

Holly Rasky, AB, LL.B.

I am interested in serving on PAAC's Board because it is a fantastic organization that brings together a diverse membership with a view to advancing the standards of the public affairs community. If elected to the Board, in addition to working on whatever needs doing, I would advocate for the addition of an educational component to PAAC's offerings. Building on PAAC's interesting and informative speakers' series, we can add sessions on topics such as skills training, best practise, getting the most of the in-house-agency relationship, setting client expectations, and how to set goals and benchmarks that meaningfully convey the value we add to any organization. Since our membership ranges from recent graduates, to some of the very best and most experienced public affairs minds in Canada, I see a great opportunity for learning from one another.

A bit about me: while I am new to PAAC, I have been a public affairs professional for over a decade. Like many PAAC members, I've been fortunate to work in various capacities:

- political staff to an Ontario cabinet minister
- government relations director for a not-for-profit association
- provincial lead for a multinational corporation
- business owner / public affairs & legal consultant; and
- government relations professor (Seneca's Corporate Communications program).

My current role is as in-house stakeholder and government relations lead for Toronto Hydro. My family continues to wonder how this happened since I went to university as a music major.

It would be my honour to serve on the PAAC Board, and I am asking for your support to make this happen.