

**Bill Trumpfheller**  
**President**  
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Bill Trumpfheller is the president of Nuffer, Smith, Tucker Public Relations, and has spent more than 20 years working with public and private companies, trade associations and non-profit organizations in the areas of strategic planning, marketing communications, crisis communication, corporate communication and issues management.

Bill is a guest lecturer on public relations and marketing at numerous universities. In addition, he regularly makes presentations on public relations, strategic planning and issues management to national and regional professional organizations.

He has served on the board of directors of many non-profit organizations, including the United Way, Senior Community Centers, Corporate Directors Forum, the San Diego Convention and Visitors Bureau, Ronald McDonald House Charities and the SDSU Alumni Association.

His personal account portfolio includes WD-40 Company, McDonalds, Sony Electronics, and Chicken of the Sea. In addition to the dozens of awards he has received for client campaigns, Bill has been honored with the Public Relations Professional of the Year award, the Eva Irving Community Service award and the Otto Bos Lifetime Achievement award from the Public Relations Society of America.