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NATIONAL PUBLIC RELATIONS APPOINTS NANCY H. ARAB AND MICHAEL GOEHRING AS PARTNERS

MONTREAL, December 15, 2016 – Jean-Pierre Vasseur, president and CEO of NATIONAL Public Relations, is pleased to announce the appointments of Nancy H. Arab, APR, ABC, FCPRS, CMP and Michael Goehring as partners of NATIONAL Public Relations. Nancy Arab joined NATIONAL in 2013 and is based in Calgary, while Michael Goehring has been with the Firm's Vancouver office since 2000.

Nancy Arab is a Fellow of the Canadian Public Relations Society and holds IAP2 certification, as well as ICS100 and 200 certifications. "Many of our clients and our colleagues at the Firm recognize Nancy for her level-headed leadership in crisis planning and management. She has that rare ability to step into difficult situations and quickly organize and mobilize the team," said Beth Diamond, managing partner in Calgary. In addition to supporting Beth in leading NATIONAL's Calgary office, Nancy also specializes in employee engagement programs, working with organizations to better understand the factors that improve employee focus, productivity and loyalty.

Michael Goehring is a public affairs specialist who brings expertise and passion to his colleagues and the clients he serves. He leads the Firm's Energy Committee, Canada's leading team of communications and public affairs experts specializing in the oil and gas, utilities, electricity, renewables and clean technology sectors. "Michael is the consummate professional, who gives careful thought to how we can best help our clients, whether they are facing major business challenges, or looking to seize new opportunities. We're excited to see how NATIONAL, under Michael's leadership, will continue to grow and diversify our energy practice," said Zdenka Buric, managing partner in Vancouver.

"As we continue to expand both our services and our markets at NATIONAL, we welcome both Nancy and Michael to our senior executive team to help steer our Firm's growth in coming years in their respective fields of expertise and in their local markets," said Jean-Pierre Vasseur.

About NATIONAL

NATIONAL Public Relations connects clients to the people who matter most; delivering the right message, at the right time. Grounded in research, insight and deep sector understanding, we bring together teams of discipline experts from across our network to provide creative communications solutions that move people in thought and actions. For 40 years, NATIONAL has been at the centre of issues and industries that matter, leading change for today and tomorrow. NATIONAL is Canada's leading public relations firm, servicing clients across a wide range of sectors, with offices in Vancouver, Calgary, Toronto, Ottawa, Montreal, Quebec City, Saint John, Halifax and St. John's. The NATIONAL network also includes [NATIONAL Equicom](#), the industry's foremost investor relations and financial services communications practice; healthcare specialists [AXON Communications](#), with offices in New York, Toronto, London and Copenhagen;

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[Madano](#), a strategic communications consultancy based in London; and [SHIFT Communications](#), an integrated communications agency with offices in Boston, San Francisco, New York and Austin. NATIONAL Public Relations is part of [RES PUBLICA Consulting Group](#), and is affiliated internationally with public relations firm [Burson-Marsteller](#), a [WPP company](#). For more information about NATIONAL, please visit our [website](#) or you can follow us on [Twitter](#).