

PAM BOYD

Name: Pam Boyd

Birthdate: Feb. 16, 1968

Title: President

Company: Thomas/Boyd Communications, Mt. Laurel, N.J.

Type of company: Public relations firm.

Hometown: Cherry Hill, N.J.

Current residence: Medford, N.J.

Education: Bachelor's degree, University of Delaware, 1990; master's degree in corporate public relations, Rowan University, Glassboro, N.J., 1992



LEADERSHIP

Achieving early success: Taking the initiative, going the extra mile and being involved with professional and community organizations. Networking is a big part of that. You really have to get out there and be active, be involved and get to know people, always learning something. My nature is to be active and busy. I've always been involved in sports.

Turning point/defining moment in your career: It was when I was approached to leave my place of business, a high-level regional public relations firm. It was clearly the defining moment of my career. I felt deep down that this was the right decision, that it was a great opportunity. I went for it.

Motivating colleagues: The other day, I went to a local paint store, and I thought this employee was the owner; he went above and beyond to meet all my needs. When I found out he wasn't the owner, I approached the owner and told him how happy I was. That's a good example of what

we try to do here, lead by example and have people take responsibility. We set high standards, and we encourage the staff to practice high standards.

Characteristics of a good leader: Practice what you preach. You need to be enthusiastic and positive in your approach and need to take initiative. You can't wait for things to happen; you have to anticipate and be forward-thinking. You need to have a good relationship with employees — lead them, but also work with them as a team.

Biggest accomplishment to date: Starting my own business. It's human nature for people to feel comfortable and not take that risk, but I firmly believe where there is change, there is opportunity.

Biggest disappointment: Not making the tennis team for the University of Delaware. I missed it by one person! I played varsity tennis for Cherry Hill High School East for four years, and thought I had a good shot.

CAREER

Reasons for choosing your industry: A lot of qualities you need for this business are the qualities that I have. I'm the type of person who is always changing and fast-paced. I don't want things routine day in and day out. I need challenges, and in this business, you are always juggling different things: The phone rings and it could be a reporter you pitched an idea to the week before, or a new client. I enjoy writing. I enjoy creating an angle to get my client's message across effectively. I have to look at each situation differently, and it's a challenge.

Workplace philosophy: One of my personal philosophies is that you work hard and you play hard. I am always going at 110 percent. Our office is a busy place. It starts early in the day, and sometimes ends late at night. Everyday is different.

Business strategy: Our firm is fortunate in that our client base is referred, almost 100 percent. I think that says a lot. We do no cold calling or solicitation. This past year, in this crazy economy, we had our best year, just shy of \$1 million, and I'm very proud of that. We are positioned for careful and cautious growth in the face of the changing economy.

COMMUNITY

Community/civic involvement: On the board of trustees for the Southern New Jersey Development Council; on the marketing and "Sound Off for South Jersey" committees; active member of the Chamber of Commerce of Southern New Jersey; served on business expo committee; president of the board of Animal Orphanage (Voorhees, N.J.); provided volunteer PR services for nearly 10 years; former president of Professional Communicators of South Jersey; former board member of the Alice Paul Centennial Foundation; member of the Public Relations Society of America, Philadelphia chapter, and the International Association of Business Communicators.

Your role in the region: South Jersey itself is rapidly being recognized for economic opportunities, and I think our firm spreads awareness of big things that are happening here. I also believe that people should donate time to a cause they are passionate about.

LIFE LESSONS

Mentor: A professional mentor has been my partner, Liz Thomas. She has been involved in this business for years and she is extremely knowledgeable about all aspects of public relations, she is someone I definitely look up to. We learn things from each other.

Best advice you've received: Different colleagues said I should start my own business, and when the opportunity arrived, they continued to reinforce that.

Worst advice you've received: Nothing is coming to mind. If I received bad advice, it went in one ear and out the other!

Your advice to the next generation: The first thing is to get a solid education, and secondly, not to worry about the money on your first job. The money will come. I see a lot of people fresh out of college with unrealistic expectations of what they should be making. Just be like a sponge and soak up all the advice and expertise. Appreciate that you can learn more about your business.

PERSONALITY INSIGHTS

Highly recommended book: "Kane & Able," by Jeffrey Archer.

Preferred type of music: It depends on the day. Classic rock to reggae to jazz to classical.

Favorite vacation spot: Alta, a Utah ski resort.

Favorite restaurant: Chez Elena (French-Chinese cuisine) in Voorhees, N.J.

Kind of car you drive: Taupe 2002 Ford Explorer.

Names of spouse and children: Mike Boyd; no children.

— Patti Nash