

PROFILE: Waltona Manion, APR



Waltona Manion is a San Fernando Valley-based public relations consultant with more than two decades experience in advising and serving a diverse client roster. Her client portfolio includes counsel and programs for residential and commercial real estate companies, architectural, construction and engineering firms, legal and accounting firms, entertainment and food services corporations, biotech firms and California tribal governments.

Over the past two decades, her community work has included serving as chair of the Los Angeles Valley College Citizens Building Oversight Committee (CBOC) and member of the Urban Forest Committee. The CBOC oversees more than \$700 million in bond revenue for campus construction and improvements. She has also served on the board of the Valley Glen Neighborhood Association, worked with the United Chambers of Commerce and been an advocate for the Valley's small businesses with state and local government. She was recognized by the United Chambers of Commerce as a Woman of Inspiration for 2021. She served as president of the Encino Chamber of Commerce and is a board advisor to the Sherman Oaks/Encino Chamber of Commerce.

Clients have included American Express, Price Waterhouse, California First Bank, Grubb & Ellis, Alan I. Kay Developers, Ringling Brothers, architects Deems Lewis McKinley, Kitchell Contractors and Ponderosa Homes. On behalf of her client the Morongo Band of Mission Indians, she worked on behalf of the National Indian Gaming Association, the National Congress of American Indians and the California Nations Indian Gaming Association.

Her work experience includes media relations; print and broadcast publicity; speech-writing; special events planning; community relations; media training and crisis communications. She has also been responsible for the development of print, TV and radio advertising campaigns, and market research projects.

She has directed a range of projects from grand openings, anniversaries, public policy forums, state and national political convention events, groundbreakings, business symposiums, fundraisers and other special events for clients including the historic first reception for Congress and the White House ever hosted by California Indian tribal governments on Capitol Hill.

She has been a featured speaker at national conferences and regional forums. Ms. Manion serves as a member of a national editorial advisory board and is also an accredited member of the Public Relations Society of America's Counselors Academy. Named among Who's Who of Business Women, Ms. Manion taught public relations at San Diego State University (SDSU) and chaired the Business Advisory Council for SDSU's School of Business Administration. She has also served on advisory boards for the Junior League and San Diego State University and as a member of the board of directors for the YWCA.

Prior to moving to the Valley, she resided in San Diego where her community service work included chairing a major fundraiser for the first coalition of the YWCA, Catholic Charities and Episcopal Community Services to benefit battered and homeless women.

Nominated for the Small Business Administration's Women's Business Advocate of the Year, Ms. Manion has been profiled by the Public Relations Journal, a leading national publication covering the public relations profession. She was also featured in the Journal's national advertising campaign on professional accreditation.

She was awarded the Public Relations Society of America's most prestigious national honor -- the Silver Anvil award -- for her creation of a grand opening program for the \$240 million Morongo Casino, Resort & Spa. The International Special Events Society also recognized Manion with three major awards in logistics, marketing events and invitation design.

Awards for her client work also range from honors for feature writing and graphic design to the International Association of Business Communicator's award for best total communications program. She has won the American Marketing Association's Public Relations Award of Excellence and has received several Communicating Arts Group awards.

She has also been honored by the National Indian Gaming Association and the California Nations Indian Gaming Association for her contributions in the work to protect tribal gaming rights. Ms. Manion served as a spokesperson for the Proposition 5 and Prop 1A campaigns and directed media relations for the statewide campaigns.