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PA BANKERS ASSOCIATION APPOINTS NELL McCORMACK ABOM TO LEAD COMMUNICATIONS AND MARKETING EFFORTS

Harrisburg, Pa. - Pennsylvania Bankers Association (PA Bankers), the commonwealth's leading financial services trade association, today announces Nell McCormack Abom as vice president of marketing and communications, effective Feb. 25, 2019. Abom brings more than 30 years of expertise in communications, marketing, journalism, media relations and public affairs to PA Bankers.

"We are thrilled to have Nell join our PA Bankers team. Her diverse array of communications experience will enhance our efforts to emphasize the critical importance of the Pennsylvania banking industry to its local communities. Further, her strategic marketing skills will ensure that we are reaching our members with the most effective message and in the most efficient way," said Duncan Campbell, president & CEO of PA Bankers.

"At the heart of communications success is having great stories to tell and telling them well," said Abom. "Pennsylvania's banks are critical to their local communities. They employ tens of thousands of Pennsylvanians; they serve millions of local customers; and they dedicate thousands of hours of volunteer service. I am eager to share these stories and highlight how Pennsylvania's banks are making dreams come true for countless families, individuals and entrepreneurs across the commonwealth."

Abom started her eponymous public relations firm, based in Mechanicsburg, after more than a decade as the host of Smart Talk, a live, primetime public affairs program on wittf-TV. Her PR firm has been recognized with national and state industry awards, including Ragan Communications' PR Daily honors and Keystone Awards from the Public Relations Society of America/Central PA Chapter. Abom spent a decade working in state government as a senior communications advisor to Pa. Governors Bob Casey Sr. and Tom Ridge, including managing media coverage on state trade missions to Germany, Ireland, Israel, Japan, Scotland and Singapore. In her private PR practice, Abom continued to promote Pa.'s economic development programs under Governors Tom Corbett and Tom Wolf as a consultant for Tierney Communications.

In a broadcast television career that spanned nearly two decades, Abom reported and produced news stories in Minnesota, West Virginia, Baltimore, Philadelphia and

Harrisburg. Abom is the recipient of numerous journalism awards as well as a Media Advocate Award from the Dauphin County Office of Victim/Witness Assistance, and she serves on the steering committee of Dauphin County's new Court Appointed Special Advocates program. She is a summa cum laude graduate of the Roy H. Park School of Communications at Ithaca College. Abom is married to Attorney John A. Abom III, and they are the proud parents of three children.

PA Bankers has been bringing banks and bankers together for more than 120 years to learn, grow, serve and engage with their peers, communities and lawmakers. The association has built a strong reputation as a leading advocate for pro-banking policies at the state and federal levels, as well as the delivery of quality education, products and services for banks of all sizes and their employees.

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