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For immediate release

**WARD COMMEMORATES 25 YEARS OF CAUSING COMMUNICATION WITH
WORKSHOPS, UNIVERSITY OF TEXAS CHALLENGE GRANT**

HOUSTON (April 28, 2015) – On April 23, 2015, [Ward](#), one of Houston’s leading independent communications firms, commemorated 25 years in business with back-to-back educational events and a cocktail reception at the JW Marriott Houston Downtown.

To kick-off the celebrations, Ward’s founder and president, Deborah Ward Buks, facilitated an advisory session for senior corporate communications professionals from a wide range of industries to garner unbiased, broad input on potential business-to-business curriculum needs. Dr. Isabella Cunningham, former chair and current professor at The Stan Richards School of Advertising & Public Relations at The University of Texas at Austin, presented the school’s plan to create curriculum and aid in a research center for business-to-business clients. As part of the 25 years celebration, Buks, a UT alumna and member of the Moody College of Communication Dean’s Advisory Council, issued a \$25,000 challenge grant to employers to demonstrate the company’s support for the project.

“The sentiment among corporations is that communications graduates are not prepared for the business-to-business setting and lack an understanding of basic business principles,” said Deborah Buks. “Dr. Cunningham’s vision to create the nation’s first university business-to-business communications program to better prepare students for the workplace could fill that gap and give graduates and their prospective employers a competitive edge. As the owner of a communications firm in a largely B2B market, I could not think of a better way to celebrate our firm’s 25th anniversary than to do what we do best – cause communication that causes results by bringing some of the most accomplished corporate communicators in Texas and The University of Texas faculty together.”

Following the advisory session, Ward hosted informative workshops on highly topical communications issues, including labor union communication and activism, the state of the media business and honing individual communication skills. Panelists included senior communications professionals from Ward and

its Worldcom Public Relations Group partner agencies, a senior labor and employment attorney from Chamberlain Hrdlicka and media executives from KPRC-TV, the Houston Business Journal and PennWell Publishing.

Worldcom also previewed a video presentation showcasing the findings of an international poll of partners to highlight major differences among media worldwide and the current challenges communicators face when working with media globally.

The evening concluded with a cocktail reception featuring musical performances by Lanier Middle School Sinfonia Orchestra and an ensemble from Bellaire High School Philharmonic Orchestra.

About Ward

A Houston-based communications firm and partner of the international Worldcom Public Relations Group, Ward causes communication, both internal and external, that causes intended results through media relations, community relations, crisis communications, employee relations, social networking, marketing communications and more. The award-winning firm serves business-to-business and consumer clients. Founded in 1990, the firm has experienced steady growth and gained a reputation for producing award-winning results with a strong commitment to client service. Visit www.WardCC.com for more information.

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