



## Sunday, August 5

**Noon – 5 p.m. Registration Desk Open**

**11 a.m. – 5 p.m. Tee Time Golf Tournament**

FPRA members, friends, spouses and exhibitors are invited to join us at the Slammer & Squire. The championship course, designed by Bobby Weed with input and inspiration from both Slammin' Sammy Snead and Gene "The Squire" Sarazen, is challenging without unfairly penalizing the amateur player. Par is 72, with five sets of tees per hole to accommodate all levels of play. Lakes provide strategic challenges, while gently rolling fairways, tees and greens feature a new Florida breed of Bermuda grass that ensures delightfully unmatched playing conditions.

18 holes, \$65 per golfer

**2 – 5 p.m. Chapter Leadership Forum**

Incoming chapter leaders are invited to this pre-conference forum to get leadership tips, ask questions and learn about resources available to help you lead your chapter to a successful year! **Chapter presidents and presidents-elect are strongly encouraged to attend.** Other incoming chapter board members are welcome as well.

**3 – 4 p.m. Executive Committee Meeting**

For incoming 2012-2013 FPRA Leadership

**4 – 5 p.m. Executive Committee Meeting**

Final meeting for the outgoing 2011-2012 FPRA Leadership

**6 – 7 p.m. President's Welcome Reception**

Welcome to St. Augustine! Join President Melanie Mowry Etters, APR, CPRC, as she kicks off the 74<sup>th</sup> Annual Conference.

Cost: \$37 for non-registered guests

**7 – 9:30 p.m. Recognition and Networking**

Network with your FPRA colleagues at this special recognition event! Enjoy tastes from around the world as we recognize the contributions of members from across the state. All proceeds benefit the Florida Public Relations Education Foundation. This event is not included in the price of regular conference registration. Cost: \$45 per person and includes heavy hors d'oeuvres and refreshments.

*Those who have made donations to the FPRA Foundation of \$100 or more this year receive free admission to the event. All attendees receive a special commemorative gift.*

## Monday, August 6

**6 – 7 a.m. PR Coffee Club**

Start your day with a cup o' joe and network with your energetic colleagues in the lobby with our Coffee Club. If you would rather start your day with a walk or run, the pristine property offers lush landscaping for a scenic jog or a 24-hour fitness center for an energizing workout.

**7 a.m. – 5 p.m. Registration Desk Open**

**7 a.m. – 5 p.m. Cyber Café Open**

**7:30 – 8:30 a.m. Continental Breakfast with Exhibitors**

**7:40 – 8:25 a.m. Past Presidents' Council Meeting**

**8:30 – 8:50 a.m. Welcome & Annual Meeting**

**8:50 – 10 a.m. General Session A**

***Achieving Peak Performance***

Lou Heckler, Motivational Speaker

Lou Heckler was voted one of the favorite speakers by meeting planners as listed in *Meetings and Conventions Magazine*, July 2010. In this session, Heckler will detail five action steps that all top achievers commit to daily. Heckler, who has a new segment on public television's *Nightly Business Report*, believes ordinary people can do extraordinary things by following tried and true practices of outstanding businesspeople who have gone before them. He will share stories of these remarkable people who have crossed his path and explain how you can walk behind them and take your career and your life to a new level.

**10:15 – 11:15 a.m. Breakout 1A**

***28 Steps to Socializing Your Online Newsroom***

Steve Momorella, Owner and Founder, TEKGROUP International

More than 75 percent of people learn of their news through social media and visit a corporate website or online newsroom for more information. About 90 percent of people on social media channels use Twitter or Facebook as a primary source of news and information. Steve Momorella's presentation is a step-by-step guide on transforming the online newsroom into a social newsroom, including how to create and share compelling content and provide journalists and news consumers with the tools they need to find your latest stories. Participants will learn techniques they can implement immediately AND with results.

**10:15 – 11:15 a.m. Breakout 1B**

***What Today's Employees Want from Workplace Communications***

Ron Hess, President, Motiv8 Communications

In a nation where tweets, texts and Facebook posts have become integrated into daily life, what are the implications for how organizations communicate with employees in the workplace? This presentation will examine how organizations are addressing 'new age' communication challenges and combining old and new methods to inform, engage and motivate workers. The presentation will also examine the critical role public relations professionals can play in shaping, focusing and managing workplace information programs and integrating them with external communications strategies.

