

Former Ellwood resident recognized as PR Pacesetter

BY LAUREN REARICK
FOR THE LEDGER

BUTLER — Growing up on Martin Avenue in Ellport, a then-young Nicholas Neupauer had no inkling of the future honor he would receive.

Whether captaining the 1984 high school football team to a victory, or working the morning sports desk at The Ledger's former Lawrence Avenue location Neupauer was gaining valuable experience for the future.

Now president of Butler County Community College, Neupauer is receiving recognition for his work on the college's public relations and marketing efforts.

A member of The National Council for Marketing and Public Relations, an organization that connects marketing and public relations professionals from community colleges, Neupauer is this year's District 1 pacesetter.

Each year seven districts from the organization allow nominations for an individual who demonstrates excellence in leadership and public relations efforts, and Neupauer is this year's Northeast District recipient.

"It's kind of the most prestigious award in the NCMPR," Mary DeLuca, District One director said. "Our professional group recognizes presidents who truly demonstrate leadership and support in leading the community college outreaches."

Presiding over Butler Community College since 2007, Neupauer was nominated by, Susan Changnon, executive director of communications and marketing at BCCC.

"He understands the value of communication," Changnon said. "He has a great personality and is a strong leader and



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those are all qualities of a Pacesetter."

Since becoming president Neupauer has done extensive work in reaching out to the community through various communication means.

"He has definitely been a leader for his college," DeLuca said. "He's shown the ability to position and advocate for his college. He's embraced new media and extended his presence (in the community). All of these things are clearly strengths."

Neupauer credits much of his appreciation for communication and this honor to the time he spent growing up in Ellwood City.

"I really did draw on the people and experiences of Ellwood City," Neupauer said. "Honest to goodness, so much of this ties back to Ellwood City. It influenced me for life."

During the District's upcoming October conference Neupauer will be recognized for his accomplishment with Changnon giving a special introduction.

Following the District 1 conference it's possible Neupauer could be recognized as the NCMPR's national Pacesetter, but those results won't be known until January of 2014. In the meantime Neupauer is enjoying the current recognition.

"I was not expecting this," Neupauer said. "I'm honored and humbled to be nominated, especially to be nominated internally at the college. It's quite a recognition."