



72nd FPRA Annual Conference

Naples Grande Beach Resort

August 8–11, 2010





Rapid communications advances, audiences demanding immediate responses and CEOs needing sharper counsel have brought the public relations industry to the threshold of enormous change. Expect to be enlightened, surprised and inspired during FPRA's 72nd Annual Conference that will shine a spotlight on The Big Picture: Bringing PR Leadership and Strategy into Focus!

Today's thought leaders will share ideas and trends such as embracing the new PR and social communications for business, reinventing the PR role, becoming more valuable in the eyes of your organization's decision makers, learning how to become the most trusted and essential team member to your CEO, avoiding legal pitfalls and wisely using technology to market your group and protect internal data, and tips for making sure that your personal choices positively influence your professional success, to name only a few.



Sunday – August 8

Noon – 5:00 p.m — Registration Desk Open

**11:00 a.m. - 5:00 p.m. Tee Time Start 11:30 a.m.
Golf Clinic & Outing**

FPRA members, friends, spouses, and exhibitors are invited to join us at the Naples Grande Golf Club. This Rees Jones designed course features 18 picturesque holes of golf along an emerald stretch of meticulously maintained fairways. With varied elevations and unique water features, this award winning course requires the kind of strategy and finesse of play that will bring golfers back time after time.
Sponsored in part by EWGA (Executive Women's Golf Association)

**2:00 p.m. – 5:00 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.

Registration for this session is free. Please register separately for this pre-conference event by contacting our VP of Chapter Services, Kristen Knapp at kknapp@fhca.org or (850) 224-3907.

**3:00 p.m. – 4:00 p.m.
Executive Committee Meeting**

For incoming 2010-2011 FPRA Leadership

**4:00 p.m. – 5:30 p.m.
Executive Committee Meeting**

Final meeting for the outgoing 2009-2010 FPRA Leadership

**5:00 p.m.
Calling all "Tweeps"**

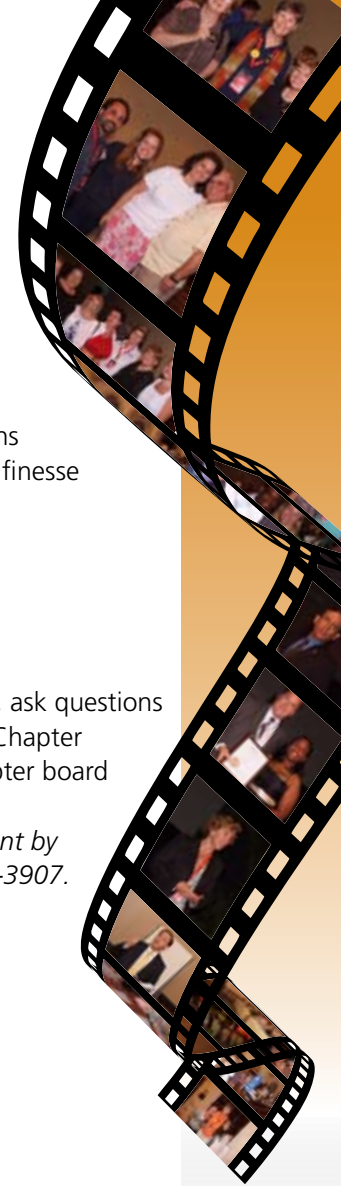
This year, FPRA conference attendees can get their "Tweet-Up" on with industry leader, author and keynote speaker: Deirdre Breakenridge. Deirdre (known in the Twitterverse as @dbreakenridge) is responsible for co-founding #PRStudChat – a monthly Twitter chat between public relations professionals and students.

The chat has exploded in popularity since it first launched in August 2009. Each month, more and more PR pros and pros-to-be join to discuss topics such as: what to include in a PR portfolio; how to build beneficial client/agency relationships; what new graduates should expect from future employers; how to maximize internship opportunities; the role of social media in PR; etc.

FPRA's #PRStudChat-inspired Tweet-Up is scheduled for Sunday, Aug. 8, at 5 p.m., directly before the President's Welcome Reception. All professionals and students are encouraged to attend. This is an excellent opportunity for new connections and mentorships to form offline with Deirdre and other PR practitioners.