**10:15 – 11:15 a.m. Breakout 1C**

***Extreme Makeover Home Edition: The Big Reveal!***

April Schroeder, President and Creative Director, Marketing Mud

What would you do if challenged to raise **\$1 million** in seven days to build a home, recruit **thousands** of volunteers to complete the project, notify the surrounding **community** and **media**...AND maintain **total secrecy** to the future homeowner beneficiaries? This is exactly what Marketing Mud successfully accomplished while working with the popular TV show *Extreme Makeover Home Edition*. Hear an exciting PR case study on how Marketing Mud and Liquid Creative Studio created a community brand around this thrilling home build, generated social media buzz to gather volunteers and fundraise, and brought a community together to achieve this amazing feat!

**10:15 – 11:15 a.m. Counselors' Network Breakout 1**

A private, informal and interactive discussion with Lou Heckler. This session is open to Counselors' Network members only.

**11:30 a.m. – 1:30 p.m. Presidents' Luncheon**

*The luncheon features the traditional Dillin Dessert -sponsored in part by the Dick Pope/Polk County Chapter.*

Join us for a special luncheon in true FPRA style as we honor outstanding individuals and chapters, recognize newly accredited and certified members, acknowledge scholarship award winners, and bestow the coveted

Chapter President of the Year and Chapter of the Year awards!  
Cost: \$58 per person for non-registered guests.

**1:45 – 2:45 p.m.**

**Breakout 2A**

***The Difference Industry: A place for fresh thinking, growing investments and work that matters***

Ann Christiano, Frank and Betsy Karel Endowed Chair in Public Interest Communications, and a Professor at the University of Florida, Department of Public Relations.

As private and public organizations become more sophisticated about the importance of messaging that achieves behavior and other types of change, there is an increased demand for talented communicators who want to work toward these objectives. Governments, foundations and non-profits are increasing their investments in strategic communications, which is creating new employment opportunities. We'll talk about the best examples from the field, and how they rely on evolving digital platforms to achieve results.

**1:45 – 2:45 p.m.**

**Breakout 2B**

***Using Social Media to Connect with Employees***

Kathy Barbour, APR, Public Affairs Manager, Mayo Clinic, Jacksonville, Fla.

The Mayo Clinic is one of the most powerful brands in the world. For more than a century, word-of-mouth has led patients to Mayo Clinic from everywhere. Social media, the most far-reaching communications revolution since Gutenberg's printing press, has made the word-of-mouth experience even more important. Today, Mayo Clinic is expanding its reach by accelerating its adoption of social media and helping other health-related organizations get started. Hear about examples of how social media tools transform health care and learn how you can use social media to do well by doing good. Learn why social media is a key to higher productivity, not a time waster to be blocked by IT.

**1:45 – 2:45 p.m.**

**Breakout 2C**

***Crisis Diagnostics: Assessing Brand Damage. Restoring Brand Equity.***

James Gregory, Founder and CEO, CoreBrand

Every company has a brand, regardless of whether or not it is tightly managed. Brands are not one dimensional and must be assessed using several criteria. An organization's brand plays a key role in growth and serves to confirm its financial well-being. This is never more apparent than during a crisis, when a company's brand is undoubtedly threatened or damaged. The questions are "To what extent?" and "What steps are necessary to restore its well-being?"

The challenge facing C Suites – and the communications managers who advise them – is to evolve a more concrete understanding of what's at stake, with measurable indicators of how strategic responses to a crisis succeed or fail.

In this session you will be among the first to hear new findings, based on original research as recently presented in an article in the Journal of Marketing Management, which provides our profession with quantifiable research that assesses brand damage and how to restore its equity.

**3–4 p.m.**

**General Session B**

***PR is a Contact Sport***

Jim Joseph, President, Cohn & Wolfe North America

An incredible brand experience is what turns ordinary products into beloved brands. Public relations and social media are taking an increasingly important role in shaping that brand experience. Learn how PR is shaping perceptions and building loyalty for brands.

**4:05 - 4:25 p.m.**

**Book signing with Jim Joseph**

**4:15 - 5:15 p.m.**

**State Board Meeting**

Final meeting of the outgoing 2011-2012 State Board

**4:30 – 5:15 p.m.**

**Counselors' Network Breakout 2**

A private, informal and interactive discussion with Jim Joseph. This session is open to Counselors' Network members only.

**Tuesday, August 7**

**6 – 7 a.m.**

**PR Coffee Club**

Start your day with a cup o' joe and network with your energetic colleagues in the lobby with our Coffee Club. If you would rather start your day with a walk or run, the pristine property offers lush landscaping for a scenic jog or a 24-hour fitness center for an energizing workout.

