

GRATEFUL

30 YEARS

of Clarity, Connection,
and Community

grateful
30
YEARS
1995 - 2025

adisa 
communications



Thank You for Thirty Years of Storytelling with Purpose and Power

Your work has amplified the voices of the underserved,
strengthened civic engagement, and shaped a more
equitable Central Texas.

**With gratitude and admiration,
Commissioner Jeffrey W. Travillion, Sr.
Travis County Commissioner, Precinct 1**

GRATEFUL

30 YEARS

of Clarity, Connection, and Community

Dear Friends,

As I sit to write this letter, I'm filled with deep gratitude—for the journey, the lessons, the laughter, and the legacy we've built together. Thirty years ago, I set out to make money to feed my one-year-old, Adisa. The meaning of his name, "clarity," inspired me to build a business that helped people define and get what they want. I wanted to tell stories that mattered. Through my family's legacy, I learned to move with purpose and that creating beauty and peace in the world comes from clear and courageous conversations.

What has unfolded over these three decades has far exceeded my dreams, prayers, and imagination.

Adisa Communications has never been just about projects or clients—it's been about people. From city halls to community centers, conference rooms to living rooms, I've had the immense honor of working alongside some of the most passionate, principled, and powerful individuals you can imagine. Many of you are in this room, and many more are in our hearts.

As part of this celebration, we're proud to introduce the Luminary Awards—an opportunity to honor those in our community who embody the values that have guided Adisa Communications' work from the beginning: Clarity, Creativity, Caring, and Connection. These individuals and organizations light the path forward, and it is our joy to recognize their impact.

Thank you for trusting us. Thank you for championing our mission. Every campaign, every collaboration, every conversation has left an imprint—and together, we've helped make the world a little clearer, kinder, and more connected.

As we turn the page to our next chapter, I remain inspired and grounded by the same values that started it all: family, purpose, and legacy.

Here's to the next 30—still telling stories, still walking in purpose, and still so very grateful.

in joy and gratitude,



Shuronda Robinson

Founder & CEO, Adisa Communications





THIRTY YEARS.

A tapestry woven with care,
courage, and quiet determination.
One thread for every client, every challenge, every triumph.
Each moment stitched with purpose, each day guided by heart.
To my dear friend, Shuronda Robinson —
You built more than a business.
You built trust, kindness, and community.
You led with grace. You served with soul.

And through it all, you've remained humbly, beautifully...
Grateful.

Grateful for the journey. Grateful for the people. Grateful for the growth.

And today, we are the grateful ones —
To witness this legacy.
To celebrate your 30 remarkable years.
To say: well done, and thank you.

Here's to the past, rich with meaning.
Here's to the future, bright with promise.
Here's to you.
With love and admiration.





Your legacy of clarity, creativity, caring, and connection continues the powerful tradition of truth and advocacy rooted in The Houston Sun.

The Houston Sun **Salutes** **Shuronda Robinson**

We are proud to honor our own —Shuronda Robinson—as she celebrates three decades of community impact through Adisa Communications.



The Houston Sun

HONORING OUR LUMINARIES

The **Luminary Awards** recognize extraordinary individuals whose leadership, service, and vision embody Adisa Communications' core values: Clarity, Creativity, Caring, and Connection. Each honoree has sparked meaningful change, uplifted their communities, and illuminated a path forward with grace and purpose.

As we celebrate 30 years of Clarity, Connection and Community in service, we honor these leaders not just for what they've done-but for how they've done it. Their impact is lasting, their light unmistakable.



MATIAS SEGURA

Austin ISD
Superintendent

Matias Segura is the superintendent of the Austin Independent School District, serving more than 74,000 students and 10,000 employees. Segura was officially appointed permanent superintendent by a unanimous board vote Jan. 25, 2024. He first joined the district in 2018 as the Operations Officer and led the implementation of the \$1.05 billion 2017 Bond.

He went on to lead the Long-range Planning process as chief of operations, which was the largest-scale application of the Equity by Design process in district history. The process served as the foundation of the record-breaking \$2.4 billion 2022 Bond as well as the non-operational strategies included in the Long-range Plan.

As superintendent, Segura is focused on the generational impact of Austin ISD in Central Texas. Strong community partnerships and support of Austin ISD are at the core of this work and reinforce his belief that Strong Schools make a Stronger Austin.

During his time as superintendent, the district has seen a 20% increase in our retention rate over two years, largely due to a culture of respect and a positive climate with students, staff and community. He has also focused on transforming the special education student experience by working with the Texas Education Agency to develop a stringent path for accountability to serve families.

Segura is a Professional Engineer with a Bachelor of Science degree in civil engineering from Texas Tech University and a Master of Business Administration degree in finance from the University of Texas at Austin. In July 2024, he completed the Texas Superintendents' Certification Institute program and received his superintendent certification by the State Board for Educator Certification/Texas Education Agency. He is a product of Austin ISD, a father of two daughters who attend Austin ISD and his mother taught at Austin ISD for 42 years.



LETICIA PLUMMER

Houston City
Council Member

The honorable Leticia Plummer is a dedicated public servant, healthcare professional, and community advocate, currently serving as Houston City Council Member for At-Large Position 4. Elected in 2019, she is the first Muslim woman to hold a seat on Houston's City Council.