Stay tuned for more exciting news about the Tweet-Up as the conference approaches! Feel free to email any questions to FPRA Capital Chapter member, Lauren Novo, at lauren.novo@gmail.com.

Sponsored in part by the Central West Coast Chapter



6:00 p.m. – 7:00 p.m.
President's Welcome Reception

Welcome to Naples! Join President Sheridan Becht, APR, CPRC as he welcomes attendees to the 72nd Annual Conference.

Cost: \$35 for non-registered guests
Sponsored by Volusia/Flagler Chapter



7:00 p.m. – 9:30 p.m.
Prime networking at the Sunset Social!

Kick off FPRA's annual conference by celebrating the decade of decadence and going "Big 80s Style." Dust off your parachute pants and make plans to attend this networking event for food, entertainment, fabulous prizes and bidding for great deals at the silent auction!

Optional Event. Cost: \$40 per person, includes heavy appetizers and beverages.
Sponsored by the Southwest Florida Chapter

Monday – August 9



6:00 a.m. – 7:00 a.m.
Cardio Networking

Start your day with a walk or run on the beautiful Naples beach with your energetic colleagues.

7:00 a.m. – 5:00 p.m. — Registration Desk Open

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

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

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

8:50 a.m. – 10:00 a.m.

General Session A – Key Note Speaker

"The Changing Role of the PR Professional: A PR R(e)volution"

Deirdre Breakenridge

Major changes are occurring in the media landscape with newspapers shifting content online, magazines ceasing operations, editorial positions being eliminated and journalists finding new career avenues, even becoming public relations professionals. PR professionals are faced with reinventing their own roles, as they shift from media facilitators and handlers to PR champions and influencers, as a result of PR 2.0 and social media communications. Suddenly, PR professionals are taking on new responsibilities within their organizations, which are not only exciting but also challenging at the same time. How does the PR industry change and grow and continue to raise its reputation? PR professionals must embrace and practice new PR and social communications for business. Find out how in this informative presentation!

Sponsored in part by the Capital Chapter

10:00 a.m. – 10:15 a.m.— Sponsor Break & Booksigning

Book signing with Deirdre Breakenridge. Speaker books made available by Vanessa from Books, Books, Books!



10:15 a.m. – 11:15 a.m.

Breakout 1A

"Strategic Communication Planning . . . and Thinking"

Peter Hollister, APR, CPRC

A more strategic approach to communication is the answer for practitioners who find themselves in a reactive mode, unable to plan, unable to set priorities and unable to say "no" to unwarranted demands on their professional time. Time-tested strategic planning and strategic thinking techniques will help you become more of a strategist, better prepared to offer solutions and counsel and more valuable to your organization's decision making. You will return to your office prepared to be more proactive and effective in your position with dozens of ideas and practical solutions.



10:15 a.m. – 11:15 a.m.

Breakout 1B

"What Your Boss REALLY Wants ..."

Debbie Mason, APR, CPRC, Strategists, Inc.

Bosses do have a list of wants and needs, but often assume that public relations pros are in tune with even their unspoken thoughts. Since most of us lack clairvoyant skills, we can all benefit from knowing what is on the minds of CEOs. This session reviews specific feedback from leading corporate and nonprofit CEOs, including all the little things public relations pros do in our jobs, for which they are so grateful...as well as all those things we do (or don't do) that make them crazy! Learn how to become the most trusted and essential team member to your CEO by learning what they want and need.



10:15 a.m. – 11:15 a.m.

Breakout 1C

"Non Profit PR: Converting Your Board Members to PR Ambassadors"

Cheryl Stock, C. Stock & Associates, Inc.

How do you take non-profit board members and turn them into PR ambassadors so they help promote your mission, market your organization, recruit volunteers or raise funds? Sound impossible? Nope. Come to this session and you will understand the roles and responsibilities of board members, core principles of leadership, and you will also learn about the MAPS® method of engaging and motivating your board to really get them "on board." Want practical ideas you can use right away? We'll do that too. This is an energizing, eye-opening, power packed session good for anyone who works with or for a Board of Directors.



