

## LACASA Appoints New Chief Communications Officer

**Howell, MI** - LACASA Center, a locally based nonprofit that provides help and hope for victims and survivors of child abuse, domestic violence, and sexual violence has undergone a changing of the guard in its C-suite. After serving more than 12 years as LACASA's Chief Communications Officer, Robin L. O'Grady is retiring. LACASA has appointed Brighton resident Mona M. Shand as the organization's new Chief Communications Officer.

LACASA was established in 1981 and is the only agency of its kind in Michigan—and one of just a few in the nation—that provides all services under one roof for abuse victims and their families. This reduces trauma for victims and survivors as they work to rebuild their lives. It is LACASA's belief that "safety has no price," and it provides all victim services at no charge.

"We are grateful for the many contributions Robin has made to our agency over the years," said LACASA President & CEO Bobette Schrandt. "She was instrumental in rebranding our organization back in 2012 and she has continued to refine LACASA's brand-building initiatives on local, regional and state levels."

"Fortunately, we have a wonderful successor in place and we are excited about welcoming Mona Shand to LACASA," Schrandt said. "Mona served on LACASA's Board of Directors for several years and brings a wealth of experience to the position."

Shand is the former Deputy Press Secretary for U.S. Rep. Elissa Slotkin. As an award-winning journalist and communications professional, Shand has worked in the areas of news, public relations and broadcast media as a reporter, correspondent, writer, producer, and news anchor, and was a candidate for the Michigan House of Representatives office in 2018.

A resident of Brighton since 2007, Shand serves on the board of directors of the Livingston Diversity Council. She is actively involved in the community and volunteers for a variety of organizations, including serving on the ARC Livingston Holiday Fashion Show committee and as publicity coordinator for Brighton School of Ballet's annual production of The Nutcracker.

Shand received a Bachelor's degree in French and International Studies from Northwestern University, and a Master's degree in Foreign Language Education from the Monterey Institute of International Studies. She and her husband have three children.

O'Grady steps away from LACASA after a long career in journalism, public relations, advertising, marketing, and branding. Her work has earned numerous awards. A tenacious advocate for women and children, O'Grady has served as a member of several boards including as President of the National Organization for Women-Key West Chapter. She currently sits on the board of the Association for Women in Communications-Detroit Chapter. O'Grady has a Bachelor's degree in Communications and Psychology. In 2021, O'Grady received a Rising Phoenix Award from the Intentional Living Collective in Ann Arbor for her advocacy work in social change and social justice.

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**ABOUT LACASA:** This independent nonprofit organization serves more than 5,000 abuse victims and survivors each year. LACASA was the first agency in Michigan to create a Safe Pet Place in its Crisis Shelter for victims' pets. It also was the first in the state to adopt a Court Advocacy Dog to serve as a trusted companion and source of comfort for child abuse victims when they attend legal proceedings. LACASA provides over 35 programs and services for victims, survivors, and their families. The agency

recently moved to its new forever home in Howell, a state-of-the-art facility that provides a spacious, light-filled and healing environment for victims and their families. Learn more at [lacasacenter.org](http://lacasacenter.org).