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## **PRSA Houston Honors Deborah Buks with the 2016 Legacy Award**

HOUSTON (June 24, 2016) – Deborah Buks, founder and president of [Ward](#), a top-ten Houston-based communication firm, has been awarded the 2016 Legacy Award by the Houston chapter of the Public Relations Society of America (PRSA). The presentation took place at the 2016 PRSA Houston Excalibur for Excellence Awards Gala on June 23<sup>rd</sup> at the Rice Lofts' Crystal Ballroom in Houston.

The Legacy Award recognizes an acclaimed public relations professional for outstanding lifetime achievement. It also acknowledges leadership, expertise and service to one's company and community.

"I am deeply honored to receive the Legacy Award," said Buks. "In my 35 years in the industry, I've seen a lot of changes in both the philosophy and technology of communication. The one constant has been the countless number of people who teach, inspire, support and encourage me every day. Any accomplishment I can claim has been a result of shared efforts with my team, other PR professionals in our community and around the globe, and the clients who allow me to be part of their missions. I'm so very grateful to each of them, and especially to PRSA Houston for this wonderful honor."

Buks, founder and president of Ward and its sister company [OnwardU](#), has 35 years of experience in all areas of public relations working for local, national, and international clients in myriad industries. Prior to establishing Ward in 1990, Buks worked for top local and international agencies, including Burson-Marsteller, Vollmer (now Edelman), Rives Carlberg and Hill and Knowlton, where she was the then-youngest female vice president in the company's history.

At Ward, Buks led her team to hundreds of awards including the coveted PRSA Houston Grand Excalibur Award in 2013. In 2014, Buks was named one of 70 Top Women in PR

by *PR News*. She was the only Houston public relations professional to receive the inaugural award.

Buks regularly lends her expertise to non-profit organizations both in Houston and globally. She serves on the boards of Congregation Beth Israel and AVDA, Aid to Victims of Domestic Abuse. A survivor of Sarcoma, one of the rarest types of cancer, Buks has donated her time and experience to advance drug research and produce patient campaigns to encourage treatment compliance with board positions for Sarcoma Foundation of America and SARC.

An avid supporter of advancing the communications profession, Buks currently serves on The University of Texas Moody College of Communication Dean's Advisory Council, with a keen interest in the creation of business-to-business communications curriculum to prepare incoming professionals to serve B2B clients. She issued a \$25,000 challenge grant to employers, in honor of Ward's 25<sup>th</sup> anniversary, to demonstrate the company's support for the initiative. Having worked her way through college with the support of scholarships and grants, she endowed a Journalism/PR scholarship in celebration of her firm's 20<sup>th</sup> anniversary in 2010.

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### **About Ward**

A Houston-based communications firm and Houston 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](http://www.WardCC.com) for more information.

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