



NEWS RELEASE

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media@bluewatercommunications.biz

**Blue Water Communications president
receives strategic planning certification**

*The distinction and training adds to the well-rounded suite of services
the agency offers to its arts clients nationwide*

BRADENTON, Fla. – Lynnette Werning, the president and founder of Blue Water Communications – a national PR agency that specializes in museums, architecture, performing arts and destinations – recently completed the Association of Strategic Planning’s Strategic Planning Professional (SPP) certification program. This 18-month training aligns with and enhances the firm’s established excellence in strategic and results-driven communications counsel.

Werning, who is Accredited in Public Relations (APR) by the Public Relations Society of America and is a member of PRSA’s Counselor’s Academy, serves as the current vice president of P.R. Boutiques International (prbi.org). With her SPP certification, she joins a distinguished cohort of global strategic planning professionals.

“Mastering the core competencies of strategic planning and achieving fluency with the best practices and methodologies in the field allows Blue Water to deliver even more value for our clients,” said Werning. “With Blue Water’s deep expertise in the arts and museums space, we recognize the strategic planning process as critical to informing a broad range of communications and institutional initiatives, particularly the American Alliance of Museums (AAM) accreditation process.”

“Lynnette and the Blue Water team recently led our museum through a comprehensive process that resulted in a dynamic and inspired five-year strategic plan,” said Matthew



McLendon, J. Sanford Miller director of the Fralin Museum of Art at the University of Virginia. “As a long-term Blue Water client, we knew that they understood our museum inside out, and that the strategic planning process they led would both advance our re-accreditation efforts and craft a strategic toolkit to build future audiences and cultural relevancies.”

About Blue Water Communications

Founded in 2006 and acquired by David James Company in 2017, Blue Water Communications is an agency focused on creative thinking, strategic campaigns and outstanding client service. Blue Water is comprised of PR and communications experts with decades of experience in the museum and creative fields. The agency works with museums, performing arts organizations, architecture firms and destinations on national and international media relations, communications planning, major exhibition/event promotion, media training and more.

About the Association for Strategic Planning

The Association for Strategic Planning (ASP) is a non-profit professional society whose mission is to help people and organizations succeed through improved strategic Thinking, Planning and Action. ASP is the only global strategy association with a certification program. The purpose of the program is to establish a high-level of quality and consistency within the fields of strategic planning and management so that strategic planners and those responsible for developing and deploying strategy can assist organizations in meeting and exceeding the challenges of the 21st century.