A proud Houston native of African American and Yemeni-Indian descent, Dr. Plummer brings a multicultural perspective to her leadership. She earned her undergraduate degree from Spelman College and her Doctor of Dental Surgery from Baylor College of Dentistry. In addition to her public service, she owns and operates two successful dental practices in the Houston area.

On Council, Dr. Plummer chairs the Government Operations Committee and has led efforts to reform the city's engagement with Minority- and Women-Owned Business Enterprises (MWBs), helping streamline access to contracting opportunities. She is also a strong advocate for community resilience and equitable access to resources, organizing initiatives that support neighborhoods most vulnerable to climate-related events.

During the COVID-19 pandemic, Dr. Plummer launched #FeedTheNeed, a program that partnered with local chefs to provide thousands of meals to seniors and families in underserved areas. She continues to champion programs that address food insecurity, healthcare access, and workforce development.

A mother of three, Dr. Plummer is passionate about building inclusive policies that reflect the diverse communities of Houston. Her work bridges public health, economic opportunity, and social justice, creating pathways for all Houstonians to thrive.



SCOTT STITES

Bartlett Cocke

Scott Stites is the Educational Facilities Market Leader at Bartlett Cocke General Contractors, bringing over 35 years of experience in Austin's architecture, engineering, and construction (AEC) industry. As a third-generation builder, Scott has a deep-rooted passion for creating educational spaces that foster learning and community growth. His extensive background enables him to identify opportunities and assemble project teams that deliver impactful results. Under his leadership, Bartlett Cocke has successfully completed numerous school projects across Texas, reflecting his commitment to excellence in educational facility construction.



CHRIS HYAMS

Indeed, CEO

Chris Hyams is the CEO of Indeed, where he leads with a deep commitment to the company's mission: helping people get jobs. A dedicated community leader, Chris serves on the boards of DivInc-an organization working to create social and economic equity through entrepreneurship-and Huston-Tillotson University, Austin's oldest institution of higher learning and a proud Historically Black University.

Chris's path to tech leadership is rooted in service. He began his career supporting young people in addiction recovery and later taught Special Education in Vermont's public schools. After time spent as a working musician in Los Angeles, Chris pursued a graduate degree in Computer Science, which launched a successful career in technology-from software engineer to VP of Engineering at Trilogy Software, to Founder & CEO of B-Side, a tech platform that supported independent filmmakers.

With degrees in Architecture from Princeton and Computer Science from Rice, Chris brings a creative and analytical lens to everything he does. He now calls Austin home, where his work continues to be shaped by a belief in access, opportunity, and equity for all.



**COOKIE
RUIZ**
C.F.R.E.

Ballet Austin

Cookie Gregory Ruiz has more than 30 years of experience in the areas of strategic planning, organizational development and non-profit fund-raising/management. Since 2002 she has held the professional designation of Certified Fund Raising Executive (C.F.R.E.) by the Association of Fundraising Professionals.

Her community honors include Austin Business Journal's "Profiles in Power" Award, Leadership Austin's Community Trustee Award, Austin Community Foundation's Award for Excellence as a Nonprofit Executive, The American Red Cross "Clara Barton Medal of Honor," Volunteer of the Year for the Austin Independent School District, the Lone Star Girl Scout Council "Women of Distinction" Award, The Con Mi Madre Corazon Award, The Junior League of Austin's Volunteer Extraordinaire Award, The 2020 IACT Hope Award, First Tee Austin's 2020 Robert W. Hughes Philanthropic Leadership Award and is a 2016 Austin Arts Hall of Fame inductee. As a graduate of Leadership Austin, she served four years on its Board of Directors.

Ms. Ruiz serves on the Board of Texans for the Arts, the national Board of Directors of the Performing Arts Alliance, the Board of Directors of Housing Works Austin, and is a Fellow of The National Arts Strategies International Chief Executive Program.

Ms. Ruiz serves as a speaker, facilitator and presenter for a variety of leadership conferences, including the National Conference on Community Leadership, the National Performing Arts Conference, American for the Arts Annual Convention, National Conference of Dance/USA, The Governor's Women's Business Leadership Forum and the Texas Commission on the Arts. In 1996 Ms. Ruiz joined the staff of Ballet Austin as Development Director and became Executive Director in 1997.



**MARTIN
JONES**

Austin Film Society

Martin C. Jones is a creator - of stories, profitable revenue-generating systems, and lasting careers. With decades at the confluence of film, culture, and strategic vision, he doesn't just anticipate what's next - he helps shape it. As Head of Austin Studios and founder of Day For Night Entertainment, Martin has produced acclaimed indie features, television pilots, national commercials, legendary music videos, award-winning shorts, and he is now exploring a TikTok vertical horror series - always championing voices the industry too often overlooks.

Martin is also the proud founder of Black Film Geniuses, a collective of 11 emerging Black women filmmakers. Their debut anthology, Colour Noir, spans genres from romantic comedy to sci-fi, unified by themes of erasure and future - affirming that Black stories will not be erased and will thrive in the future!

