

Airfoil Co-CEO Awarded Prestigious Arts Achievement Award from Wayne State University

Written by Australian Business

(PRLEAP.COM) Southfield, Mich. – April 19, 2012 – Lisa Vallee-Smith, co-CEO of [Airfoil Public Relations](#), has been recognized with the 2012 Arts Achievement Award from Wayne State University's College of Fine, Performing and Communication Arts. The award is given to distinguished alumni who, through their accomplishments, bring notoriety and honor to the College and to Wayne State.

Vallee-Smith co-founded Airfoil Public Relations in 2000 and provides strategic direction and oversight for Airfoil's myriad clients. She is the only PR agency executive to earn this award and the first Arts Achievement Award winner who has pursued a career path exclusively in the public relations field. Lisa is an accredited member of the Public Relations Society of America, a past president of PRSA Detroit and has been honored by both the AdCraft Club of Detroit and American Women in Radio and Television for professional achievements.

"Lisa undoubtedly deserves this award for the unmatched leadership, passion and creativity that she brings to Airfoil everyday," said Janet Tyler, Airfoil Public Relations co-CEO. "This award reinforces what we already know – Lisa is the life and blood of Airfoil and her accomplishments and drive to succeed are some the biggest reasons we've been so successful."

Prior winners of the award include actor and producer James Lipton, Hollywood producer David Salzman, artists David Barr and John Egnor and Howard University President Sindy Ribeau.

About Airfoil Public Relations, Inc. Airfoil, with offices in Southfield, Mich., and Sunnyvale, Calif., is an independent firm specializing in marketing communications and public relations for both emerging and leading technology companies. Airfoil has been named Technology Agency of the Year by the Holmes Report and recognized as a top firm in numerous industry rankings. For more information about Airfoil Public Relations, please visit www.airfoilpr.com.