10:15 a.m. – 11:15 a.m.

Counselors' Network Breakout 1

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



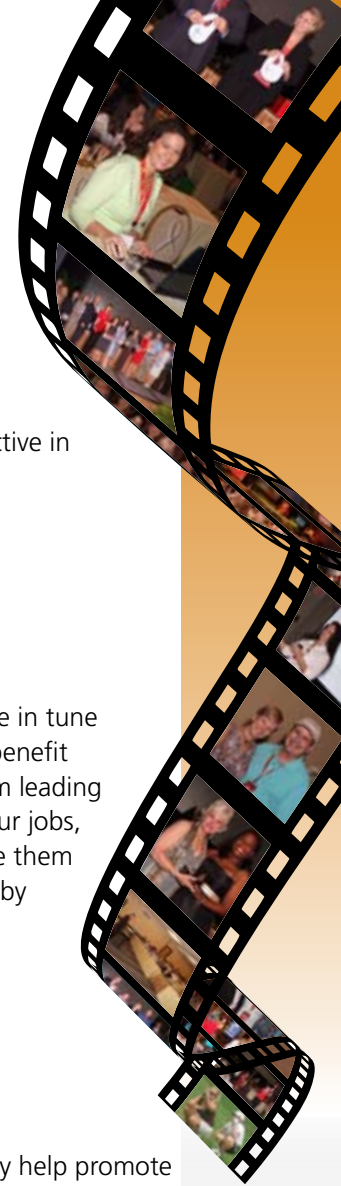
11:20 a.m. – 1:10 p.m.

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, present scholarships to winners, and present the coveted Chapter of the Year and Chapter President of the Year awards!

Cost: \$56 per person for non-registered guests

Sponsored in part by the Nature Coast & Northwest Coast Chapters





1:20 p.m. – 2:20 p.m.
Breakout 2A
“Preparing for the CPRC Exam”
Jeff Nall, APR, CPRC

Thinking about becoming a Certified Public Relations Practitioner? If so, you won't want to miss this session! Questions like: "Are the written questions taken from PR textbooks?" And, "Is the test structured as essay, multiple choice, or both?" "What's required for the oral portion of the exam?" These questions and more will be answered in this interactive session that will review various aspects of the CPRC exam and how to prepare for it!



1:20 p.m. – 2:20 p.m.
Breakout 2B
“Polishing Your Professional Brand”
Molly Kellogg

You've helped your clients and employer shine up their image and helped them present the very best to the world, but are you doing the same for yourself professionally? Learn how to make sure the business community is seeing the very best version of you! From your wardrobe choices and networking skills to your dining etiquette and ability to carry on a conversation - it all conveys something about you. Polishing Your Professional Brand will give you tips on how you can make sure your personal choices positively influence your professional success.



1:20 p.m. – 2:20 p.m.
Breakout 2C
“Social Media in the Trenches and Across the Globe”
Josh Hallett - Voce Communications

In social media there are 'those that talk' and 'those that do'. Josh Hallett and Voce Communications are 'those that do'. Voce currently manages social media programs for brands such as PlayStation, Yahoo, eBay, Logitech, Disney Parks and NetApp just to name a few. In Josh's session we'll get past the 'talk' and start 'doing' - strategy sets the stage, but it's execution that really matters. Josh will review the day-to-day operations of several successful social media programs as well as the focus on measurement and ROI that make up the work. He'll also cover how social media programs have become global efforts and the coordination involved with managing multiple regions and languages.



1:20 p.m. – 2:20 p.m.
Breakout 2D
“Building the Publix GreenWise Market Brand”
Shannon Patten, Media and Community Relations Manager, Publix Supermarkets

Before going green was on the top of people's minds, Publix Super Markets began building the Publix GreenWise Market brand. From just a handful of recycled paper products to several thriving Publix GreenWise Market stores, Publix has taken the concept of organic, all-natural and earth-friendly products and created the iconic brand we know today. This session will cover why the brand was established, how it's proven successful with Publix's loyal customer base and what the future holds.



