pam as City Manager in Arlington Texas and with her work related to the Super Bowl in Arlington. She brings constant high energy levels, creative talents and innovation that results in successful marketing strategies and positive imaging for your organization. More than this Pam is a wonderful person who cares and loves to work with people.

January 22, 2015, James N was with another company when working with Pam at HopeWorks Consulting, Inc.



TESTIMONIALS – Pam Roach Public Relations Web Site

Ray Wirta, CEO & Co-Founder, NEXREGEN™
Former CEO and current vice chairman, CB Richard Ellis

“Pam was the right choice for NEXREGEN™. She grasped a complex industry and then communicated the value of our new product with precision and effectiveness. I would hire her all over again.”

Harold Hofer, COO & Co-Founder, NEXREGEN™

“We hired Pam Roach to develop and implement a media relations plan for our new product launch (in the State of Texas). We found Pam to be very professional and well-connected. She is respected by the media and was able to facilitate high-level introductions. Her demeanor and personality lend themselves well to positive interactions with media sources. She is a pleasure to work with.”

C. Chad Bates, President & CEO,
Legacy Financial Group, Inc.

“We had the pleasure of working with Pam Roach on a “one of a kind” project that entailed multiple organizations and facets. She was an integral part of the project team. Pam utilized a principle-centered, rational approach to adding value for our target audience. Her extensive knowledge of the community and media led to significant print, radio and TV coverage for more than one of our events. I have also served on community boards with Pam where she always conducts herself as a top-notch professional. It is with confidence that I am able to recommend her to any in need of her services.”

Matthew Lee, Pres/CEO,
NetStrategies & Management, Inc.

“Our new SSAlert System for colleges and universities was developed just months after the Virginia Tech tragedy. We needed a PR pro we could trust to communicate the value of our product without selling fear. Our company hired Pam Roach because of her results-driven, yet ethical approach. Her work yielded calls from schools nationwide. We highly recommend her services.”