



**Arthur W. Page Society Names David Drobis
Winner of 2008 Hall of Fame Award**

Chairman Emeritus of Ketchum Receives the Society's Highest Recognition

New York, Sept. 16, 2008 - The Arthur W. Page Society today announced that David Drobis, chairman emeritus of Ketchum and former CEO of Ketchum, has been selected as the recipient of the 2008 Hall of Fame Award. Created in 1984, the annual award honors a senior communications executive for outstanding career achievement, advancement of the profession, and practice of the seven Page Principles.

Mr. Drobis joined Ketchum in 1967 and spent his career helping it grow from a small, regional firm into one of the top agencies in the world by the time he retired in 2003. Among his achievements, he is credited with expanding Ketchum's reach from North America to Europe, Asia Pacific and Latin America. He also played a major role in establishing Ketchum's global professional development program for employees, Ketchum College, and creating a biannual training retreat for midlevel employees, Camp Ketchum.

Among his achievements in the industry, Mr. Drobis is a former president of the Arthur W. Page Society, the first agency executive elected to this role, and a former member of the Society's Board of Trustees. He was the founding chair of the Council of Public Relations Firms, an organization dedicated to advancing the business of public relations firms by building and firms' value as strategic business partners. In 2000, he was named among the top 10 most influential people in public relations in the 20th century by *PRWeek*.

"This is our 24th year honoring outstanding public relations practitioners who have been recognized by their peers as making significant contributions to our profession," said Maril MacDonald, president of the Arthur W. Page Society. "David Drobis is a renowned

leader who has spent his entire career advancing the public relations industry. It is our honor to recognize him with this prestigious award.”

Mr. Drobis’s other accomplishments in the industry include being an accredited member of the Public Relations Society of America, a past board member of the PRSA’s Counselors Academy, a member of its International Committee and College of Fellows, and past president of the New York PRSA Chapter. He is also a former president of the International Communications Consultancy Organization and a member of the ICCO Hall of Fame, and he is a member of the International Public Relations Association. In addition, he played a major role in helping *PRWeek* magazine organize for its launch in the U.S. in 1998.

While active in the public relations industry, Mr. Drobis has also contributed to and served on the boards of several organizations outside the profession: the Center for Communication, an organization dedicated to communications education; the Manhattan Theatre Club, a New York nonprofit theater company; and the Naples Florida Philharmonic Center for the Arts, a \$100 million concert hall and museum that produces 500 events annually.

Mr. Drobis holds a master’s degree in journalism and public relations from American University and has attended graduate programs at the Harvard Business School and the Wharton School of The University of Pennsylvania. He is a trustee of American University, chairs the university board’s communications committee, and serves on the Dean’s Advisory Committee for the university’s School of Communication.

Mr. Drobis will receive the Hall of Fame Award during the Arthur W. Page Society’s 25th Annual Conference, from Sept. 21 to 23, in Chatham, Mass.

About the Hall of Fame Award

The Hall of Fame Award is the Arthur W. Page Society’s highest recognition, honoring men and women whose esteemed careers have taken them to the summit of the public relations field. This award was created to honor someone who either had a significant career in the corporate world or who has done something significant that aided those

who practiced in the corporate discipline. Their accomplishments include major contributions to the profession, a strong commitment to the Page Principles and a career filled with recognition by their peers.

About the Arthur W. Page Society

The Arthur W. Page Society is a professional association composed primarily of the chief communications officers (CCOs) of the world's top multinational corporations, and the CEOs of the world's largest public relations agencies. The organization's members also include academics from the leading business and communications schools.

The Page Society is dedicated to strengthening the management policy role of chief communications officers. The Page Society is upheld by management concepts, known as the Page Principles, which have been tested for more than half a century and have earned the support and respect of chief executive officers throughout the country. This year marks the 25th anniversary of the Arthur W. Page Society.

For more information on the Arthur W. Page Society, please visit <http://www.awpagesociety.com>.

#

For more information contact:

Patricia Pincus

202.530.4539

Patricia.pincus@bm.com