**7 a.m. – 4 p.m.**

**Registration Desk Open**

**7 a.m. – 5 p.m.**

**Cyber Café Open**

**7:30 – 8:30 a.m.**

**Continental Breakfast with Exhibitors**

**8:15 – 8:20 a.m.**

**Announcements**

**8:20 – 9:30 a.m.**

**Dillin Keynote Address**

***Closing the Perception Gap***

Oscar Suris, Executive Vice President and Head of Corporate Communications, Wells Fargo & Company

Executive Vice President and Head of Corporate Communications for Wells Fargo & Company, Oscar Suris will discuss what he calls the "perception gap" and how Wells Fargo has worked to close this gap by measuring how the company viewed customers and how customers viewed Wells Fargo. The insight gained from this exercise was the basis for a change in direction for Wells Fargo, which ultimately earned the company a *Forbes* cover story titled: *Wells Fargo: The Bank that Works*. In this session, you'll learn how customer insight, patience and ongoing customer relations efforts paid off for this financial services giant and how you can utilize PR as the discipline to influence outcomes with internal and external audiences.

**9:30 – 9:45 a.m.**

**Sponsor Break**

**9:45 – 10:45 a.m.**

**Breakout 3A**

***Grassroots Public Relations: Building Support, One Blade at a Time***

Joe Hice, APR, CPRC, Vice President, Public Relations & Marketing, Moffitt Cancer Center & Research Institute

Potato, potato, potato. A sound that warms the heart of Harley fans, but a sound that almost went away until the motorcycle company mobilized grassroots support to help educate congress about motorcycle sound issues. Join Joe Hice as he discusses how the "power of one" helped save that syncopated Harley beat, loosed the reins of The Gator Nation and is bringing new vigor and focus to the Moffitt Cancer Center, one friend at a time.

**9:45 – 10:45 a.m.**

**Breakout 3B**

***APR-Your Future, Your Career, Your Opportunity***

Susan Ennis, APR, CPRC, VP Accreditation & Certification

APR is considered the mark of distinction for those who demonstrate commitment to the profession and its ethical practice. Currently, there are 5,000 public relations professionals worldwide who have earned this voluntary certification. Find out how you can join them at this session.

**9:45 – 10:45 a.m.**

**Breakout 3C**

***Advertising. Making the Fun Last***

Steve Smith, Founder and President, Markalyst Consulting Group

Twenty-five years ago, Steve Smith was tapped by a little-known car rental company wanting to launch its first consumer marketing initiative. He accepted the challenge and via effective advertising, Enterprise evolved

into one of the nation's best-known brands that, at Smith's retirement, enjoyed category dominance with more than 1 million autos in service and \$13.1 billion in annual revenue. Today, Smith is president of Markalyst Consulting Group. He will lead a fun and engaging examination of how research can help advertising teams consistently produce effective advertising, demonstrate accountability for their decisions, earn executive-level confidence...and make the fun last, forever.

**9:45 – 10:45 a.m. Counselors' Network Breakout 3**

A private, informal and interactive discussion with Oscar Suris. This session is open to Counselors' Network members only.

**11 a.m. – 12 p.m. General Session C**

***Storytelling, Media Relations, Reputation: Putting it All Together for Your Brand***

Mickey G. Nall, APR, Fellow PRSA, Managing Director, Ogilvy Public Relations Worldwide Atlanta

For nearly 30 years **Mickey G. Nall, APR, Fellow PRSA**, has been developing award-winning national and regional campaigns for clients. As a leader of the one of the world's largest communications companies, he counsels major corporations, government clients and non-profits on delivering the brand promise. In his ***Storytelling, Media Relations & Reputation: Putting it All Together for Your Brand*** session, Nall invites audience members to focus on their brand's reputation. He'll demonstrate how to create your content, become a storyteller and engage your employees as advocates to succeed on the brand promise. Nall will bring it all together in an insightful and engaging presentation demonstrating that while the brand is the promise an organization makes to its stakeholders, reputation is how you live up to that promise.

**12:15– 1:15 p.m. Lunch Time with the Tampa Bay Times**

*Sponsored by Counselors' Network (open to all attendees including students)*

***When Is It the Right TIME to Make A Name Change?***

Bruce Faulmann, Vice President of Sales and Marketing, Tampa Bay Times

Get a behind-the-scenes look at the transformation of the *St. Petersburg Times* into the *Tampa Bay Times* from Times Publishing VP of Sales & Marketing Bruce Faulmann. This luncheon session features an intriguing story behind the name change, but also delivers a classic rebranding case study...admitting that virtually every good opportunity one could imagine had all but fallen into place for Times Publishing.

**1:30 – 2:30 p.m. Breakout 4A**

***Who shows up when you show up? Presentation is Everything***

Annetta Wilson, President of Annetta Wilson Media Training & Success Coaching

How would you know if you're turning people off? The way people perceive you can mean the difference between success and failure in business and your personal life. The risk of being misunderstood puts your reputation, business, job and relationships on the line. You CAN develop the ability to appear confident, comfortable and in control in front of an audience and behind a microphone. In this interactive session, learn the secrets to managing and projecting your personal brand, YOU. People buy you before they buy what you're selling.

