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Four Leaf Communications Forms Advisory Board of Veteran Media Leaders

Green Bay, Wis. – Four Leaf Communications, a Northeast Wisconsin-based public relations and marketing firm, has established an Advisory Board to help support the company’s growth and long-term strategic direction. The board is composed of three respected media veterans: Jim Arneson, Brad Heinkel, and Mike Smith, who bring decades of leadership experience in broadcasting, sales, and executive management.

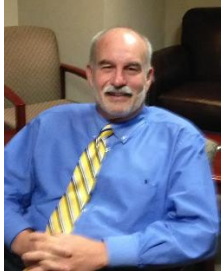
“These are individuals I trust and admire,” said John Laughrin, Founder and President of Four Leaf Communications. “They bring a mix of experience and perspective that’s hard to find, and they believe in what we’re building. I’m honored to have them in our corner as we grow.”

Jim Arneson is a seasoned broadcast sales professional with more than 40 years of experience, including 13 years as General Sales Manager at WFRV-TV in Green Bay. His career has taken him from New York City to Milwaukee and Michigan, but his heart remains in Northeast Wisconsin. “John’s newsroom leadership, energy, and ability to connect make him a rare talent,” said Arneson. “I’m proud to support the vision behind Four Leaf Communications.”

Brad Heinkel brings more than 40 years of experience in Wisconsin broadcasting, sales, and sales management. A graduate of the University of Wisconsin–La Crosse, he retired in 2024 and now serves as a Lambeau Field tour guide, reflecting his lifelong passion for the Packers and the local community. He offers seasoned insight into sales strategy and a grounded understanding of effective messaging.

Mike Smith has more than 35 years of experience across the Green Bay–Appleton media market. After beginning his career installing UHF antennas, he rose through leadership roles at WGBA-TV and WFRV-TV, ultimately serving as Vice President and General Manager of both WFRV-TV in Green Bay and WJMN-TV in Marquette, Michigan. A UW–Green Bay graduate, Smith has long been active in community organizations and brings a big-picture strategic lens to Four Leaf’s efforts.

The Advisory Board will provide insight, support, and feedback across all areas of the business, from growth planning and service strategy to community engagement, drawing on decades of real-world experience.



Jim Arneson



Brad Heinkel



Mike Smith

Founded in 2025 and named after Laughrin's daughter Clover, Four Leaf Communications helps small and mid-sized businesses across Northeast Wisconsin build their brands through public relations, marketing, and executive consulting services. For more information, visit 4leafcommunications.com.

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