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MAKING WAVES
IN YOUR PR CAREER?

APRIL 22-24

Western District Conference
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Laer Pearce, APR
President
Laer Pearce & Associates

Laer Pearce has spent the last quarter century thinking about effective messaging and outreach approaches for controversial positions and projects. His communications programs have helped transform Southern California, including campaigns that helped defeat or rewrite regulations that would have thwarted new home development, and efforts to shape a new water conservation ethic in Southern California. His goal of “doing important work for important clients” has been achieved through work for Metropolitan Water District of Southern California, Boeing Realty, Chevron, The Irvine Company, the Santa Margarita Water District and numerous industry coalitions.

A past president of Orange County PRSA, he currently is Vice President of Public Affairs for the Building Industry Association of Southern California and is a member of the Southern California Water Committee.