**1:30 – 2:30 p.m. Breakout 4B**

***Get Attention for You, Your Company and Your Events***

Shari Lynn Rothstein-Kramer, SLK Creative

While talented companies create incredible events, many don't know how to get the attention and media coverage they deserve. Learn how to use marketing and public relations strategies to get your company noticed, how to get attendees excited and through the doors, and how to get press coverage - before, during and after - your event. Learn effective methods of publicizing an event, when to get the word out, what is newsworthy, and so much more.

**1:30 p.m. – 2:30 p.m. Breakout 4C**

***Foundations for Good Measurement***

Patrick O'Donnell, Senior Project Manager, Ketchum Global Research & Analytics

Measurement should be at the core of public relations work--helping to shape programs and prove results--but it is something that for too long the industry had not standardized. That changed in 2010 when the measurement industry introduced a set of guidelines on how to measure programs called the Barcelona Principles. These guidelines include moving from outputs to outcomes and avoiding use of advertising value equivalents (AVEs). O'Donnell will discuss those principles, how to implement them and their implications for the industry.

**1:30 – 2:30 p.m. Counselors' Network Breakout 4**

A private, informal and interactive discussion with Mickey Nall, APR, Fellow PRSA. This session is open to Counselors' Network members only.

**2:30 – 2:50 p.m. Chocolate Break**

**3 – 4 p.m. Breakout Session 5A**

***Meeting the Challenge: Employee to Employer!***

Joe Curley, APR, CPRC, Senior Corporate Communications Counsel, Universal Parks & Resorts, International

Jay Rayburn, APR, CPRC, Ph.D., Fellow PRSA, Division Head, Public Relations & Advertising, Florida State University

*Becoming your own boss has risk and rewards.* This interactive session will address your curiosity, fears and dreams about taking the major step and setting up your own business. Is it the end of regular paychecks or a windfall of revenue? How will I find new clients and how can I do all the work myself? Will billing invoices and bookkeeping eat up all the professional PR time? These and many more probing questions about how set up shop and work on your own will be explored—through audience questions-- by experts who have already traveled the entrepreneurial road. In addition, you'll learn the results of a recent survey of independent public relations practitioners who reported on fees and charges, billings, how they spend their time, and other business practice issues.

**3 – 4 p.m. Breakout Session 5B**

***The F-35 Program: Leveraging the Corporate Communications-PR Agency Relationship***

Michael Rein, Director, F-35 Communications, Lockheed Martin

The F-35 Lightning II jet fighter program is the largest Department of Defense acquisition program in the history of the United States, valued at more than \$380 billion. More than 3,000 jets are being built that will be flown by the U.S. Air Force, Marine Corps and Navy, and 10 foreign nations including Australia, Canada, Denmark, Israel, Italy, Japan, Norway, The Netherlands, Turkey and the United Kingdom. Managing the public relations requirements of such a vast program involving many different national governments and cultures is challenging. This presentation will discuss how Lockheed Martin synergizes the best of corporate communications and its domestic and international PR agencies to accomplish this task.

**2:40 – 3:40 p.m. Breakout Session 5C**

***Preparing for the CPRC Exam***

Susan Ennis, APR, CPRC, VP Accreditation & Certification

Thinking about becoming a Certified Public Relations Counselor but don't know what to expect? This session will help you prepare to take the CPRC exam. Try a sample question and get an idea of what to expect.

**4 – 5 p.m. You're the Boss**

Make your own session: Meet with colleagues, check in at the office, enjoy the hotel or simply relax!

**6 – 7 p.m. Reception of the Presidents**

Join fellow conference attendees for an elegant champagne toast and reception with our association's current and former state presidents. Arrive early for pictures! Chapter group photos will be taken between 6 and 6:30 p.m.

**7 – 10 p.m.**

**Golden Image Awards: Discovering a Fountain of Gold**

Join us in our nation's oldest city, St. Augustine, and discover a fountain of gold at the 55<sup>th</sup> Annual Golden Image Awards. Founded by the nation's oldest public relations organization, FPRA, the Golden Image Awards have become a standard of public relations excellence for recognizing outstanding public relations programs in Florida.

