

**Media Contact:**

**Carson Horn**

501-515-0849

[chorn@comgroup.com](mailto:chorn@comgroup.com)

**Hannah Phillips**

501-680-3216

[hphillips@comgroup.com](mailto:hphillips@comgroup.com)



COMMUNICATIONS GROUP  
Marketing | Public Relations  
**POWERING INSIGHT**



**NORTH LITTLE ROCK'S ANNA BETH GORMAN RECOGNIZED  
AS NEWEST WOMEN IN INDUSTRY GUEST**



*Anna Beth Gorman is The Communications Group's newest guest of the Women In Industry series.*

**LITTLE ROCK, Ark.** (November 18, 2022) – [The Communications Group](#) (ComGroup), a [full-service marketing and PR firm](#) based in Little Rock, continues the agency's bi-weekly series, [Women In Industry](#) (WIN), honoring women nationwide across multiple industries.

This week's WIN podcast guest is [Anna Beth Gorman](#) of North Little Rock. Gorman is the executive director at the [Women's Foundation of Arkansas](#) where she champions the only statewide philanthropic organization that advocates for economic advancement for girls and women in Arkansas. In this position, she establishes projects and programs to improve the systemic issues girls and women face by providing grants, educational resources and advancement opportunities that allow them to achieve economic mobility.

"At the Women's Foundation, our focus is on economic equity. When we make the economic case for women, it allows us to have a lot of conversations with different types of

stakeholders,” said Gorman during the episode. “I believe you can bring together different folks, different strokes, if you will, by making the economic case.”

Gorman holds a Master of Public Administration degree. For six years, she worked for [Girl Scouts – Diamonds](#) before taking a job at the Women’s Foundation. Gorman is chairman of the [North Little Rock Chamber of Commerce](#) and the [Southern Capital Project](#). She is active with the [Arvest Bank](#) board, [Arkansas Women’s Hall of Fame](#) board and the [Rotary Club of Little Rock](#). Gorman also ran for Secretary of State in the 2022 mid-term election.

“Anna Beth’s career has been dedicated to helping women and girls thrive by providing them with security and the opportunity to advance their dreams and endeavors,” said [Lisa Van Hook](#), agency principal, director of client services and WIN Podcast co-host. “This is exactly what WIN strives to do, and we are honored to recognize the impact she makes and her values that align with WIN’s mission.”

ComGroup donated to [Girls Scouts – Diamonds](#) in Gorman’s name, an organization she supports, in recognition of her professional achievements and contributions to her community.

Women In Industry inductees are announced bi-weekly on Fridays on The Communications Group’s [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#). Additionally, you can find episodes of the Women In Industry Podcast [here](#). For more information on the WIN series, you can find each inductee’s profile at [ComGroup.com](#). WIN inductees are selected through an open nomination process. Nominations are currently being accepted and can be submitted [here](#).

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### **About The Communications Group**

The Communications Group is an award-winning, Arkansas-based, marketing and public relations firm established in 1987. ComGroup is an integrated marketing and communications firm delivering value and solutions to clients in North America and Europe with data-driven strategic research and planning, multi-channel implementation and responsive monitoring in agriculture, business-to-business, health care and outreach and education sectors. More at [ComGroup.com](#).

### **About WIN**

The Women In Industry (WIN) series, developed in 2019, is presented by [The Communications Group](#) (ComGroup) in Little Rock, Ark. It recognizes women nationwide across the industries the agency serves. WIN inductees are selected through a nomination process, which is open to the public and can be submitted [here](#). Find WIN profiles and more information [here](#).