

# Advisory Board Profile

*Checky Herrington*



Checky is a 1979 graduate of the department where he emphasized in public relations and marketing. He is also Accredited in Public Relations (APR) and is a member of the Public Relations Society of America College of Fellows.

Checky is currently a market research analyst for the Office of Public Affairs at MSU. In this role, he oversees marketing initiatives for the university.

Before returning to MSU, Checky worked for Entergy, where he served nearly 30 years in marketing communications.

His advice to students is to not be afraid to fail. “Learn all that you can. Try, fail, and try again.” Checky also gives students key advice about the importance of writing. “Master the skill of writing as this is the key to success in any area.” Checky is married to the former Chellie Ladner and the couple has two children, Sara and Daniel, who are both graduates of the Bagley College of Engineering.

**“Always act with integrity!”**



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