A 2x Emmy® Award-nominated producer, Martin has launched first-time directors, built scalable creative pipelines, brokered game-changing deals, and mentored emerging creatives who now lead in their own right. With a rare mix of steady hand and fresh lens - and an industry network that functions like a superpower - he proves that experience, when fused with curiosity and connection, becomes unstoppable.

Martin leads by elevating others - bringing fresh voices forward, and expanding the possibilities of what storytelling can achieve.



We often talk about stepping out of our comfort zones to grow and achieve great things. Not only have you personally inspired me to venture into areas I never imagined possible, but I have also seen you truly walk the talk. It's incredible to witness your growth both personally and professionally. Congratulations on your 30 years of success — I can't wait to see what comes next!

Yolanda Lee Conyers
Board of Director, Seagate Technology



I am delighted to extend my heartfelt congratulations here. Three decades of innovation, leadership and unwavering commitment to excellence is a tremendous achievement. We are grateful for the professionalism, adaptability, and the genuine partnership you foster.

Gina Qiao 乔健
SVP, Chief Strategy Officer and Chief Marketing Officer, Lenovo Group



Yolanda & Gina



LEADERSHIP

Michael Gerber
President and CEO

Sylvia Blanco
Chief Operating Officer

Barbara Chen
Chief Financial Officer

BOARD OF DIRECTORS

Carl S. Richie Jr., Esq.
Chairman, Attorney, Law Offices of Carl S. Richie, Jr.

Mary Apostolou
Second Vice-Chair & Resident Commissioner

Dr. Tyra Duncan-Hall
Retired/Former Austin Community College Provost

Edwina Carrington
Retired/Former State Agency Director

Housing Authority Of The City Of Austin

A Legacy of Innovation

Since 1937, the Housing Authority of the City of Austin (HACA) has pioneered affordable housing, launching the nation's first public housing property at Santa Rita Courts. Today, HACA serves over 25,000 low-income residents and oversees over 10,000 affordable units across the city. Through innovative programs like Austin Pathways, Bringing Health Home, and iDADS, the agency connects residents to education, job training, digital access, and wellness support. Guided by a mission to create sustainable housing and expand opportunity, HACA is building for future generations, focusing on equity, environmental stewardship, and resident success.

HISTORIC PRESERVATION WITH PURPOSE

Chalmers Courts - Transformed into a 398-unit, modern mixed-income community

Rosewood Courts - Historic first for African American residents: being redeveloped with 184 homes and a Welcome Center

Santa Rita Courts - Community-led plans underway to preserve this historic Hispanic neighborhood



LEADERSHIP

Sherea McKenzie
Executive Director

BOARD OF DIRECTORS

Our Board of Directors is composed of civic leaders who are dedicated to strengthening the communities we serve.

Jeremy Brown
Chairman

Johnnie Means
Secretary

Jermaine Netherly
Lester Byrd, Jr.
The Honorable Harold Dutton, Jr.
Dr. DeVeanna S. Fulton
Dr. Valerie Jackson
Jamaal R. Smith

Julia C. Hester House

A Legacy of Service and Community Strength

For over 80 years, Julia C. Hester House has been a pillar of empowerment in Houston's historic Fifth Ward. Established in 1943 as the 5th Ward Negro Community Center and later renamed in honor of educator and community leader Julia C. Hester, the organization has remained deeply rooted in the community it serves. One of the last remaining settlement houses in the country, Hester House preserves a powerful legacy of social justice and continues to meet the evolving needs of families through holistic, intergenerational programming. From youth development and senior services to social support and workforce training, Hester House remains a trusted space for connection, resilience, and hope.

HISTORIC PRESERVATION WITH PURPOSE

Legacy Site - One of the last remaining settlement houses in the U.S., preserving a national legacy of community care

Community-Driven - Tailored programs rooted in deep relationships with Fifth Ward residents

Intergenerational Impact - Supporting youth, seniors, and adults through education, workforce, and social services



LYNN MEREDITH

MFI Foundation

Lynn Meredith is a longtime Austin resident and philanthropist dedicated to meeting critical community needs. As president of the MFI Foundation, she partners with nonprofits to support essential services in Austin. She also serves on the board of ECHO (Ending Community Homelessness Coalition), where she advances collaborative efforts to end homelessness. Since 2019, she has played a key role in organizing a summit focused on strategies and investments to address unsheltered homelessness in Austin.

With degrees in education and years in the classroom, Lynn's early career included a decade with the Association of Junior Leagues as a strategic community service leader. In Austin, she has served on the boards of Finding Home ATX, the Austin Children's Museum, the Lady Bird Johnson Wildflower Center, the Blanton Museum of Art, KUT public radio, St. Stephen's Episcopal School, Seminary of the Southwest, and the Neurology Advisory Board at Dell Medical School. She also co-founded the first Austin chapter of National Charity League.

A devoted supporter of civic engagement, Lynn values curiosity, hospitality, conversation, and inclusive collaboration to help build a strong and diverse Austin. She enjoys attending symposiums and sharing ideas that promote community solutions.

