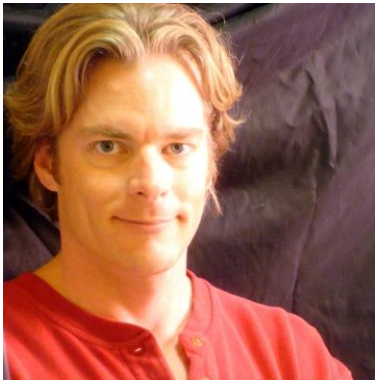


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Western District Conference
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Casey DeLorme, APR
Owner
Get Spine Communications
www.getspine.com

Casey DeLorme, APR is an award winning 14-year Public Relations industry veteran with extensive experience in online/social media marketing, presentations/presentation coaching, special events, media relations, creative strategic planning, and crisis communications.

He has developed effective communications programs for nonprofits, health care, university, municipal, military/aerospace, telecom/wireless, software, commercial real estate, tourism, and arts/entertainment clients.

In addition to operating San Diego-based Getspine Communications, Casey speaks extensively, including delivering seminars on social media (online marketing), applying artist-developed creative techniques in business, personal/professional networking, media relations, marketing for artists, and leadership. (He also throws in the occasional slam/beat poetry performance during open-mic nights.)

Casey earned his Bachelor of Science (yes, BS) in Public Relations from Northern Arizona University in 1994. He served on the Tucson, Ariz. board of the Public Relations Society of America (PRSA) for 10 years and chaired the organization's Western District in 2007. He served as a board member of the Tucson Zoological Society and is a board member/marketing chair for Volunteer San Diego. He earned his APR in 2002. He holds two PRSA Primus awards for Strategic Use of Public Relations.