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FAYETTEVILLE'S KAREN McCLARD RECOGNIZED AS NEWEST WOMEN IN INDUSTRY INDUCTEE



Karen McClard is The Communications Group's newest Women In Industry inductee.

LITTLE ROCK, Ark. (October 7, 2024) – [The Communications Group](#) (ComGroup), a [full-service marketing and PR firm](#) based in Little Rock, continues the production of its award-winning [Women In Industry \(WIN\)](#) series, honoring women's professional achievement across multiple industries nationwide.

This newest WIN inductee is Karen McClard of Fayetteville, Arkansas. She is a board member and project coordinator of [L.I.F.E. Cycle Project](#) at [Light House Solutions, Inc.](#) McClard leads organization's the Personal Wellness Initiative where she collects, packs and distributes products and other health care resources for those experiencing period poverty. Additionally, she coordinates period product drives and educates the community about the critical need to improve access to menstrual health products.

"Karen's impact on women's lives in Northwest Arkansas is inspiring," said [Lisa Van Hook](#), President of ComGroup and WIN Podcast host. "We are proud to showcase her determination to make a difference and help those in need."

McClard attended the [University of Arkansas](#), receiving her bachelor's and master's degrees in social work. Additionally, she is certified as a spiritual director from the [Haden Institute](#) in Asheville, North Carolina.

"Connecting others with vital resources has been a central theme throughout my life," said McClard. "While I never imagined period products would play such a major role in my day-to-day work, empowering others and ensuring access to basic health needs is incredibly fulfilling."

ComGroup made a donation to Light House Solutions in honor of McClard to recognize her professional accomplishments and contributions to the community.

Women In Industry inductees are announced the first Wednesday of each month on ComGroup's [Facebook](#), [Instagram](#), [X](#) (formerly Twitter) and [LinkedIn](#). Additionally, you can find WIN episodes [here](#). For more information on the WIN series, you can find each guest'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 award-winning 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](#).