She and her husband Tom, married nearly 53 years, have lived on both coasts and now enjoy traveling and time with their four children and eight grandchildren.

Together, the Merediths have been honored for their philanthropy and service, including recognition as PeopleFund's 30 Years of Impact Philanthropists (2024), the Harvey Penick Award (2018), Austinites of the Year (2012), and the Barbara Jordan Award for Outstanding Philanthropy (2010), among others.



**ASHTON
CUMBERBATCH, JR.**

Equidad ATX

Ashton Cumberbatch, Jr., is the President/Co-founder of Equidad ATX (a catalyst for the acceleration of holistic, equitable and sustainable transformation in Austin's Eastern Crescent). He is also Special Counsel at McGinnis Lochridge, LLP, and Executive Pastor at Agape Christian Ministries. Formerly he served as Vice President of Advocacy and Community Engagement for Ascension Health; and volunteer Policy Advisor to Austin Mayor Steve Adler, where he co-managed the Spirit of East Austin (an initiative re equitable and holistic development in Austin's historically underserved region), and the Mayor's Task Force on Institutional Racism and Systemic Inequities. He has also served as Chief of the Trial Division of the Travis County DA's Office and as the Austin Police Monitor.

His record of civic leadership also includes service as Chairperson of the Austin Area Research Organization (ARRO); Chair of the Greater Austin Black Chamber of Commerce; and Co-Chair of an Austin ISD Bond Oversight Committee. Currently he serves as Chair-elect for HousingWorks Austin; on the Board of Directors for E3 Alliance and AARO; and on the Admissions Committee of the University of Texas Dell Medical School. His commitment to co-creating holistic communities has been recognized by several organizations, including the Austin Area YMCA, the American Heart Association, the American Diabetes Association, the Urban Land Institute, NAACP (Austin Chapter), the Austin Bar Association, Austin ISD, the University of Texas Division of Diversity and Community Engagement, and the University of Texas School of Law.

Ashton has an A.B. in Economics from Brown University and a law degree from The University of Texas School of Law. He and his anointed wife, Jennifer-a biblical counselor, preacher, teacher, playwright, actor, vocalist, and baker-have been married for 45 years and are blessed with four purpose-driven children: A. Graham, Virginia, Benjamin (resides in heaven) and Elizabeth.

TEAM ADISA

Shuronda Robinson, CEO and Founder

Dawn Weston, Vice President

Aimee Blase, Creative Director

Welby Goode, Sr. Project Manager

Naiya Antar, Marketing and Events Lead

Faye Allen, Project Director

William Parks, Project Assistant

Millie Williams, Project Manager

Wes Collard, Project Manager

Broderick Butler, Research Manager

Brittney Hunter, Office Manager

Lorenz Zeta, Executive Assistant

Shawnte Young-Samuel, Project Assistant

Treylon Parker, Intern

512.472.6112 | makingthingsclear.com



CONGRATULATIONS

Shuronda Robinson

on **30 years of Adisa Communications** and for
strengthening our community through your work!

—Austin Film Society



SHERYL COLE

State Representative • District 46

Dear Shuronda and the Adisa Communications Team,

Congratulations on 30 years of excellence, vision, and service through Adisa Communications.

Throughout your career, you've embodied the power of communication not just as a tool—but as a catalyst for change. You've been instrumental in connecting people, communities, and causes with a sense of purpose and a passion for justice.

Your commitment to clarity, creativity, caring, and connection is a testament to the values that move us all forward. Thank you for being a guiding light and a trusted voice in Austin and beyond.

Warm regards,

A handwritten signature in dark ink that reads "Sheryl N. Cole". The signature is fluid and cursive, with the first letters of each word being capitalized.

State Representative Sheryl Cole



Celia Israel
TAX ASSESSOR-COLLECTOR
VOTER REGISTRAR



2433 Ridgpoint Drive
Austin, Texas 78754
(512) 854-9473

May 19, 2025

Shuronda.

Congratulations on hitting the 30-year milestone of the founding of Adisa Communications.

Time has flown by since you founded Adisa, and lord knows our community has grown in ways we never could have imagined all those years ago when we first met. Since founding the company, we have and will continue to redefine "community." Where people live, how they live and how they support themselves and our economy is radically different than when Adisa first started.

I'm proud to know you are behind so many consequential conversations as we grow and learn. You have grown the firm successfully because you have grown personally to be an influential voice in all corners we all operate in. You are Adisa and Adisa is yours. Congratulations and I wish you continued success.

A handwritten signature in black ink, appearing to read "Celia Israel", is written over a light blue horizontal line.

Celia Israel
Travis County Tax Assessor-Collector
www.traviscountytx.org

LLOYD DOGGETT
TEXAS



HOUSE OF REPRESENTATIVES
WASHINGTON, D.C. 20515



Official Greetings
30th Anniversary
Adisa Communications

Dear Shuronda and the Adisa Communications Team,

Congratulations on 30 years of Adisa Communications. I join you in spirit to celebrate this momentous occasion and look forward to many more years of service to the community.

From leading community engagement for Austin ISD school bond programs to advocating for Black Austin Democrats your impact is evident across Austin and beyond. As you celebrate this anniversary, know that your example continues to inspire a new generation of communicators, advocates, and changemakers.