Cost: \$130 for non-registered guests

**10 – 11 p.m.**

**Golden Image Entry Notebook Pickup**

**Wednesday, August 8**

**7:30 a.m. – noon**

**Registration Desk Open**

**7 a.m. – noon**

**Cyber Café Open**

**8 – 9:15 a.m.**

**Power Networking Breakfast**

A delicious breakfast buffet awaits all attendees for the final conference networking opportunity.  
Cost: \$47 for non-registered guests

**8:15 – 9:15 a.m.**

**Counselors' Network Business Meeting**

Breakfast provided

**9:25 – 9:30 a.m.**

**Announcements**

**9:30 – 10:30 a.m.**

**General Session D**

***Constructing the CEO Apology: What Works, What Doesn't and How to Tell the Difference***

Rhonda Barnat, Managing Director, The Abernathy MacGregor Group

Today, everything is public. When an apology is called for – we expect our leaders to speak. More than ever, the apology is a critical vehicle for an individual CEO to send a message to employees, to customers, to investors and to the general public. We'll examine several CEO apologies – those that worked and those that backfired. We'll offer several principles to help public relations professionals in turn help their CEO determine when an apology is called for and how to make an apology as meaningful and appropriate as possible.

**10:40 – 11:40 a.m.**

**Closing Session**

***Leadership is an Inside Job***

David Griffin, Attorney, David Griffin Consulting

True, impactful leadership starts on the inside of the individual and happens at the intersection of preparation and opportunity. Leaders must believe, leaders must care and leaders must lead. When you can inspire others to dream, learn, do and become, you are a leader. Effective communication, through both word and deed, is the conduit for leadership.

**11:40 a.m. – noon**

**Conference Finale**

Don't miss the drawing of two full conference registrations for the 2013 Annual Conference. You must be present to win.

## **SPEAKER BIOS**

### **General Session A - *Achieving Peak Performance***

**Lou Heckler** based in Gainesville, Fla., is a motivational humorist and business speaker with more than 40 years experience in managing, motivating and directing others. He served on the adjunct faculty at the University of Michigan's Executive Education Center for 19 years. Heckler is a Certified Speaking Professional and was inducted into the National Speakers Association's Speaker Hall of Fame in 1992. In 2010, readers of "Meetings and Conventions" Magazine named him as one of their favorite keynote speakers. He annually gives dozens of speeches for corporations, trade associations and educational institutions. In addition, a portion of Lou's business each year is coaching other professional speakers. Before starting his own business in 1980, he spent 14 years in television in a variety of on-air and management positions.

### **Breakout 1A – *28 Steps to Socializing Your Online Newsroom***

**Steve Momorella**, owner and founder, TEKGROUP International in Pompano Beach, Fla., has more than 17 years of direct internet experience ranging from programming to high-level design and consulting for numerous large corporations including IBM, AOL and Ford Motor Company. Currently, he is responsible for the sales and marketing of TEKGROUP's Online Newsroom Solution, used by well-known brands including Toyota, Starbucks, Prudential, Walgreens, Sprint and many Fortune 500 companies. Momorella is co-authoring his first book, "The Incredible Online Newsroom," with Pete Codella to be published in the spring of 2012.

### **Breakout 1B – *What Today's Employees Want from Workplace Communications***

**Ron Hess** is president of Motiv8 Communications, a full-service employee communications consulting firm based in Port Orange, Fla., near Daytona Beach. Prior to establishing his own consulting firm a decade ago, Hess managed corporate employee communications at GE and at International Paper. He is a frequent speaker and writer on employee communication topics and shares best practices through his online column, "Ideas and Trends in Employee Communications." His clients include some of the nation's best-known companies and organizations. Hess' website is at [www.motiv8comm.com](http://www.motiv8comm.com).

### **Breakout 1C – *Extreme Makeover Home Edition: The Big Reveal!***

**April Schroeder** started Marketing Mud five years ago after deciding to return to the University of Florida to complete her undergraduate advertising degree. With 10 years of graphic design and sales experience under her belt, she had the idea of beginning a small business she could manage while completing her degree. This idea for a small promotional products company, Marketing Mud, took off in the first year. Schroeder provided logo-branded promotional items and customized design materials, and her small one-person business quickly expanded to eight employees to meet the needs of her growing client base. After completing her degree in 2009, the company grew into a full-service creative agency. In January 2012, Schroeder opened a new division, Liquid Creative Studio, [www.LiquidCreativeStudio.com](http://www.LiquidCreativeStudio.com). Liquid Creative houses all agency service work: web design, digital and online marketing, graphic design, social media marketing, and advertising strategy and solutions. Liquid Creative is a leader in branding and integrating social media. Marketing Mud is now solely dedicated to the promotional product and ad-specialty industry, [www.Marketingmud.com](http://www.Marketingmud.com).

