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Thanks also to our lunch session co-sponsor, Rochester Area Marketing Association (RAMA)

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Committee

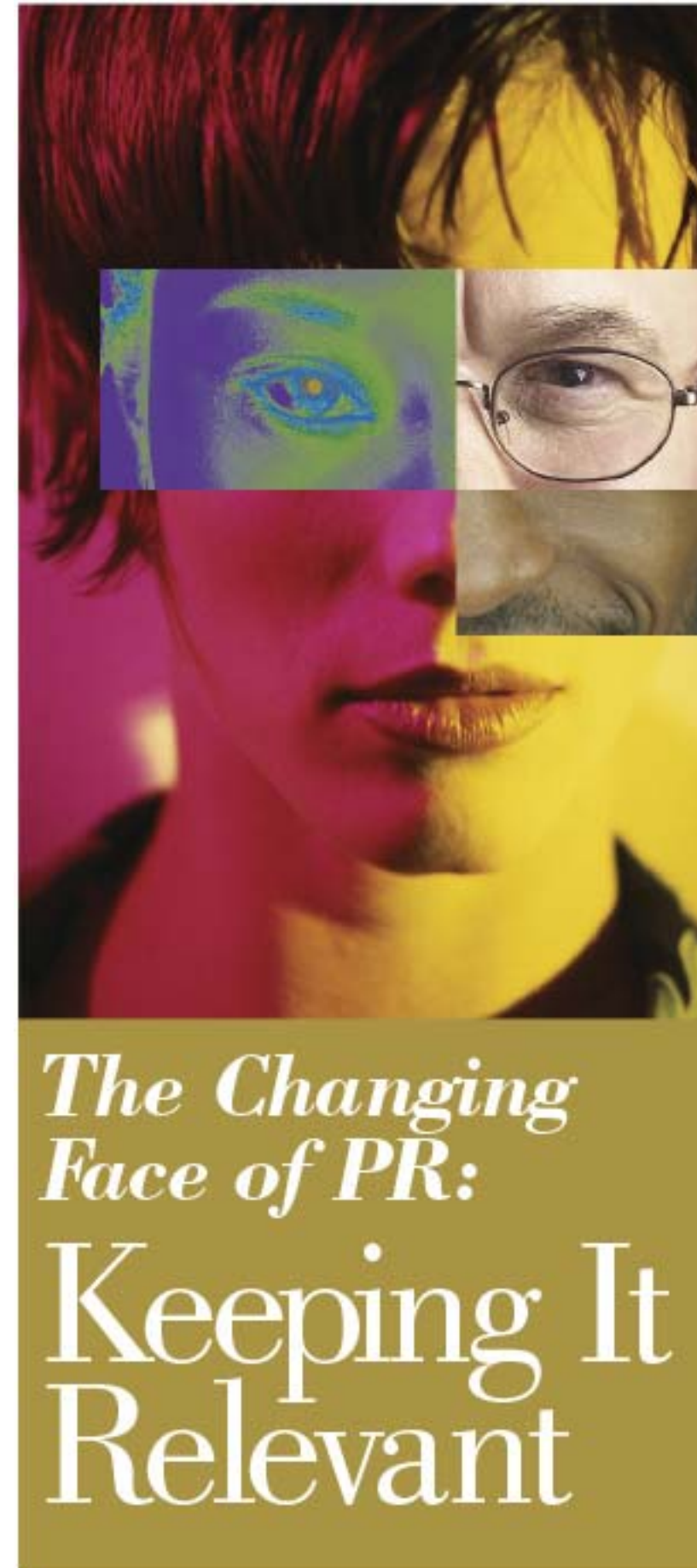
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- Kevin Kane, APR, Excellus BlueCross BlueShield (conference co-chair)
- Michelle Cometa, Rochester Institute of Technology
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- Kim McMahon, American Cancer Society
- Cynthia McVey, APR, Cindy Lee Associates
- Liz Novak, Monroe County Bar Association - (2007 President, PRSA Rochester Chapter)
- Karen Olson, APR, SUNY Brockport
- Mary Jo Popovici, Monroe Community College
- Bethany Ryan, Text 100 Public Relations
- Craig Troskosky, APR, Text 100 Public Relations
- Christopher K. Veronda, APR, Eastman Kodak Company
- Jessica Ward, Text 100 Public Relations