Best wishes for continued success and as always, I welcome your good counsel on any federal matters on which I may be of assistance.

Sincerely,

A handwritten signature in black ink that reads "Lloyd Doggett".

Lloyd Doggett

GRATEFUL MOMENTS OF LEGACY

Every decade tells a story.

In these pages, we reflect on the defining milestones, meaningful relationships, and powerful images that shaped each era of Adisa Communications. From our early beginnings to our present-day impact, these snapshots highlight the moments that helped us grow-and the gratitude we carry forward with each step.

As we honor 30 years of purpose-driven work, we invite you to journey with us through the legacy we've built-one decade, one story, one grateful moment at a time.

1995-2005

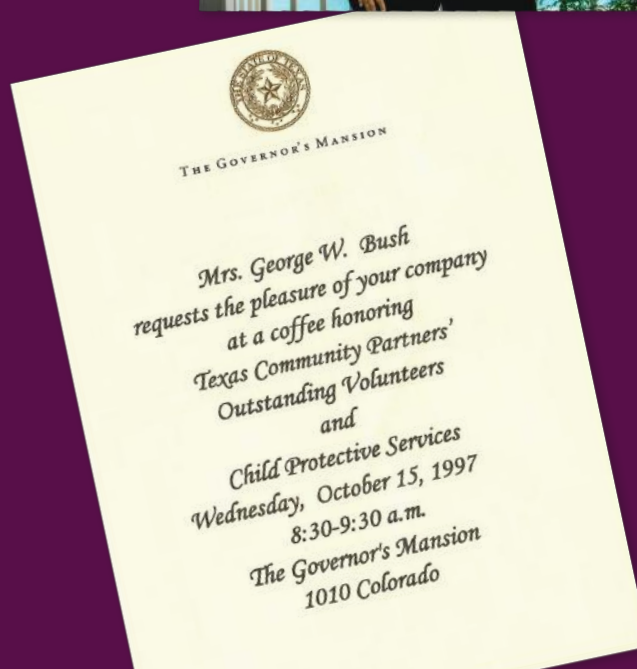
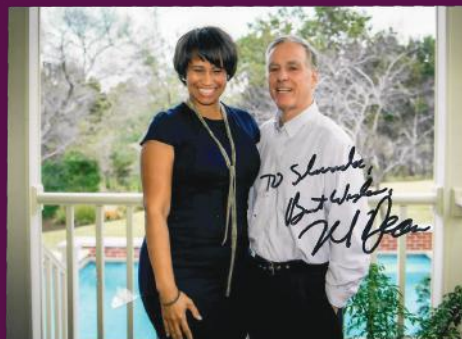
Foundations of Clarity

Adisa Communications, now a nationally award-winning communications and engagement firm headquartered in Austin, Texas, began in 1995 as a two-person team providing communications services to public and private sector clients.

With no capital investment, the business started humbly—in the spare room of the founder's duplex—with little more than moxie and business cards printed on a home laser printer. The initial strategy focused on Austin's expanding health care and tech industries, offering public relations support.

Founded by fourth-generation entrepreneur Shuronda Robinson, who was raised in a family that published one of Houston's leading African American weekly newspapers, the company's early vision was to serve clients in Austin. But within the first decade, Adisa Communications quickly earned a reputation for creativity, professionalism, and community-centered engagement, expanding to serve clients in Dallas, Houston, and San Antonio.

Originally known as Adisa Public Relations, the firm's first client was the Austin Area

