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## Tustin businesswoman wins ethics award

Hilary Kaye's public relations firm works to get nationwide press for small clients.

By ELYSSE JAMES  
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Tustin businesswoman Hilary Kaye received an ethics award from Vanguard University and the Passkeys Foundation during a ceremony at the Grove in Anaheim.

The 12th annual Ethics in America Awards earlier this month honored five people who demonstrate ethics in their daily lives.

Kaye has been working in public relations for more than 20 years. Her company, Hilary Kaye Associates Inc., has made financial contributions to nonprofit groups, including the Cystic Fibrosis Foundation, Working Wardrobes and the American Cancer Society.

She's also a founding member of the Women's Philan-

### Biography



**Name:** Hilary Kaye  
**Business:** Hilary Kaye Associates Inc., a

public relations firm.

**Family:** Husband, Layne Ballard; two daughters, Jan and Stephanie.

**Hobbies:** Scuba diving, traveling, going to the gym.

thropy Fund and the Women's Business Institute.

Kaye also walks yearly with her team, Ruby's Raiders, in the Multiple Sclerosis Walk, which raises funds for the National Multiple Sclerosis Society.

Ruby's Raiders was named in memory of her mother, who died from the disease.

**Q. How did you find out about the award?**

**A.** Someone on the commit-

tee phoned to tell me. I was very surprised. It was the person who nominated me. Also, the university contacted me. I was extremely honored. The person who nominated me is someone I know from the National Association of Women Business Owners.

**Q. How do you feel about the award?**

**A.** So many people are ethical, for me to be singled out was a huge honor. The magnitude of it was amazing to me.

**Q. What kind of clients does your business serve?**

**A.** We are known for having not-high-profile clients. We work with emerging clients. I enjoy helping a company as it makes its way. It's more challenging and more rewarding for us when we help clients get well-known and prove their business. We think all our clients have the opportunity to get high-profile exposure in the media. Sometimes, if a company is small, they don't try to get national press. We do choose our clients, but all of them are referred.

**Q. How many employees do you have?**

**A.** Eight full-time, and a few part-time employees. I really like that half the staff is Generation Y. They are younger and in tune with new media, and it's very invigorating having different ages and experience levels. I learn from them, and they learn from me. I think I've found a comfortable niche with the kinds of businesses we work with.

**Q. Were you involved with the MS Walk this year?**

**A.** Yes. My mom had MS. It's a tough illness. She passed in 2000. Ruby's Raiders was started in 1999. Every year we have a larger team. One year we were the top corporate fundraising team. Last year, we were the most inspirational team. The walk is really meaningful to me. I'm happy to have a presence there.