

## **Barbara Schneeman**

### ***Director, Communications & Advocacy***

Ask anybody who knows, and they will tell you that the art of communicating is hard enough in itself. If you ask them about government relations, they will say exactly the same thing. Perhaps that's testimony to the skill and organizational ability that Barbara Schneeman brings to the table, as she handles *both functions* for RiverStone Health. In fact, that was part of the attraction of the job, says Schneeman, who relishes "public service and the opportunity to work on challenging public-health and healthcare issues."

On any given day, you will find Schneeman up to her elbows in media relations, brand management, public relations, public-health policy, legislative affairs and emergency-risk communications — something that is a key part of her job and that she does very well. In fact, she won a national award for the communications component of the 2006 Community Flu Shot Challenge, a mass-immunization exercise designed to test the public health system's ability to keep the community healthy, something she does with grace under fire on a regular basis.

Not that she would trade any of this in. "I work with wonderfully talented colleagues who share my passion for serving others," she says. "Plus, it's never the same day twice!"

#### **Professional memberships:**

- National Association of Government Communicators
- National Public Health Information Coalition
- Montana Public Health Association
- American Public Health Association
- Billings Area Chamber of Commerce

#### **Awards and recognition**

- "Staff Person of the Year," Idaho/Montana Affiliate of the American Heart Association
- Blue Pencil/Gold Star Award, National Association of the Government Communicators Award
- Northwest Public Health Leadership Institute, participant in scholars program, 2006–07