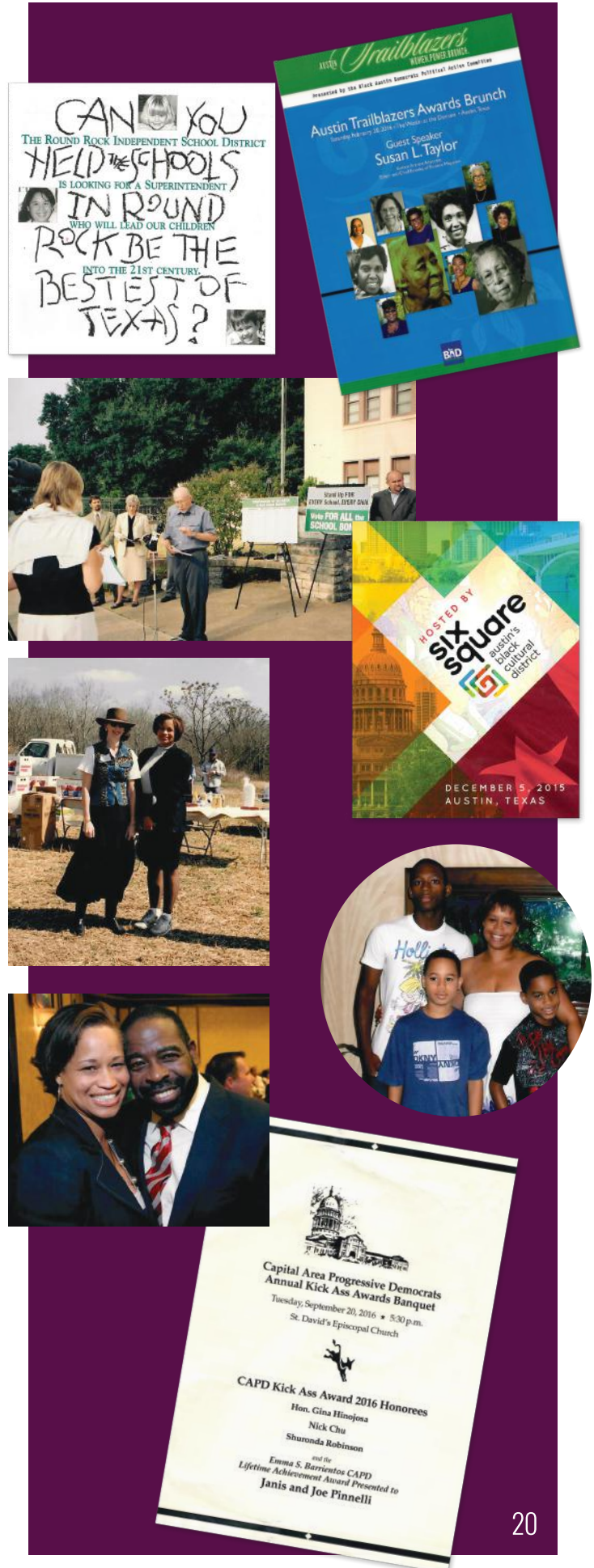


Urban League, on a \$1,000 monthly retainer to provide event planning services. With support from Benny Hawkins, we secured a four-year contract with the local school district to provide marketing services for a small business contractor outreach initiative—solidifying our foundation. Mentorship from leaders such as Cloteal Davis Haynes, Cassandra Johnson, Carlos Femat, Dawnna Dukes, Jim Adams, and Norma Smith helped the firm grow. We sublet office space on South Congress at Riverside from former U.S. Treasurer Azie Taylor Morton.

Despite being passed over by many high-tech and health care firms, our early work focused on supporting public sector agencies, particularly in East Austin. In 1997, the City of Austin hired us to lead community engagement for the Robert Mueller Redevelopment master plan. That same year, we built lasting partnerships with organizations like Bartlett Cocke General Contractors, supporting their entry into the Austin market. Austin Community College also brought us on to generate support for the Eastview Campus expansion in East Austin—a project we delivered alongside Hensel-Phelps Construction.

In 1998, Adisa Communications launched an internship program to expose young people—particularly women and people of color—to careers in communications. Interns have come from Huston-Tillotson University, University of Texas, Texas State University, St. Edward's University, and Duke University.

In 2002, Creative Director Greg Barton led the company's rebrand from Adisa Public Relations to Adisa Communications, reflecting our expanding range of services. He also designed the logo we still use today. By 2005, the firm had already influenced hundreds of millions of dollars in infrastructure, planning, and public health efforts—laying a foundation for engagement best practices across Texas.



2006-2015

Shaping an Institution

With a solid decade of experience, Adisa Communications deepened its influence across Texas and expanded its global footprint. We added public relations services internationally in China, Brazil, India, and Indonesia.

Under the leadership of Troy Nalls, we added social media and video production, and expanded our scope to include more than \$4 billion in infrastructure and planning projects. These included:

The City of Arlington's award-winning water protection and land use plan

Highway improvements and toll road projects such as SH 130, 183A, Manor Expressway

The East 11th and 12th Street Revitalization with the Austin Revitalization Authority

A countywide drainage study for Travis County (our first contract with the County in 2007)



Day-to-day activities by Team Adisa include newsletters, door-to-door outreach, public meetings, surveys, speechwriting, fundraising events—even book launches. In 2013, the Women in Transportation Seminar (Heart of Texas Chapter) honored us with the Rosa Parks Diversity Award, recognizing our leadership in the transportation sector.

Internally, we codified our company culture with the first version of The Adisa Way, creating consistent standard operating procedures to ensure high-quality service. With the support of Joia Jitahidi, The Executive Coach, every team member received coaching, and Jan Goss of Show Up Well Consulting trained staff in business etiquette and executive presence.

Drawn by her love of good government, Shuronda served as Campaign Manager for Sheryl Cole, delivering the campaign's highest fundraising and vote totals. She also raised more than \$120,000 through the Austin Trailblazers series (2014 and 2016), rallying Black women in support of the Black Austin Democrats, led by then-president Jeffrey Travillion. During this time, she was elected Vice President of Programs for the Texas Coalition of Black Democrats and joined the Texas Democratic Party Executive Committee.

By 2015, Adisa Communications expanded into new office space near the Travis County Courthouse and opened a San Antonio office. Just two years later, the firm moved again, this time to a larger location in Northeast Austin.



2016-2025

Legacy in Motion

Our third decade has been marked by historic social change, courageous leadership, and a deepened commitment to social justice. As the world transformed, Adisa Communications was already doing the work—hosting internal learning experiences that examined how structural racism shapes community decision-making. These conversations sharpened our purpose and positioned us as strategic, empathetic guides to clients navigating change.