Ex-officio Members

- Theresa Danylak
- Kurt Hazlett
- Heather Johnson
- Aimee Lewis
- Katharine McMahon
- Malia Moore
- Leigh Woisard
- Jennifer Young
- Steven Zenofsky

Today's presentations will be available soon at:

<http://www.prsarochester.org/conference.html>



PRSA
Public
Relations
Society of
America

**2007
Northeast
District
Conference**

**October 4, 2007
RIT Inn & Conference Center
Rochester, NY**

Conference Agenda

7:45 – 8:30 **Registration & Networking Breakfast**

8:30 – 8:45 **Welcome & Introduction, Henrietta Ballroom**

- Erin Humphrey, vice president, Text 100 Public Relations, conference co-chair
- Kevin Kane, APR, Excellus BlueCross BlueShield, conference co-chair
- Anthony D'Angelo, APR, treasurer, PRSA, and director, Global Marketing Communications, Carrier Corporation Transcold Division

8:45 – 9:30 **Morning Keynote: Dr. Joe Trahan III, APR, Fellow, PRSA and president/CEO, Trahan & Associates**
Joint Information Center Operations & Media Relations – Are You Ready for Alligators, Snakes, Crawfish and Network Cameramen?



Description: September 11, Katrina and Virginia Tech are all recent terrible tragedies for our country and all needed strong joint information centers (JIC) to cut through the rumors, lies and fears to deliver the truth to all of their publics. During this session, Doc Joe Trahan will educate attendees on the techniques necessary to operate a JIC during a crisis situation. These include how to develop a JIC plan, the three Cs (control, competence, concern) of crisis communications and media relations, dealing with administrative, logistical aspects of media response including the Red-White-Blue media response system. Trahan will also discuss media analysis and monitoring, the four parts of a successful news conference and the layout and design of a successful JIC. And finally – Trahan will focus on how to get your “top dog” to bark.

9:30 – 9:45 **Break**

9:45 – 10:30 **Breakout Sessions**

Session 1A, Cayuga

Moving Up, Moving On or Staying Put: Strategies For Mid-to-Senior PR Professionals in a Non-linear Career

- Ted Chaloner, president, Chaloner Associates National Executive Search Firm: Communications

Session 1B, Mohawk

Making the Most of your PR Structure and Function

- Gail Winslow-Pine, APR, director, Marketing & Corporate Communications, Catholic Medical Center, Manchester, NH

Session 1C, Oneida

A Winning Culture for a Global Marketplace

- Essie Calhoun, chief diversity officer and director of Community Affairs, vice president, Eastman Kodak Company

Session 1D, Onondaga

You're Hired! Now What? First PR Jobs: The Good, the Bad and the Wish I Had Known!

- **Moderator:** Karen S. Olson, APR, assistant professor, Communication Department, State University of New York College at Brockport
- **Panel Members:**
 - Matthew J. Clark, communications specialist, U.S. Citizenship & Immigration Services, Department of Homeland Security
 - Colleen Kiser, manager of communications & public relations, VisitRochester
 - Jessica Ward, account executive, Text 100 Public Relations

Session 1E, Seneca

Jumping Into the Blogging World: Do's and Don'ts

- Becky Dziedzic, manager, corporate public relations, Xerox
- Tom Hoehn, director, Marketing and Customer Experience, Kodak.com
- Paul McGee, media relations director, American Cancer Society

10:30 – 11:00 **Break**

11:00 – 11:45 **Breakout Sessions**

Session 2A, Cayuga

The Latest in Video PR Tactics: What to Use, When (Smart Press Releases, Key Words; Press Kits; VNRs; B-Roll)

- George DeTorres, national account manager, MultiVu, a PR Newswire Company

Session 2B, Mohawk

Making Small, High-Tech Companies Look BIG: How Emerging Companies Can Successfully Advance Their Business Objectives Through Integrated Marketing Communications

- Will Smith, marketing communications manager, Performance Technologies

Session 2C, Oneida

Using Anvil Criteria to Improve Your Everyday Work

- Mike McDougall, APR, director, Corporate Communications, Bausch & Lomb, Inc.
- Christopher K. Veronda, APR, manager, Communications Initiatives, Corporate Communications, Eastman Kodak Company

