

Keyna Cory Bio (updated 6/12/08)

Keyna Cory is the President of Public Affairs Consultants, Inc. located in Tallahassee, Florida.

Public Affairs Consultants Inc. is one of the oldest and most respected public affairs consulting firms in Tallahassee. Keyna has worked with a variety of clients from small businesses to Fortune 500 firms to help them achieve their public affairs goals. She is considered an expert in business regulation, environmental, recycling, solid waste, transportation, telecommunications and agriculture issues.

For over 20 years Keyna has been the owner of a small business. She is responsible for all aspects of the management and operation from personnel to financial management and purchasing.

Keyna was raised in a small business family. Her father, Ken Dyar, has been the owner and operator of a small business in the building trade industry in Palm Beach County for over 45 years. Keyna's brother, Chris Dyar, is a small business owner. He owns and operates a retail business also located in Palm Beach County.

Keyna is a member of the Florida Society of Association Executives (FSAE). FSAE is the professional association for the executive directors of the major professional and business associations in the state. She was the Associate Member of the Year in 2001 and is a Past Chair of the Florida Society of Association Executives Foundation. Her experience in public affairs representation for associations is unique. She is one of Florida's only consultants who designs and implements public affairs programs for business associations.

In 2003, Keyna was named to the Environmental Industries Association's Women Council Board of Directors. She is a founding member of the association and also served as Communications/Public Relations Chair.

Keyna's interest in football gave her the opportunity to serve on the Founding Committee and Team Selection Committee of the Sunshine Football Classic in Broward County. (The Classic later became known as the Blockbuster Bowl, then the Carquest Bowl, and finally the Micronpc.com Bowl). The Bowl generated approximately \$15 million economic impact for Broward County annually. The Sunshine Football Classic was moved to Orlando and operates as the Champs Sports Bowl and continues, along with the Florida Citrus Bowl, to generate \$42.3 million economic impact for the Central Florida area annually.

Keyna was the first woman to serve as Chairman of a college football bowl game in the nation; the Carquest Bowl in 1995.

She currently represents the five Florida football bowl games (FEDEX Orange Bowl, Gator Bowl, Capital One Bowl, Outback Bowl, and Champs Sports Bowl) and her knowledge of public affairs and creative strategizing enabled her to obtain funding for their games which generates \$318.7 million economic impact to the State of Florida annually.

In Tallahassee, Keyna served as the President of the Tallahassee Quarterback Club in 2003, which gave awards to worthy high school football players.

She is a member of Kappa Alpha Theta Fraternity and has served as President of Tallahassee Alumnae Club. Recently she ended her three year term as Membership District Director for their National Organization.

She attended the University of Florida and as a freshman participated in a graduate program of students encouraging the Florida Legislature to lowering the age of majority rights to 18.

Keyna is married and lives in Tallahassee, Florida.

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