

public relations

Joy T. Maples, APR, has more than 20 years experience in the communications and marketing fields. Owner of Maples Communications, Joy has experience and a proven track record of success. She is an excellent project manager, a strong writer, and a creative, outcome-oriented person. 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.

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.

Experience:

Owner, Maples Communications (Since 2002)
Director of Communications, ACVB
Director of Communications, Anchorage Chamber of Commerce
Journalist, Anchorage Daily News

Qualities:

Strong commitment to organizations
Team player, relationship builder
Independent worker, hard worker
Creative, effective, outcome-oriented
Positive, authentic
Excellent leadership skills

Skill Set:

Deep experience and proven track record
Great project management skills
Strong writing skills
Excellent people skills

Leadership positions:

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



Joy T. Maples, APR

Awards

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



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