### **Breakout 2A – *The Difference Industry: A place for fresh thinking, growing investments, and work that matters***

**Ann Christiano** is the Frank and Betsy Karel Endowed Chair in Public Interest Communications and a Professor at the University of Florida, Department of Public Relations. Prior to her current position, Christiano most recently directed communications for The Robert Wood Johnson Foundation's Vulnerable Populations portfolio. This portfolio creates new opportunities for better health by investing in health where it starts and grows--in our homes, schools and jobs. The social innovations the portfolio supports work in the domains of education, housing or corrections, but always address health needs of people who are vulnerable. As part of her work, Christiano oversaw communications strategies for programs like the Greenhouse project, which is a radical reinvention of the traditional long-term care model, and CeaseFire, which uses a public health approach to reduce gun violence in America's most violent neighborhoods. Earlier in her career at the Robert Wood Johnson Foundation she developed a robust government relations program that helped foundation grantees build productive relationships with elected officials and significantly increased the foundation's profile among Washington policymakers. She has also worked with the Washington Business Group on Health.

### **Breakout 2B – Using Social Media to Connect with Employees**

**Kathy Barbour, APR**, is a public affairs manager at Mayo Clinic in Jacksonville, Fla. Her experience ranges from executive communications and strategic employee communications to media relations, crisis and issues management, and marketing. Barbour has worked with CEOs and senior management teams in enhancing culture and effective two-way communication to assist executives in improving their communication skills and in supporting organizational goals and objectives. She also is a member of the executive team for Mayo Clinic's Center for Social Media. She's on Twitter @KathyBarbour.

### **Breakout 2C - Crisis Diagnostics: Assessing Brand Damage. Restoring Brand Equity**

**James R. Gregory** is founder and CEO of CoreBrand, a global brand strategy and communications firm based in New York, with offices in Minneapolis and Los Angeles. With 30 years of experience in advertising and branding, Gregory is a leading expert on brand management and is credited with developing strategies for measuring the power of brands and their impact on a corporation's potential financial performance. Most notable of the tools that Gregory has developed is the Corporate Branding Index, a quantitative research vehicle that has continuously tracked since 1990 the reputations and financial performances of more than 1,000 publicly traded companies across 49 industries. CoreBrand uses the index to help clients recognize how their brands compare with industry peers and how communications can impact corporate reputation and financial performance, which includes stock price and revenue growth. Visit [www.corebrand.com](http://www.corebrand.com) for more information.

### **General Session B – PR is a Contact Sport**

**Jim Joseph** serves as the President of Cohn & Wolfe North America, the agency's largest region. With more than 25 years of integrated marketing, public relations and branding experience, Joseph provides strategic oversight, client service and drives new business across all offices in the U.S., Canada and Mexico. He has created seamless brand experiences for clients such as Kellogg's, Kraft, Ikea, Cadillac, Tylenol, Johnson & Johnson, Clean & Clear, American Express and WalMart. Known for his expertise in brand and integrated marketing, Joseph's first book - *The Experience Effect* - delivered a critically acclaimed, straightforward volume of marketing advice that showed big business how to build the ultimate brand experience. Now, in his soon-to-be-released second book, he takes that big brand theory and applies it to the backbone of the American economy, small business, in *The Experience Effect for Small Business*.

### **Dillin Keynote Address – Closing the Perception Gap**

**Oscar Suris** is the head of corporate communications and an executive vice president of Wells Fargo & Company in San Francisco. Suris joined Wells Fargo from Ford Motor Company where he served most recently as director of corporate communications and development. Most recently at Ford, Suris was strategic communications lead for Executive Chairman Bill Ford and the automaker's philanthropic arm, Ford Motor Company Fund and Community Services. He previously led Ford's global corporate news and North American product communications teams. Prior to Ford, he was director of corporate communications at AutoNation Inc., America's largest automotive retailer, and was a staff writer for five years at *The Wall Street Journal*.

### **Breakout 3A – Grassroots Public Relations: Building Support, One Blade at a Time**

**Joseph S. Hice, Jr., APR, CPRC, M.A., MBA**, is vice president of public relations & marketing at the Moffitt Cancer Center in Tampa. Moffitt is the third largest cancer center in the nation and is the only Florida-based member of the National Cancer Institute's Comprehensive Cancer Centers. He is responsible for public relations, marketing, advertising and employee communications activities at Moffitt. He also directs the institution's news bureau, conference planning and institutional advocacy efforts. He is currently leading Moffitt through the introduction of a new branding theme, "Closer to our patients. Closer to a cure." Hice joined Moffitt from North Carolina State University in Raleigh, N.C. where he was chief communications officer and associate vice chancellor. Prior to NC State, Hice was associate vice president of University Relations at the University of Florida where he led the development of The Gator Nation campaign. Before joining UF, he had a long career with some of the nations most respected and well-known recreational product brands including Harley-Davidson, Segway, Sea-Doo Watercraft and others.

