

Gross hired to oversee new department at Phelps Media Group

Nadia Sorocka
NSOROCKA@TRIBUNE.COM

Recently Phelps Media Group Inc. International added a new department to the company designed to provide additional services to existing clients, expand their local exposure and create a charitable component to the industry. Heading up the new department will be Maureen Gross, a longtime resident of the western communities and a nonprofit leader in Palm Beach County.

"It was time for a change," Gross said. "I was ready to devote all my time to charitable events. My objective is to continue to raise money and enhance this community."

One of the few non-equestrians on the PMG team, she will oversee most of the company's activities in the Palm Beach County area that are not related to the equestrian world.

"We are thrilled to have Maureen Gross on board with us at Phelps Media Group," president of PMG Mason Phelps, Jr. said in a press release. "We here at PMG are a public relations firm primarily focused on promoting events and people in the equestrian world. By having Maureen join our staff, we will be able to expand the reach and focus of our firm. This will add a whole new dimension to our work, and simultaneously offer our clients even more services."

Gross brings with her a

base of local contacts in Palm Beach County and more than 25 years of community service and nonprofit experience. She first began as a volunteer in the nonprofit sector. As her children got older she decided she wanted to get involved.

"I started as a volunteer with the American Cancer Society's Making Strides Against Cancer," she said. "From there I began to work for the Cancer Society for a number of years in the western communities. It was through this work that I found out about the chamber's [then the Palms West Chamber of Commerce] starting the foundation."

Gross said that as the organizer of the Palms West Foundation she was able to raise money and funnel it back into the western communities - something she plans to continue doing while at PMG.

Another of Gross' goals is to bridge the gap between the various equestrian communities so that they can all come together to help the community, she said.

"I want non-equestrian nonprofits from the area to come utilize the equestrian venues for fundraising," Gross said.

The new department will include the implementation of event organizing and charitable fundraising

services, a service that will help current and new clients raise money in the tough economic climate.

"I have worked as a fundraiser in the community for over 25 years. I know that many nonprofits are not able to have a full-time person on staff to fundraise for

them," Gross said in a press release. She said she hopes by creating this new aspect to PMG's client services they will be able to provide experienced and knowledgeable assistance to an organization that needs help on a single event.

Gross' experience will also be utilized to assist with existing events that PMG is involved with like the Challenge of the Americas, Equus Foundation (Fete Cheval and Equestrian Idol), International Gay Polo Tournament, World Dressage Masters (social aspects), US Equestrian Team Foundation and others during the upcoming year.

"By adding this new department at PMG, it provides us with the ability to not only maximize our relationship and offerings with our clients, but to also expand our client base and influence in the local community. It is a win-win situation, and we are happy to have Maureen onboard," Phelps said in a press release.



GROSS