



**2018 ANNUAL MEETING**  
**MAY 1-3**  
**CINCINNATI, OH**





# Hall of Fame Award





# 2018 Hall of Fame Inductee Felicia Gillham



*Felicia*

*Gillham*



- *Dedicated:* Long-time, active TOCA Member
- *Loyal:* TOCA Board of Directors (2003-2017)
- *Experienced:* 25+ years in Green Industry
- *Groundbreaking:* PR launches of more than 30 pesticide products
  - Including world's first genetically engineered pesticides
- *Innovative and Varied Career:* Creator of
  - National Cotton Council of America Cotton Physiology Program
  - National Association of Farm Broadcasters' (NAFB) Broadcast Services Center
  - NAFB Trade Talk
- *Successful:* Managed PR of the most successful fishing equipment intro since graphite fishing rods



# Felicia – How She Got Here

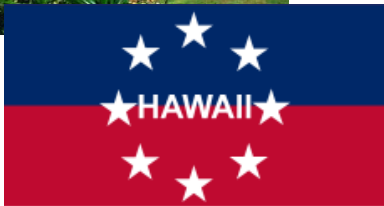


- Graduate, University of Missouri-Columbia, Ag Journalism
- Public Relations at some of largest agencies in the world, including:
  - Bozell & Jacobs, New York City
  - Fleishman Hillard, Kansas City
- Multiple winner of marketing communications awards from TOCA
- Active member of:
  - TOCA
  - California Agricultural Production Consultants Association (CAPCA)
  - Ag communications' groups





# Felicia's Beginnings – Her Path to TOCA Greatness





# Felicia's Beginnings – Her Path to TOCA Greatness



- Father was in United States Navy
- Born in California
- Lived to Hawaii
- Attended high school in Virginia, near Washington D.C.
- To University Missouri-Columbia, Ag Journalism degree
- To New York City, Bozell & Jacobs PR (ag chem clients)
- To Kansas City, Missouri ... Fleishman Hillard's AgriBusiness PR Agency
- Married Frank, moved to San Diego / Coronado
- Opens Gillham & Associates, Coronado, California
  - Full service, advertising, PR, collateral, etc.



- Married to Frank Standfuss







# Felicia's TOCA Dedication ... From (nearly) the beginning in 1990



- Joined TOCA 1991
- First meeting? Second annual TOCA meeting, St. Louis
- Co-wrote the Editor/PR Guidelines for TOCA
- Steering Committee, TOCA Hall of Fame creation
- Program Planning Committee, many years
  - Assisted in planning TOCA San Diego, 1997
  - Ask her about New Orleans, and her broken ankle!
- Recruited as TOCA Board member, 2003 (until 2017!)
- TOCA Professional Development Committee, many years
- Communications Awards Committee, many years
- Still serves on Scholarship Committee



Debbie Clayton, the 2017 Hall of Fame Inductee

## on *Creativity and Standards*

“ Felicia’s mind is constantly brimming with ideas for promotion and advertising. She has a high energy level and jumps into any project with both feet! She challenges the status quo and is a *purist when it comes to maintaining high standards*.

A fellow Mizzou grad, she has been a pleasure to work with through the many years I’ve known her. I consider her a close friend as well as a colleague. This honor is well deserved! ”



# What we like about Felicia ...



Cindy Code, Project EverGreen

on *Being Genuine*



“ Felicia is as genuine as they come. She’s *engaging, thoughtful and hardworking*. She *contributes meaningful dialogue* to board and committee meetings. And, her professionalism – without a doubt – has earned her a place in TOCA’s Hall of Fame. ”

# What we like about Felicia ...



Steve Trusty, Trusty & Associates

## on *Infectious Enthusiasm*

“ Felicia actively promotes TOCA whenever she has the chance. Felicia’s enthusiasm and personality are infectious and so inviting to new TOCA people – they know they belong. That enthusiasm led to the development of the new member mentor program, which she co-chaired.

She is *passionate about the industry* and wants to help others benefit from her experiences. Besides all that she is really fun to hang out with at the TOCA meetings or anyplace else that we can get together.

Congratulations Felicia! ”





# What we like about Felicia ...

A *LENGTHY* comment from TOCA Executive Director Den Gardner –

on *Professionalism*

“

I’ve had the privilege of knowing Felicia Gillham since the mid 1980s and her Fleishman Hillard days working on the BASF business and other clients. We were both young “flying tigers” at the time. But let’s get way beyond the fact that she’s the *epitome of the public relations professional* and an excellent example of how an agency leader/owner represents clients in the highest of professionalism. These things go without saying. But I’ll always remember her infectious laugh and ability to work hard and play hard.

One quick anecdote. Felicia is an award-winning communicator and has had her share of TOCA awards and others over the years. One year at the TOCA meeting, we began a new process where we only had first-place winners come to the podium and accept their TOCA awards. ”

# What we like about Felicia ...

TOCA Executive Director Den Gardner – *Laughter*

“



... Well, Felicia must have not seen that memo. Or wasn't paying attention that night during the awards ceremony. Or just maybe one extra glass of wine. She was announced at a winner of a second place award. She jumped out of her chair, yelled "I won" and headed for the stage. We calmly told her, sadly, it was for second place. And she headed back to her table. Laughter engulfed the entire room.

We love you Felicia (and Frank too we hope)! **Congrats Felicia.** We are all proud of your tremendous career and welcome to a rather exclusive club!

”



# What we like about Felicia ...



From Mona Howell, Co-worker /Creative Director at Gillham & Associates

## on *Reliability*

“

I can't think of anyone more deserving. Of course I may be a little biased. I've worked with Felicia for more years than either of us want to admit to being alive. We met under very happenstance circumstances, and our partnership just clicked into place.

Without Felicia's lifelong knowledge and experience in this industry, this level of confidence simply wouldn't be possible. Her relentless pursuit of, and research into, every aspect of every story that needs to be told, understood and implemented, is what makes Felicia's inestimable talent shine.”





# What we like about Felicia ...

From Mona Howell, Co-worker /Creative Director at Gillham & Associates

on *Drive*

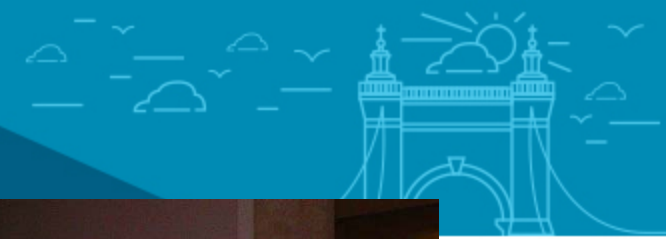
“Without this kind of insatiable drive to do, say and make things that matter, I think we’d both be bored to tears. Without Felicia, I know I would be bored to tears. Not to mention that my yard would be completely overrun with pests.”







# TOCA Memories ...





*Congratulations, Felicia.*

Welcome to the TOCA Hall of Fame.







**2018 Hall of  
Fame Inductee  
Felicia Gillham**

*Congratulations*