### **Breakout 3B - APR-Your Future, Your Career, Your Opportunity**

**Susan Ennis, APR, CPRC**, president and founder of EnSpire Communication Consultants in Orlando, is Accredited in Public Relations and a Certified Public Relations Counselor. She has more than 20 years of experience in corporate communications and business development and is actively involved in the Florida

Public Relations Association as this year's vice-president of accreditation and certification.

### **Breakout 3C – Advertising. Making the Fun Last**

Operating as Markalyst in Daytona Beach, Fla., **Steve Smith** is an enterprise growth advisor. Prior to Markalyst, he worked at Enterprise Holdings Inc. where, as vice president and chief marketing officer, Smith was responsible for marketing strategies and tactics for the company's brands throughout the Americas and Europe. During his decades at Enterprise Holdings, Smith provided the company with the innovative thinking and leadership that took Enterprise Rent-A-Car, the company's crown jewel, from a little-known brand to one of the most recognized in North America and Europe.

**General Session C – Storytelling, Media Relations, Reputation; Putting it All Together for Your Brand Mickey Nall, APR, Fellow PRSA** is managing director of Ogilvy Public Relations Worldwide and is a member of Ogilvy PR's global management committee. He has developed communications programs for United Way of America; U.S. Centers for Disease Control & Prevention (CDC); Coca-Cola; and General Electric. Mickey has a master's degree in Journalism and Communications from the University of Florida. He was FPRA President in 1989 and is the 2013 Chairman & CEO of the Public Relations Society of America (PRSA). Mickey and his wife Janice live in Atlanta, GA.

### **Breakout Session 4A – Who shows up when you show up? Presentation Is Everything**

After a 30-year career in television news, **Annetta Wilson** now helps people 'put their best foot forward, not in their mouths.' She is president of Annetta Wilson Media Training & Success Coaching located in the Orlando, Fla. area. Wilson is a business strategist specializing in presentation skills training, communication skills coaching and media training for executives, entrepreneurs and subject-matter experts. She also coaches individuals on personal and work-related communication issues. A Certified Mastery Coach and Certified Trainer, she has coached on-air journalists at CNN, coached for Walt Disney World's Ambassador Program, trained executives at AAA, Tupperware Brands and others, and trained physicians at Orlando Health. An award-winning journalist, Wilson worked in the broadcast industry as a television news anchor, reporter, producer, talk show host and writer. She holds the distinction of being the first African-American weekday evening news anchor in Central Florida. Her work placed her in the top 20 on the "Golden 50," a list of broadcasters whose work made a significant impact in Central Florida (Source: RogerSimmons.com).

### **Breakout Session 4B – Get Attention for You, Your Company and Your Events**

For 25 years, **Shari Lynn Rothstein-Kramer** has been on staff and/or freelancing for various magazines in Manhattan, N.Y., and throughout Florida. After serving as editorial director of BIZBASH Florida, an event industry magazine and website, she opened SLK Creative, a North Miami Beach-based PR, marketing, branding and imaging agency that specializes in the special events and hospitality industries. She not only does intensive media outreach for multiple companies that create special events, but also creates and manages their brands and personal images – in real life and online. Shari travels nationwide giving seminars on public relations, marketing, branding, special events, relationship building, how to write award winning award submissions, social media and much more.

### **Breakout Session 4C – Foundations for Good Measurement**

**Patrick O'Donnell** is a Senior Project Manager with the Ketchum Global Research & Analytics (KGRA) working in the Chicago office. He has been with Ketchum since 2006, where he started in at the company headquarters in New York. Patrick has extensive experience in both primary and secondary research. He has specialized in survey writing, including corporate reputation measurement, campaign analysis and surveys for publicity. He has assisted clients and account teams with online and traditional media measurement, crisis monitoring, goal-setting and program measurement. He has strong interest in social media measurement. Specific project work ranges from helping Dow Chemical measure its reputation across the world among influencer groups to analyzing media coverage for Nokia that has been used to develop key messaging. Surveys that Patrick has written and analyzed have helped clients such as ConAgra Foods, Walgreens and Adecco receive coverage in top-tier media outlets. He has recently assisted clients such as Wrigley and Cadence Health standardizing an approach an approach to research and measurement.

