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PRSA member to be honored at AWC Detroit Matrix Awards

TROY, Mich., March 24, 2016 – PR executive and professional organization leader Karen Stewart Spica, APR will be among those honored during the Association for Women in Communications Detroit Chapter's [Matrix Awards](#) on May 19 at the Detroit Golf Club.

A strong advocate of women in the communication industry, she will receive the Headliner Award, an honor given to a chapter member for outstanding personal and professional achievements. Spica, a Farmington Hills resident, is a vice president at Shazaaam! Marketing & Public Relations and operations manager for the East/West Dearborn Downtown Development Authorities.

During her 30-plus-year career, Spica has held senior PR positions at Michigan Credit Union League, Chrysler Corporation, Mattel Inc., Lear Corporation and Allstate Insurance as well as leading PR firms. At Chrysler she was the company's first female corporate PR spokesperson.

Her leadership in professional organizations goes back to her college days at Central Michigan University (C'76), where she was an officer of the Women in Communications student chapter and a founding member and president of the Public Relations Student Society of America (PRSSA).

She served as president of the AWC Detroit Chapter in 1984-85 and again in 2003-2007, received the National AWC Headliner Award in 1994 and was named AWC National Champion in 2003. She also is a past president of the Detroit Chapter of PRSA and a past member of the PRSA National Accreditation Board. Currently, Spica is chair of the [AWC Matrix Foundation](#), which promotes the advancement of women in the communications profession by providing funds for education, research and publications.

Crain's Detroit Business publisher Mary Kramer will keynote the event, discussing the Detroit Homecoming and the impact of expats reinvesting in the city. Other honorees will include Vanguard Award winner Alexis Wiley, Detroit Mayor Duggan's chief of staff, for the "Dream It. Do It. Detroit" campaign and Diamond Award winner Veronika Scott, founder of The Empowerment Plan, for improving workplace opportunities for women.

The May 19 Matrix Awards celebration is open to the public. Doors open at 5:30 p.m. with a reception and silent auction, followed at 6:30 p.m. by the dinner, keynote address and awards ceremony. Tickets are \$55 for AWC members, \$65 for nonmembers and \$40 for students and recent grads. For more information and to register for the event, visit <http://womcomdetroit.org/events> or call 248-643-6590.

About the Association for Women in Communications – Detroit

The Association for Women in Communications (AWC) Detroit Chapter encourages collaboration among professionals across all communication disciplines, while promoting and developing individual career goals. Established in 1938, the chapter covers the state of Michigan and offers informative programs on shared practices and trends in communications, as well as networking opportunities.

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