

# Barbara Sherf:

## Communications Pro with Golden Skills



Barb with her husband, Brad,  
and their Golden Retriever, Simba.

**C**ommunicationsPro is a Communications Consulting firm specializing in speech coaching, business writing, public relations, social marketing and community outreach programs for an array of clients. Barbara Sherf founded the company in 1996.

Barbara Sherf worked as an award-winning print and broadcast journalist for a decade, winning four awards from the Associated Press for multi-part series on environmental, health and socio-economic issues. She left the field to serve as a spokesperson for the Pennsylvania Department of Environmental Protection (DEP) for four years, developing the Community Relations program into a four-person department.

While with the state, she oversaw a Regional Roundtable made up of environmentalists, government representatives, journalists, business leaders and citizens. She implemented both an internal and external newsletter opening the lines of communication within and outside of the agency. She also developed a new employee orientation program.

After leaving the DEP, she joined a Philadelphia public relations firm that specialized in cause marketing. She developed and oversaw a public education campaign designed to encourage businesses in Philadelphia to recycle. Her "Commercial Guide to Recycling" handbook is now in its third printing and still in use today. She conducted focus groups, held workshops with a variety of business groups, and was the primary media contact for the newly enacted regulations.

Barb also implemented statewide recycling, litter prevention and illegal dumping campaigns before joining the corporate world at the Institute for Scientific Information. While there, she oversaw the internal and external project team working to develop the ISI web site, as well as serving as the point person for the company trade shows.

For nearly three years, Barbara oversaw an international energy conservation program for Merck, Inc. She met monthly with senior level management and energy engineers to educate the employees on conservation techniques. The communications tools included signage, print and e-newsletters, contests, seminars and employee training.

Barb is a frequent contributor to The Chestnut Hill Local community newspaper and blogs at [www.CommunicationsPro.com/blog](http://www.CommunicationsPro.com/blog). She continues to attend the DEP Regional Roundtable meetings, is an active member of the National Association of Women Business Owners and the American Society of Training and Development, and works with a number of equestrian groups. She lives with her husband, Brad, owner of Location Lighting and Location Camera, serving the Greater Philadelphia film industry and their gorgeous golden retriever, Simba, adopted through the Delaware Valley Golden Retriever Rescue.

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