

Janet Elliott

Hello EPSC! I am very happy to be your new Public Relations Committee Chairperson. This is a great opportunity for me to help spread the word about skiing and the Council.

I have lived in center city Philadelphia for almost 30 years and have been a member of EPSC ski clubs for 25 years. My wonderful husband, Glenn and I have been working on starting a center city branch of the Main Line Ski Club for the past few months with hopes of igniting interest in the young professionals who live and work in town to join the Club.

My professional background has been primarily in marketing, advertising and graphics management for the past 20+ years. My undergraduate degree is from Hofstra University and I have a master's degree from Annenberg School of Communications, University of Pennsylvania.

As PR Chair, I hope to solidify existing media contacts and to reach out to new ones in the Delaware Valley. I plan to promote Council events as much as possible by making sure they are listed in publication and online calendars. I also want to follow-up by contacting editors so they are aware of events run by the EPSC and its member clubs.

Recently, I have been looking into how social networking might be able to help promote ski clubs and the Council. Turns out this is a big question on the minds of PR and marketing professionals. They still don't have the answers, but there is a glimmer of ideas out there and I hope the EPSC will be moving into this direction with my help.

Please do not hesitate to email me your thoughts and ideas at Janet-Elliott@comcast.net.

Thank you!
Janet