2:30 p.m. – 3:30 p.m.
General Session B
“Public Affairs Plans for NASA's Last Space Shuttle Launch”
Lisa Malone, APR, CPRC, NASA

Are you go for the final Space Shuttle launch? NASA Public Affairs is counting down to the last flight after a successful 30 years of launching from Kennedy Space Center on the Space Coast. You will learn about plans to create immersive media experiences, capture the history and tell the story of NASA's future. Lisa Malone, APR, CPRC, Director of Kennedy Space Center Public Affairs, has held key roles through much of the Space Shuttle program and offers unique insights and perspectives.



3:40 p.m. – 4:40 p.m.
Breakout 3A
“Case Study: Rethinking Digital — Trends in the Digital World”
Rami Jabaji, SoBe Lifewater Brand Team

What is the best way to leverage Twitter? How about the iPad? How can I reach people on their mobile devices? What is Foursquare? Critical unlocks in the digital space have provided a plethora of opportunity for businesses and brands to reach consumers in unique and engaging ways. Many companies fail in leveraging these emerging technologies either from a lack of action or a lack of knowledge. Learn about the latest trends and gain some insight into how successful companies are rethinking digital.



3:40 p.m. – 4:40 p.m.
Breakout 3B
“How PR Pros Avoid Legal Woes - Ten Fatal Assumptions Made in Intellectual Property and Technology Law”
Douglas Cherry, J.D.

In these tough economic times, it is more important now than ever to protect unique, intangible assets your organization possesses. Marketing techniques & advertising campaigns; branding; client information; social media; and marketing materials all involve intellectual property issues. Learn how to pinpoint your organization's intellectual properties and how to protect them, avoid legal pitfalls and wisely use technology to market your group and protect internal data.

3:40 p.m. – 4:40 p.m.
Breakout 3C
“Top 3 Financial Reports and C-Suite Jargon”
Stacey Accardi, CPA

Going from a good to great PR practitioner means that you must be able see and understand your company's "big picture". Helping to bring this picture into "focus" is your organization's financial well-being. In this session learn how to read your company's top three financial reports and learn the C-Suite jargon that will not only ensure that your communications efforts are supporting your company's bottom line, but also position you as a valuable team leader in your organization.



3:40 p.m. – 4:40 p.m.
Counselors' Network Breakout 2

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

4:50 p.m. – 5:20 p.m.
State Board Meeting
 Final meeting of the outgoing 2009-2010 State Board.



5:30 p.m. – 6:30 p.m.
Networking Power & Martini Hour
 Network with conference attendees and meet up for dinner afterwards on your own!



Tuesday, August 10



6:00 a.m. – 7:00 a.m. Cardio Networking

Start your day with a walk or run on the beautiful Naples beach with your energetic colleagues.

7:00 a.m. – 4:00 p.m. — Registration Desk Open

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

8:15 – 8:20 a.m. — Announcements



8:20 a.m. – 9:30 a.m.

Dillin Keynote Address

“One Ford: The story behind telling the Ford Story”

Jennifer Flake, Director, Corporate Communications, Ford Motor Co.

In late 2008, the global recession started fueling widespread crises among businesses worldwide, including the automotive industry. Ford Motor Company faced steep challenges just as public perception of automakers plummeted. Hear what and how the Ford team strategically communicated through this historic period, shifting perceptions through:

- A laser-like focus on the company’s communications plan
- Aligned messaging
- Expanding communications channels – including social media
- Unlocking the power of consumer advocates – and more.

Key insights also will be shared about Ford’s plans for maintaining momentum as one of the world’s best and most recognized brands.

9:30 a.m. – 9:45 a.m. — Sponsor Break



9:45 a.m. – 10:45 a.m.

Breakout 4A

“Being an Effective Editor”

Ken O’Quinn

When people talk about writing problems in the PR world, they often mention clarity, conciseness, and grammar. But the root of writing problems is often the relationship between editor and writer. In this session, PR managers will learn how to criticize without alienating, how to build confidence, how to improve your own editing skills, and how to share control of the material so that the writer does most of the work and you do less rewriting.

