

public relations

Joy T. Maples, APR, holds double bachelor's degrees in sociology, and journalism & public communication (JPC). She has more than 20 years experience in the communications and marketing fields. She is the owner of Maples Communications, a boutique public relations firm specializing in web content, social media marketing, including email newsletter campaigns. Formerly, she held the position of Director of Communications for the Anchorage Chamber of Commerce, and was Director of Communications for the Anchorage Convention & Visitors Bureau (Now "Visit Anchorage"). She started Maples Communications in 2002 working primarily for businesses in the tourism industry. Clients include the Anchorage Chamber of Commerce, Visit Anchorage, the International Bluegrass Music Museum, the International Bluegrass Music Association in Nashville, and the Owensboro Tourist Commission. Her expertise has been recognized nationally through a variety of awards for her public relations efforts, publications, marketing communications, website development, copywriting, and advertising. Most recently, her copywriting was recognized with an Aurora Award of Excellence by the PRSA - Alaska Chapter for the Anchorage Destination Guide in 2013. Joy also holds certifications in Google AdWords and Google Analytics, helping small businesses find relevant audiences for their products and services.

Maples is a member of the Public Relations Society of America (PRSA), and earned her APR (Accredited in Public Relations) in 1999. She is an elected board member of the Pikes Peak Region Chapter of PRSA.

Awards

Best four-color, less than full-page newspaper ad, AMA-Alaska Chapter for convention education series
Best Web Site statewide by PRSA-Alaska Chapter.
Best PR Campaign statewide by PRSA-Alaska Chapter for Alaska Native Heritage Center.
A variety of national design awards for publications and advertising
Best Marketing Communications by PRSA Alaska Chapter

Leadership positions

Communications Relations Chair, PPPRSA
Past President, UAA Alumni Association
Past President, PRSA Alaska Chapter
Treasurer, PRSA Alaska Chapter
Chair, Public Relations Committee, Alaska Visitor Industry Charity Walk
Committee member, State of Alaska Tourism Marketing Committee
Commissioner, Owensboro-Daviess County Tourist Commission
Trustee, International Bluegrass Music Museum Board of Trustees

Volunteer service

Speaker, Small Business Development Center
Web mistress, Colorado Bluegrass Society
Samaritan's Kitchen. Springs Rescue Mission
Member Manitou Springs Forward Steering Committee



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On a personal note:

Joy earned her 100th-run jersey with the Jack Quinn's Running Club and is now focused on accomplishing 200 runs with the group.

She has summited twelve of the 54 14,000 ft. peaks since moving to Colorado a little less than six years ago. She trains by hiking up Incline once a week, yearround.

As an upright bass player, Joy gets a lot of practice writing persuasive and entertaining social media posts trying to get musicians to show up at local jams. She plays swing, bluegrass and a little jazz.