



To The Executive Search Committee:

I am writing to offer my complete support of Shayla Cannady as President-Elect for the National School Public Relations Association. As an NSPRA member, I first met Shayla through my service on the Diversity Taskforce. I know her to be a student of the profession, a no-nonsense school public relations practitioner, and a strategist of the highest caliber.

While Shayla's biography is widely known, I want to highlight the fact that she faces challenges, both personal and professional, with equal measures of grace and tenacity. She is clearly a servant leader who answers to a higher calling.

Over the past couple of years, I have watched her navigate new circumstances. She left behind the familiarity of a Florida district to tackle the challenges of a North Carolina district. And yet, somehow, in two short years, she managed to serve in leadership in both state school public relations associations, even supporting the SUNSPRA chapter while states away with a new job! Further, as a testament to her professionalism, the local business community honored her in North Carolina. Now, she has returned to her beloved Florida to serve as the Chief Communication Officer for Chiefs for Change. This is the perfect venue for her talents to support some of the nation's most dynamic superintendents who are implementing bold ideas for the betterment of students.

As NSPRA continues its journey of growth and increased member support, I can tell you this: Shayla only associates herself with causes where strategic vision and forward momentum is evident, because that's the stratosphere in which she operates. Considering that Shayla is currently a Ph.D. candidate and actively seeking NSPRA board service opportunities speaks volumes. She simply would not if she didn't believe in the direction and pace at which NSPRA is moving. This dynamic leader is big-hearted with big ideas who actively pushes for positive change in public education.

While I am now a professional partner and do not have a vote, I will most certainly use my voice. As NSPRA approaches a century of service, we need strong leadership to cement the trajectory of this association for decades to come. Our association would be well-served by Shayla's candidacy for President.

Warmly,

A handwritten signature in black ink that reads "Lesley Bruinton".

LESLEY BRUINTON, APR

PAST NSPRA PRESIDENT 2020-2021