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Tucson Values Teachers Elects New Executive Chair

International Businesswoman Marian Salzman Reinforces Commitment to Help Southern Arizona's Teachers; Many Are Considering Leaving the Classroom

TUCSON, AZ (Feb. 9, 2015) — An international business leader is the new executive chair of Tucson Values Teachers (TVT). Marian Salzman, CEO of Havas PR North America, was elected to lead TVT as it begins its sixth year, at a time when more than a quarter (27 percent) of current teachers indicate they are not likely to be teaching in southern Arizona five years from now.

“When I found out about TVT, I signed on to make a difference because I owe teachers a huge debt,” Salzman said. “I am who I am because of the teachers I had throughout my academic life. I won’t be satisfied until every teacher is as respected as I am as a CEO.”

The situation in Arizona is dire; a recent Arizona Department of Education educator retention and recruitment task force study reports teachers are leaving for other careers with higher compensation. Almost one-third (62 percent) of reporting districts noted openings—more than 700 in October 2014—and 42 percent currently have midyear openings. To compound this problem, 24 percent of the state’s education workforce is eligible to retire within the next four years.

Salzman has led Havas PR North America since 2009. In that time, she has been named *PRWeek’s* U.S. PR Professional of the Year (2012) and Global PR Professional of the Year (2014), among many other honors. The agency is now among the most awarded of its size, including being named Agency of the Year by *Bulldog Reporter*. Havas PR has offices in New York City, Boston, Phoenix, Pittsburgh, and Providence, R.I., plus representation in Austin, Texas; Southern California; and Washington, D.C.

“Our family began a slow relocation to Tucson in 2012; today we have three enrolled at the University of Arizona,” Salzman said. “As a national and regional CEO with a new office in Arizona, I see the disparity of education when comparing our region to other parts of the

country. The issues our community faces around teacher retention and recruitment are daunting. I understand the importance of strong schools and a motivated teacher workforce here and across the country.”

The announcement of Salzman’s election as Executive Chair was made by Michael Duran, vice president and chief development officer of Tucson Medical Center and the TMC Foundation, and TVT’s outgoing board president.

Salzman’s goals for TVT include solidifying funding for the organization’s seven programs that serve educators in the region and identifying and supporting activities that demonstrate the community’s gratitude for the professionals who staff our classrooms and teach our children.

While leadership in schools, professional training and development for teachers, and teacher pay are all challenges raised by teachers in the 2013 TVT survey, “respect, or lack thereof, is one issue we can tackle successfully,” she added.

Ron Shoopman, president and CEO of the Southern Arizona Leadership Council (SALC), founding TVT board member and member of the Arizona Board of Regents, said, “We are extremely pleased that Marian has committed her time, talent and passion to lead Tucson Values Teachers’ growing impact in the struggle to recruit, retain and support quality teachers for every southern Arizona classroom. TVT remains a signature program of SALC.”

Salzman also sits on the boards of the Bob Woodruff Foundation, which serves wounded warriors, and Venture for America, which puts new graduates in entrepreneurial jobs across the U.S. Before becoming CEO of Havas PR, she served as chief strategic officer of Havas and as chief marketing officer of JWT. Early in her career, Salzman led TBWA\ Chiat\Day’s Department of the Future and was president of the Intelligence Factory at Young & Rubicam. She writes regularly for the Huffington Post, *The Guardian* (U.K.) and Forbes.com.

About Tucson Values Teachers

Tucson Values Teachers (TVT) is a regional initiative determined to prove that the southern Arizona community should not just talk about the importance of improving education but also unify in action to retain, recruit and reward teachers. The organization recognizes the critical role of teachers in the region and values the vital influence they have on Tucson’s future. For more information and to support TVT, visit tucsonvaluesteachers.org or call 520-327-7619.

About Southern Arizona Leadership Council

Founded in 1997, the Southern Arizona Leadership Council is an organization of 126 senior business and community leaders. The mission of SALC is to improve greater Tucson and the State of Arizona by bringing together resources and leadership to create action that will enhance the economic climate and quality of life in our communities to attract, retain, and grow high quality, high wage jobs. For more information visit salc.org.

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