

**LIZ THOMAS**  
**CEO, Thomas/Boyd**  
**Communications**  
**Person to Watch, 2010**

This past year, the Burlington County Chamber of Commerce awarded Thomas/Boyd Communications the Business Excellence Award for a company with 25 or fewer employees. But talk to the Moorestown-based public relations firm's CEO, Liz Thomas, 50, and she sounds even more proud about this fact: In addition to maintaining an impressive client list, Thomas/Boyd made it through the rough fiscal year without having to lay off any of its eight employees.

In 1998, Thomas co-founded her company with the firm's president, Pam Boyd. After starting her career in Governor Kean's press office, Thomas moved on to the NJ Division of Travel and Tourism, where she helped plan the grand opening of the Battleship New Jersey. From there, she worked as president of Winning Strategies Public Relations until opening Thomas/Boyd. She was named one of NJBIZ's "Best 50 Women in Business" in 2006, but Thomas says it should be clear that she is "only one half of Thomas/Boyd."

"You're only as good as the people around you," Thomas says, referring to Boyd, and later mentioning her 16-year-old daughter, who attends Moorestown High School. "Sometimes it's not always all about business. Most of our clients have families, and we're interested in the overall well-being of our clients from a business and a personal standpoint."

"I'm also a mom, and that's an important part of what I do."

As a past member of the Family Service board of trustees, Thomas chaired the agency's \$6 million capital campaign to build The Charles Yates Center for Children and Families in Lumberton, which has been serving the area since 2005. She is currently working on the capital campaign to build The Salvation Army Ray and Joan Kroc Corps Community Center in Camden.

