



Bob McCullough, APR, Director of Communications Morgan's Wonderland

Bob McCullough, APR, is director of communications for Morgan's Wonderland in San Antonio, the world's first and only theme park designed with special-needs individuals of all ages in mind. He also works to spread the word about other initiatives of The Gordon Hartman Family Foundation to help the special-needs community. These include The Foundation; the South Texas Area Regional (STAR) Soccer Complex; Soccer for a Cause; the San Antonio Scorpions FC professional soccer team; Toyota Field, the Scorpions' new stadium home; and Monarch Academy school for students with special needs.

Friends and family contend McCullough has failed miserably at retirement. In January 2010, he retired as head of corporate communications for CPS Energy of San Antonio, one of the nation's largest publicly owned natural gas and electric companies. Previously he retired from SeaWorld San Antonio when it was owned by Anheuser-Busch and from the U. S. Air Force.

McCullough says the chance to lend a hand at a truly special place like Morgan's Wonderland was just too good to pass up. It was the same kind of excitement and anticipation he experienced in helping open SeaWorld San Antonio – the world's largest marine life adventure park – in 1988.

A native of Port Arthur, Texas, McCullough graduated from Stephen F. Austin State University in Nacogdoches, Texas, with a Bachelor of Arts degree in journalism in 1970. Two years later, he earned a master's degree from the University of Missouri School of Journalism at Columbia. He is an accredited member of the Public Relations Society of America (PRSA), past president of PRSA's San Antonio Chapter and past president of the Texas Public Relations Association (TPRA). His honors include three PRSA Silver Anvil Awards and TPRA's Golden Spur, Lone Star, Silver Spur and Best of Texas awards for professional excellence. He received the 2005 Tex Taylor Lifetime Achievement Award during PRSA San Antonio's annual Del Oro Awards banquet, and he was named an Association for Women in Communications Headliner in 2011.

In addition to his public relations and corporate communications career, McCullough completed 30 years of service as a public affairs officer in the U. S. Air Force and Air Force Reserve. His assignments included duty as mobilization assistant to the commander of the Air Force News Agency and as a member of the staff of the Air Force's official magazine, AIRMAN. McCullough, who retired in the rank of colonel, is a life member of the Air Force Public Affairs Alumni Association.

McCullough and his wife, Shelley, who live at Camp Verde, Texas, are the parents of two daughters born in China. They're affectionately known as Thunder and Lightning.