This session is perfect for those PR practitioners that manage a staff of one or more. Build on what you learn in this session by attending our persuasive writing session in breakout 5A.



9:45 a.m. – 10:45 a.m.

Breakout 4B

“Crisis Communications in a Social Media World”

Jenny Dervin, Director Corporate Communications, JetBlue Airways

With social media taking the place of traditional media in breaking news and spreading information, how do communicators change their crisis plans? Jenny Dervin, director of Corporate Communications for JetBlue Airways, will discuss tips and techniques to monitor, respond, react and influence social media that also benefits more traditional media coverage and internal communications.



9:45 a.m. – 10:45 a.m.

Breakout 4C

“Effective Corporate Social Responsibility and Sustainability Reporting”

Dr. Mary Ann Ferguson, Ph.D Communications, University of Florida

For more than 40 years Dr. Ferguson has been conducting research on effective CSR and its effects on reputations. In this session, Dr. Ferguson presents the results of research on how corporations with excellent reputations for CSR and sustainability effectively report on their CSR programs. Examples from award winning companies will be described and discussed.



9:45 a.m. – 10:45 a.m.

Counselors’ Network Breakout 3

A private, informal, and interactive discussion with Jennifer Flake. This session is open to Counselors’ Network members only.

10:55 a.m. – 12:00 p.m.



General Session C

“Developing a Strategic Mindset: How to Become a Trusted Strategic Advisor”

Jim Lukaszewski, ABC, APR, Fellow PRSA, CCEP

This powerful interactive presentation will teach all levels of communicators techniques and processes to increase the personal impact they have within their organization, and how to become trusted strategic advisors. Getting to the table, being a trusted strategic advisor, and getting the boss to listen are personal and professional goals sought by most public relations practitioners, managers and leaders. Through powerful stories, dynamic examples, and Jim’s enthusiastic presentation style, participants will learn how to get the boss’ attention, focus on what matters, understand what bosses expect of advisors, as well as understanding strategy, gaining a management perspective, giving advice powerfully, on the spot; and what it means to have a strategic mindset. Lukaszewski says, “If you pay attention and engage in the presentation, I can help you change your professional life.”



12:10 p.m. – 1:10 p.m.

Roundtable Sessions with Counselors’ Network

Share your professional challenges, solutions and strategies for success with your colleagues in one of 12 interactive roundtable discussions on specific topics or industry segments. Topics facilitated by senior practitioners. Lunch provided.



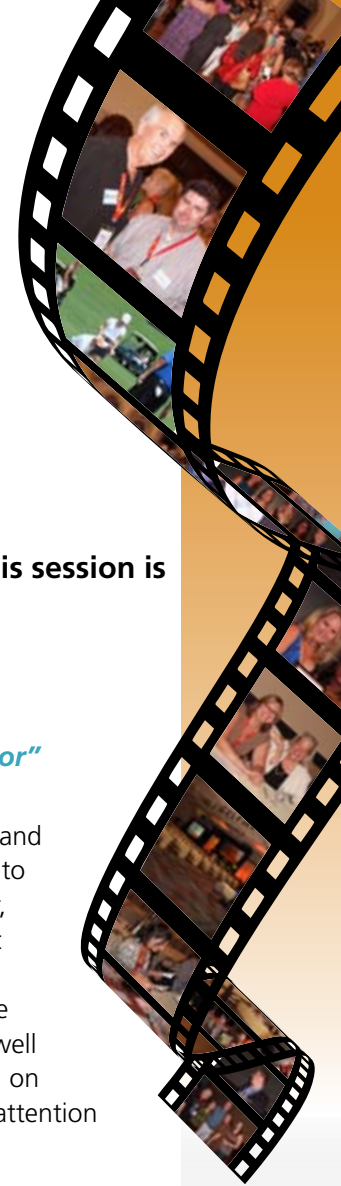
1:20 p.m. – 2:20 p.m.

