

CORAL GABLES GAZETTE

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Whalen appointed as Chairman of Corporate Affairs Committee of the Greater Miami Chamber of Commerce

Thorp & Company, a public relations firm, has announced that Peter Whalen, chief strategist, has been appointed chairman of the Greater Miami Chamber of Commerce's Corporate Affairs Committee. In his new position, Whalen will spearhead the goals of the Corporate Affairs Committee, which includes communicating the Chamber's point of view and positions on community issues, developing partnerships with local media, and developing new ways to enable Chamber members to voice their opinions.

The Committee is part of

the Marketing & Member Services Committee, which is chaired by Ralph Gazitua, CEO of logistics infrastructure company WTDC.

At Thorp & Company, Whalen is responsible for providing clients with hands-on, senior level public relations counsel and service, developing unique solutions to issues each client may face and ensuring consistently high levels of value and client satisfaction. Prior to joining Thorp & Company, Whalen was president and owner of Interrupt, a public relations and marketing agency in Toledo, Ohio. Before

starting his own firm, Whalen was vice president of Eisbrenner Public Relations in Detroit, Mich., and was marketing director for the Michigan and northwest Ohio offices of Arthur Andersen & Co.

Active in industry and community affairs, Whalen served as a Detroit board of directors member of the Public Relations Society of America and was a member of the American Marketing Association and the Toledo Chamber of Commerce. His charitable work has included efforts for Junior Achievement and Recordings for the Blind and Dyslexic.