We led community engagement for Austin ISD's Equity by Design initiative, contributing to the successful passage of a \$2.1 billion bond—our second project recognized with a national award from the American Planning Association (APA), following the Austin Parks Long Range Plan.

In Houston, Adisa Communications partnered with city, county, state, and federal agencies to address soil contamination in the 5th Ward, working alongside Union Pacific. Our continued commitment to health equity and culture helped create powerful brands for Black Mamas ATX and Six Square – Austin's Black Cultural District.



Our relationship with the Central Texas Regional Mobility Authority, established in 2004, continued through our leadership on the \$700 million 183 North Mobility Project as part of the Great Hills Constructors team.

We also offered pro bono support to Finding Home ATX, helping the coalition raise \$480 million to address homelessness in Austin.

In 2020, following the murder of George Floyd, a high school classmate of Shuronda's, we launched the Playbook for Black Austin which helped nurture the Black Leaders Collective, a organization that has become a driving force for Black equity in Texas.

By 2023, Shuronda was awarded the Key to the City of Austin by Mayor Steve Adler and in 2024, she was named DivInc's Champion of Change—acknowledgments of her leadership based on the values that define Adisa Communications.

The company's community roots run deep—from leading Austin's Citywide MLK Celebrations to empowering the next generation through mentorship, advocacy, and direct service. These values are reflected in every member of Team Adisa, who is being challenged to serve on a community board.



TODAY AND TOMORROW

With offices in Austin, Houston, and Dallas, Adisa Communications continues to deliver award-winning engagement and communications strategies rooted in cultural intelligence, clarity, care, creativity, and connection.

As we celebrate 30 years in business, we are evolving once again—expanding into program management services, including document control systems, project management, and client-side implementation support. We are grateful to have built a powerful legacy of communications and creativity that helps our clients be clear about who they are so that they can accomplish what they want.





**Black Leaders Collective
proudly celebrates
Shuronda Robinson on 30 years
of transformative leadership
and unwavering dedication to
the community.**



BLACK LEADERS *Collective*

TRANSFORMATION | REFORMATION | INFORMATION

SNAPSHOTS OF LEGACY

Over the past 30 years, Adisa Communications has helped shape the stories that define our communities—stories of resilience, connection, and transformation. These snapshots reflect the people, places, and moments that have made our work meaningful. Each image is a window into the relationships and results that continue to drive our mission forward.

Adisa Communications
has been involved in over
\$10 BILLION
of impact across Texas,
from **HIGHWAYS**
to **HOUSING**
to **HEALTH**
to **EDUCATION**



Shuronda Robinson
HAS DONATED MORE THAN
\$900,000
IN SERVICES TO 20
NONPROFITS SINCE 1995

Shuronda Robinson
helped Austin ISD

build **16** NEW
SCHOOLS

& renovate **97** CAMPUSES

from 1996 to 2021, and pass a

\$2.4 BILLION BOND

in 2022



Adisa Communications led for key city planning efforts like

OUTREACH & ENGAGEMENT



Mueller Redevelopment, Onion Creek buyouts,
City Parks plans, and Safe Routes to School



If you've walked down EAST 11TH STREET,
visited MUELLER, or driven US HIGHWAY 183,
you've experienced Adisa Communications'

COMMUNITY STORYTELLING in action

Adisa Communications supported
TRANSFORMATIVE INITIATIVES

including **LIGHT RAIL**, the formation of
CENTRAL HEALTH, and the recent
AFFORDABLE CHILDCARE TAX

SHURONDA HAS HELPED RAISE
MILLIONS & LIFT

City-Wide MLK Celebrations,
Black Leaders Collective,
The Black Fund, Six Square
and Black Mamas ATX



In 2023,
Shuronda
was awarded the

KEY TO THE CITY

by former Austin Mayor Steve Adler for
her decades of service and advocacy

In 2022, Shuronda helped lead
Finding Home ATX, raising

\$480
MILLION

to address
homelessness
in Austin

CONGRATULATIONS Team ADISA on 30 Years!

Thank you for being our PR Team!

MARCUS HENDERSON ERICA ASH

The MAKING OF A CLASSIC

Based on a True Story

"It's the best job in the world, ain't it?
This work we do. We're blessed ... everyone
that's gonna' buy a ticket will look just like
you and me."



FORGING TEXAS PRESENTS A DAY FOR NIGHT / SPARK RIVER ENTERTAINMENT PRODUCTION

STARRING MARCUS HENDERSON ERICA ASH RON WEISBERG BRIAN VILLALOBOS

DIRECTOR OF PHOTOGRAPHY ALEX QUINTANA EDITOR KHAKI MAXWELL PRODUCTION DESIGNER JOHN PARKER

CASTING DIRECTORS VICKY BOONE, CSA CHANTEL ITALIA WILLIAMS-JOHNSON, CSA COSTUME DESIGNER OLIVIA MORI CO-PRODUCED BY LARISSA GARCIA-BAAB

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PRODUCED BY MARTIN C. JONES SCREENPLAY BY A.J. EDWARDS DIRECTED BY STEPHEN ROBINSON

FORGING TEXAS

DAY FOR NIGHT



SPARK RIVER
ENTERTAINMENT

Texas Public
POLICY FOUNDATION

PARTNERS IN PURPOSE

Powered by Partnership

At Adisa Communications, our work has always been rooted in connection. Every project, campaign, and community milestone has been made possible through the strength of our partnerships—with clients, collaborators, and changemakers who share our vision.