Session 2D, Onondaga

For the New PR professional: How to Land a Great First Job

- Ted Chaloner, president, Chaloner Associates National Executive Search Firm: Communications

Session 2E, Seneca

Reach the Fastest Growing Consumer Segment in America: the Hispanic Market

- Eduardo Crespo, CEO, Hispanic Market Solutions

Conference Agenda

12:00 – 1:30 **Lunch Keynote: Aedhmar Hynes, CEO, Text 100 Public Relations**

Henrietta Ballroom

I Have Enough Trouble With My First Life!

How to build your brand across the next generation of the social media landscape



Description: Much is being written today about how technology is changing the way we communicate. While this is true, there needs to be less focus on technology and more on how the world as a whole is changing. During this session, Hynes will discuss how it's a societal change, not a technology evolution, which is profoundly impacting communications. Recently, the public's sources for information have multiplied - primarily fueled by technology. However, as communications professionals, we need to recognize that individuals now trust less in what they hear and read and are more empowered to make their voices heard immediately. This fundamental shift in trust and power is changing the focus of communications, requiring companies to engender trust with their key audiences. Hynes will discuss how this is one of the best times for the communications industry: a new start and a chance to change industry perceptions.

1:45 – 2:30 **Breakout Sessions**

Session 3A, Cayuga

Journalist Roundtable: Can You Tell Your Mom About Your Media Relations?

- **Moderator:** Tom Proietti, professor of communication at Monroe Community and St. John Fisher colleges
- **Panel Members:**
 - Neill Borowski, managing editor, *Democrat and Chronicle*
 - Maureen McGuire, news anchor, News Channel 8, WROC-TV
 - Paul Stella, University News Service, RIT

Session 3B, Mohawk

Solid Research Results on a Small Budget

- Dr. Jeffrey Gutenber, president, BRX Global Research and associate professor, SUNY Geneseo

Session 3C, Oneida

PR Ethics for Students and Recent Graduates

- **Moderator:** Ginni Jurkowski, instructor of communication, SUNY Geneseo
- **Panel Members:**
 - Deb Silverman, Ph.D., APR, assistant professor, Public Communication, Buffalo State College
 - Dr. Jonathan Slater, associate professor, Communications, SUNY Plattsburgh

Session 3D, Onondaga

PR for Web 2.0 – Blogs, RSS Feeds, Wikis, Widgets and More

- Susan Getgood, principal, GetGood Strategic Marketing, Inc.
- Chip Griffin, CEO, CustomScoop
- Aaron Uhrmacher, peer media consultant, Text 100 Public Relations

Session 3E, Seneca

Jumping Into the Blogging World: Do's and Don'ts

- Becky Dziedzic, manager, corporate public relations, Xerox
- Tom Hoehn, director, Marketing and Customer Experience, Kodak.com
- Paul McGee, media relations director, American Cancer Society

2:30 – 3:00 **Break**

Student and Recent Graduate Track: Higher Education Faculty Mixer, Henrietta Ballroom

Opportunity for students and recent graduates to ask questions and network with PR professionals

3:00 – 3:45 **Breakout Sessions**

Session 4A, Cayuga

Crisis Communications Planning, Tactics and Execution

- **Moderator:** Kevin Kane, APR, corporate communications manager, Excellus BlueCross BlueShield
- **Panel Members:**
 - Lynette Loomis, APR, president, Your Best Life Coaching, LLC
 - Kim McMahon, senior director, media relations, American Cancer Society
 - John Turner, director of public relations, Highland Hospital

Session 4B, Mohawk

Silver Anvil Winner Case Study - Beyond the Box: How Xerox is Moving from Hardware Vendor to Trusted Advisor

- Carl Langsenkamp, director, Worldwide Strategic Public Relations, Xerox Corporation
- Erin Humphrey, vice president, Text 100 Public Relations

Session 4C, Oneida

Jump-Starting Organizational Change Through Communications Strategy

- Anthony D'Angelo, APR, director, Global Marketing Communications, Carrier Corporation Transcold Division

Session 4D, Onondaga

PR for Web 2.0 – Blogs, RSS feeds, Wikis, Widgets and More

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