



Fran Stephenson
Principal, Step In Communication

Fran Stephenson, APR, is a communications leader with extensive experience in the field. She is principal of Step In Communication, assisting clients in tourism, hospitality and health care. She was director of corporate communications for Rackspace Hosting and director of communications for SeaWorld San Antonio. She instituted the first successful social media program for the SeaWorld parks and implemented a social media coaching program for internal use at Rackspace. She has served in many community and industry associations including the board of PRSA San Antonio and Guide Dogs of Texas. Fran holds a Master's Degree in Communications Studies from St. Mary's University and a Bachelor's Degree in Consumer Science from Miami University in Oxford, Ohio. She speaks frequently on integrating social media into communications and marketing initiatives and has won numerous industry awards for campaigns and tactics. Stephenson teaches crisis communications planning for tourism professionals annually at Travel and Tourism College, a certification program for the Texas Travel Industry Association. She is an adjunct faculty member at Northwest Vista College. Clients include the Texas Travel Industry Association, IMCOM Marketing department of the U.S. Army, Visit Plano, Natural Bridge Wildlife Ranch, ChildSAFE, The San Antonio Cocktail Conference, The Youth Orchestras of San Antonio, SQH Sports and Entertainment, and Children's Hospital of San Antonio.