We celebrate the organizations and individuals who have walked alongside us, trusted us with their missions, and helped amplify the voices of the communities we serve. Together, we've turned big ideas into lasting impact.

AECOM

Alamo Regional Mobility Authority

American Heart Association

Anderson Community Development Corporation

Arcadis Engineering

Austin Area Urban League

Austin Community College

Eastview Campus

Rio Grande Campus

Austin Housing Finance Corporation

Austin Independent School District

Austin Parks Foundation

Austin Revitalization Authority

Bartlett Cocke General Contractors

Bastrop County

Bexar County

Black Mamas ATX

BLGY Architects

Boys & Girls Clubs of Austin

Capital Area Training Foundation

Capital Metropolitan Transportation Authority

Carter Design Associates

CAS Engineers

Central Texas Regional Mobility Authority

City of Arlington Water Department

City of Austin

Austin Energy

Austin Water

Aviation - ABIA

Economic Development and Planning

Public Works

Parks and Recreation

Solid Waste

Convention Center

City Manager's Office

Health and Human Services Department

Housing & Planning

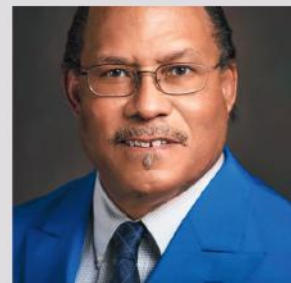
Transportation

City of Fort Worth

City Manager's Office

**Congratulations to Adisa
Communications and
Shuronda Robinson on
Three Decades of
Success and
Empowerment.
Keep the fire of justice
burning so we can all find
our way.**

**Gene Collins
Former President
Texas Coalition of Black Democrats**



PARTNERS IN PURPOSE

City of Pflugerville, Texas
City of Richmond, VA
Cook's Nook
Economic Planning & Systems - EPS
Election Systems & Software
Family Eldercare
Finding Home ATX
Freese & Nichols
Frost Bank
Fuse
Goodman Group
Great Hills Constructors
HDR Engineers
Hensel Phelps Construction Co.
HNTB
Housing Authority of City of Austin - HACA
Hayat Brown
Huston-Tillotson University
Huitt-Zollars, Inc.
JLL Partners
Joyce James Consulting
Juiceland
Katz's Deli
KidsNCommon/Ncommon Partnership
KSA Engineers
Lenovo
Limbacher Godfrey Architects

LIA Engineers
Lotus Asian Art Gallery
Medal of Honor Foundation - Dallas
McKissack & McKissack
Mueller Foundation
RS&H
Ronald McDonald House
Sheryl Cole for Austin
Six Square
(formerly Austin's African American Cultural Heritage District)
St. David's Foundation
Studio 8 Architects
Spaw Glass General Contractors
Square One
Texas Higher Education Coordinating Board
Texas Women's Healthcare Coalition
Travis County
Transportation and Natural Resources
Union Pacific
URS Engineers
Round Rock Independent School District
Wal-mart
Waterloo Greenway
(formerly Waller Creek Conservancy)
Workforce Solutions
WSP Engineering

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**CONGRATS TO TEAM ADISA ON 30 YEARS OF
PERSISTENCE AND IMPACT!**

PARTNERS IN PURPOSE

CAMPAIGNS AND POLITICS

Ann Richards for Governor, 1994
Austin Black Elected Officials Coordinator 1995-96
Austin ISD School Bond Program 1996 - 2004
Celia Israel for Travis County Commissioner
Travis County Healthcare District, 2001
Light Rail for Austin, 2001
Push Democracy Forward, 2021
Sheryl Cole for Austin City Council, 2011
Austin Trailblazers Event, Black Austin Democrats Political Action Committee, 2014
Texas Coalition of Black Democrats, 2015
Transit Now, 2018
Jeff Travillion for County Commissioner, 2020
Cheryl Elliot Thornton for Harris County Justice of the Peace 2017

PROBONO

Boys and Girls Club Austin
Black Mamas ATX
Neil Cochran House Museum
Black Austin Democrats
African American Heritage Council
Excellence in Advancement Found
Finding Home ATX
Six Square
Texas Table: A Feast for A Cause
Transit Empowerment Fund

Celebrating 30 Years of Championing Change!

Shuronda, your unwavering commitment to uplifting community voices and leading with purpose has shaped a legacy that embodies the power of women in leadership. Thank you for showing what's possible when a woman stands in her truth and leads with vision.



WITH LOVE AND GRATITUDE,

The Austin Woman Team

Congratulations

Shuronda Robinson

on 30 Years of Excellence!



What a monumental occasion!
You know you will have my
support for at least 300 more.

I love you!
The Brown Sugar Babes
love you! God loves you!
And there is nothing you can do
about it!

Xoxo,
Keiko



Law Office Of Keiko Griffin, PLLC

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