### **Breakout Session 5A – Meeting the Challenge: Employee to Employer!**

**Joseph J. Curley, APR, CPRC** has practiced public relations in Florida for more than 35 years and is now semi-retired. He was the co-founder and president of one of Florida's largest PR firms, Curley & Pynn Public Relations Management in Orlando, which he sold in 2004. Currently a public relations and marketing

consultant at his own firm Stingray Solutions Inc., Curley is retained by Universal Studios Parks & Resorts as senior corporate communications counsel, international marketing & PR. He is directly involved in theme park projects in Singapore, Dubai and South Korea. He recently served for six years on the Communications and Public Relations Advisory Board for the University of Florida, which he co-chaired for two years. He is a past national president of the Public Relations Society of America Foundation, and a past state president of the Florida Public Relations Association. In 1993, 2005 and 2009 he was honored with FPRA's highest statewide awards for outstanding professional leadership. He is a graduate of the Executive Management Program at Rollins College Graduate School of Business. In 2009, Curley was one of two alumni inducted into the Evergreen Park Community (Chicago) High School Hall of Fame.

**Jay Rayburn, APR, CPRC, Ph.D., Fellow PRSA**, is an associate professor and head of the public relations and advertising division in the School of Communication at Florida State University. He has served as a member of the editorial boards of *Communications Research*, *Journal of Broadcasting and Electronic Media* and *Journalism Monographs*, and on editorial review panels for Random House, Wadsworth Publishing and Gilford Publishing. He has counseled a wide range of clients about research, strategic planning, crisis management and other related communications activities. Rayburn is a past state president of the Florida Public Relations Association, a former chairman of the North American Public Relations Council, the Founding Chairman of FPRA's Counselors' Network, the current immediate past co-chair of the Universal Accreditation Board and an active member of the Public Relations Society of America. In 1996, FPRA named him the recipient of the John W. Dillin Award--the association's highest honor signifying lifelong service to both the association and the profession. In 2006 he received the FPRA Past President's Award for continued service to the association. Rayburn earned his Ph.D. at Florida State University in 1977.

#### **Breakout Session 5B – *The F-35 Program: Leveraging the Corporate Communications – PR Agency Relationship***

**Michael J. “Mike” Rein** serves as director, F-35 Program Communications for Lockheed Martin Aeronautics, located in Fort Worth, Texas. In this position since March 2011, he leads a staff of eight and is responsible for all communications activities associated with Lockheed Martin's F-35 Joint Strike Fighter Program. The U.S. Air Force, Navy and Marine Corps, along with nine international partners, have combined efforts to produce a low-cost, technologically advanced jet fighter – the F-35 Lightning II. The multi-role, supersonic F-35 meets the requirements of all services with enhanced lethality and survivability, and reduced vulnerability. Prior to joining Lockheed Martin, Rein held the position of communications and customer relations manager for United Launch Alliance, a Lockheed Martin – Boeing Company joint venture, at Cape Canaveral Air Force Station, Fla.

#### **Breakout - *Preparing for the CPRC Exam***

**Susan Ennis, APR, CPRC**, president and founder of EnSpire Communication Consultants in Orlando, Fla., is Accredited in Public Relations and a Certified Public Relations Counselor. She has more than 20 years of experience in corporate communications and business development and is actively involved in the Florida Public Relations Association as this year's vice-president of accreditation and certification.

#### **General Session D - *Constructing the CEO Apology: What Works, What Doesn't, and How to Tell the Difference***

**Rhonda Barnat** is a managing director with The Abernathy MacGregor Group in New York. She is one of the country's leading crisis counselors, providing strategic advice to senior management in highly complex and sensitive crises. She is often called upon at defining moments in a company's or institution's history. Barnat, along with other firm members, appears on the short-list of selected crisis counselors pre-approved by major insurance companies for major crises of all kinds. Her clients cover the full spectrum of industries, including financial services, healthcare and manufacturing, as well as not-for-profit organizations and other institutions. She has published articles in numerous publications, including *The New York Times*, *The Washington Post*, and *The Detroit Free Press*.

#### **Closing Session – *Leadership is an Inside Job***

**David Griffin** is a licensed attorney and has operated his own consulting firm in Tallahassee, Fla., since 2003. Prior to starting David Griffin Consulting, he held positions in athletic, public and private enterprises. In 1999 Griffin was appointed Secretary of the Florida Lottery by Gov. Jeb Bush and led the operation, management and revenue performance of the agency. During his tenure, the lottery achieved four

consecutive years of record-setting profits and the lottery's operating budget was reduced by 8.5 percent to \$126.5 million while revenues increased by 20 percent, from \$2 billion to \$2.8 billion. Griffin's other positions include assistant executive director of the Ohio Lottery Commission, labor relations manager for Bailey Controls Company and MRI marketing manager for King's Medical. He also played one season of professional basketball in France.