

Terry Hemeyer
Curriculum Vita and Other Information

Education

- Stanford University Graduate Business School, Executive Program, graduated Summer, 1985
- University of Denver, M.A. Communications, 1969
- University of Colorado, Graduate School (Education), 18 semester hours, educational counseling, 1967-1968
- Michigan College of Mining and Technology, 18 undergraduate hours, business, 1962-1963
- The Ohio State University, B.S. Music Education, 1960
- Harvard University case study teaching seminar/workshop, 2001

Teaching

- Associate Professor of Practice, Stan Richards School of Advertising and Public Relations, Moody College of Communication, University of Texas @ Austin, 1996 to present (teaching integrated communication strategies and management)
- Adjunct Professor of Management, Jones Graduate School of Management (MBA), Rice University 1999 to present (mentoring, special projects and guest lectures teaching crisis management)

Professional Background

- 2006 to present: Executive Counsel, Pierpont Communications, Houston, Dallas and Austin Texas.
- 1999 to 2006: Corporate Communications Officer and Managing Director, Service Corporation International, Houston, Texas. Directed all public and internal communications. Also responsible for marketing, advertising, financial communications and crisis issues.
- 1997 – 1999: Senior Counsel and Principal, Pierpont Communications, Houston, Texas.
- 1996 – 1997: Executive VP, Edelman Worldwide Public Relations, Houston, Texas. Headed international practice of employee communications and crisis management.
- 1980 – 1996: Group VP and member of the management committee (c-suite), Pennzoil Company, Houston, Texas. Managed human resources; environmental, safety and health; financial communications; government, public and media relations, corporate advertising; and all company-wide administrative functions.
- 1976 – 1980: Deputy Chief, Public Information, Office of the Secretary of the Air Force, Pentagon, Washington, DC. (Retired from AF as a colonel selectee)
- 1975 – 1976: Senior Account Executive, Hill and Knowlton, Inc. New York, NY.
- 1960 – 1975: USAF assignments at USAF Academy, Colorado; Headquarters U.S. European Command, Stuttgart, Germany; 7th Air Force HQ, Saigon, Vietnam and NORAD HQ, Colorado Springs, Colorado.

Community Service

- Advisory Council, College of Communication, University of Texas at Austin, 1989 to present (two years as chair)
- Board of Directors, Texas Public Relations Association, 1996-2001
- Board of Directors, American Cancer Society (South Texas) 1985-1996

- Board of Directors, South Texas Youth Soccer Association, 1988-1994
- Board of Directors, Association for Community Television (PBS – South Texas) 1986-1992

Support to Education

- Funded student activity room in the new Belo Center for Communication
- Initiated and funded an endowment to support the Dean’s office, Moody College of Communication, University of Texas at Austin
- Initiated and funded an endowment to support public relations student activities, Moody College of Communications, University of Texas at Austin
- Initiated and funded an endowment to support School of Music scholarships, College of the Arts, The Ohio State University

Awards

- Non-profit Campaign of the Year, PRWeek, 2011
- Large Corporate Communications Team of the Year, PRWeek, 2006
- Eyes of Texas Award, University of Texas, 2001 (recognition for outstanding teaching)
- President’s Award, USAF Public Affairs Association, 2008 (outstanding service recognition to public affairs discipline)
- PR Practitioner of the Year, Texas PR Association, 2001
- Bronze Star Medal, Department of Defense, 1969
- Meritorious Service Medal, United States Air Force, 1979

Published Articles

- PR News and Executive brief, January 2008, “Is Your Communications Program Worth the Money?”
- PR News, August 2007, “Seven Missteps That Could Derail Your Communications Program”
- Austin Business Journal, October 2001, “What We Have Here is a Failure to Communicate,” (employee communications)
- Austin Business Journal, August 2000, “Dot-Com Turmoil Separates the Men from the Boys,” (Money spent for PR and advertising won’t assure success).
- Austin Business Journal, May 2000, “Business Must Be Prepared Before a Crisis”
- Houston Business Journal, February 2000, “The Crisis Readiness Question: Be Prepared for Whatever’s Out There”
- Houston Business Journal, March 1999, “The Crisis in Crisis Management”
- PR Week, February 1999, “Crisis PR Pros Are Becoming Part Of the Problem, Rather Than The Solution”
- Houston Business Journal, October, 1998, “When Unexpected Crisis Comes, Will You Be Prepared?”
- Austin Business Journal, August, 1997, “Public Relations Agency, Partner in Success”

Speaking/Conference Proceedings

- Houston/Bay Area Mental Health Network, July 2018
Keynote speaker presenting the dynamics of dealing with today’s chaotic environment and understanding the counselor’s access and role when dealing with mental health issues during a crisis.

- Texas Bar Association, Austin, Texas, February 2018
Keynote presenter to the annual conference of deans of Texas law schools discussing the varied crisis facing law schools and their students. The focus was on mental health issues and the communications surrounding this issue.
- University of Texas at Austin Leadership Network (ULN), December 2017
Keynote speaker at annual summit (400+ students). Presented and discussed traits that distinguish great leaders and how to emulate them.
- South Texas/Houston Area United Way, September 2017
Keynote presentation to area non-profit heads. Discussed communication issues facing non-profits in a competitive and chaotic fundraising and operational environment. Offered state-of-the-art suggestions and solutions.
- Texas Public Relations Association, March 2010
Tiger and Toyota – The Inside Story
- International Association of Business Communicators, Austin, Texas, October 2007
“Managing Your Career and Dealing with Difficult People”
- International Association of Business Communicators, Houston, Texas, August 2007
“Are You the Devil Wearing Prada?”
- Public Relations Society of America, Denver, Colorado, October 1984
“Managing and Motivating Creative People”

Professional Organizations

- Arthur Page Society (senior communicators), elected 2001
- The Seminar, Forum for senior communications and public relations executives, elected 1989

Other Professional Activities

- Personally advised one U.S. president on political crises/issues and five other presidents and/or their staffs on communication and event activities.

Terry Hemeyer

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