Breakout 5A

“Persuasion and Public Relations Writing: Principles and Applications”

Spiro K. Kiouisis, Ph. D., APR Associate Professor/Chair, Department of Public Relations, University of Florida

Take a strategic approach for crafting persuasive public relations messages. Learn the principles of effective persuasion based on existing theory and research, then take a tactical approach for implementing those principles in a variety of writing applications.





1:20 p.m. – 2:20 p.m.

Breakout 5B

“Case Study: Yes on Amendment 4 for Conservation Campaign”

Erica Villaneuva, Senior Account Executive, Ron Sachs Communications

With only a month to go until Election Day and an electorate distracted by an historic presidential election, Ron Sachs Communications used limited resources to launch an Internet-based campaign to highlight Amendment 4’s conservation message. Erica Villaneuva will share insights into how the Ron Sachs’ team designed and implemented a simple, strategic, funny and memorable campaign that educated and motivated Floridians to approve the statewide amendment. The novel campaign, featuring talking animals, helped to vault voter support from 37 percent to 68 percent on Election Day.



1:20 p.m. – 2:20 p.m.

Breakout 5C

“APR Review and Study Session”

Jeff Nall, APR, CPRC

Taking that next, all-important step in your professional development should be somewhere on your “radar screen.” Join our Vice President of Accreditation as he unveils the mystery behind becoming accredited and helps you prepare for what may be a defining moment in your career development.



1:20 p.m. – 2:20 p.m.

Counselors’ Network Breakout 4

A private, informal, and interactive discussion with Jim Lukaszewski, ABC, APR, Fellow PRSA, CCEP. This session is open to Counselors’ Network members only.



2:20 p.m. – 2:40 p.m.

Chocolate Break

Sponsored in part by the Space Coast Chapter



2:40 p.m. – 3:40 p.m.

Breakout Session 6A

“Pull the Plug on Social Media?”

Stacey Smith, APR, Fellow PRSA, Senior Counsel, Jackson Jackson & Wagner

Current wisdom says “success” is connecting electronically with stakeholders. But is this just an excuse for not doing the hard work of building personal relationships based on trust? What role should social media play if any? What can it do? How do we educate those who insist social media is the only tool necessary and eliminate budget for the real goal -- behavior. Let’s explore our body of theoretical knowledge to justify (or not) the role and benefits of using social media so that we have a thoughtful strategy for its use.



2:40 p.m. – 3:40 p.m.

Breakout Session 6B

“Government PR: Public Information”

Sandra Chance, JD., Executive Director, Brechner Center for Freedom of Information, University of Florida

This former public relations professional turned media lawyer will discuss the hot legal issues of the day, including the First Amendment, Florida’s public records and sunshine laws, privacy, defamation and copyright. Learn some of the legal do’s and don’ts, particularly when you’re using social media, and how to advise your clients about the opportunities and challenges of Facebook, Twitter, and blogs.



2:40 p.m. – 3:40 p.m.

Breakout Session 6C

“Agency PR: Counseling the Counselor”

Jay Rayburn, APR, CPRC & Peter Hollister, APR, CPRC

Just as a body of knowledge exists for public relations, so is the case for the practice of consulting. Many communicators, both within organizations and those who belong to independent firms, find it difficult to get management’s attention and to be received and respected as effective counsel. This seminar covers skills for the consultant, types of consultants and consulting, roles consultants play, the five phases of consulting and dealing with resistance.



3:40 p.m. - 4:45 p.m.

You’re the Boss

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

6:00 p.m. – 7:00 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.

Sponsored in part by the Gainesville Chapter

7:00 p.m. – 10:00 p.m.

Golden Image Awards

Diving for Gold

Join us for dinner in the beautiful Royal Palm Ballroom, followed by the most prestigious and notable awards presentation of the year! Help celebrate the outstanding achievements of public relations professionals from throughout Florida at our Annual Golden Image Awards banquet.

Cost: \$130 for non-registered guests

Sponsored in part by the Ocala and Tampa Bay Chapters

10:00 p.m. – 11:00 p.m. Golden Image Entry Notebook Pickup



Wednesday, August 11

7:00 a.m. – Noon — Registration Desk Open

8:00 a.m. – 9:15 a.m.

Power Networking Breakfast

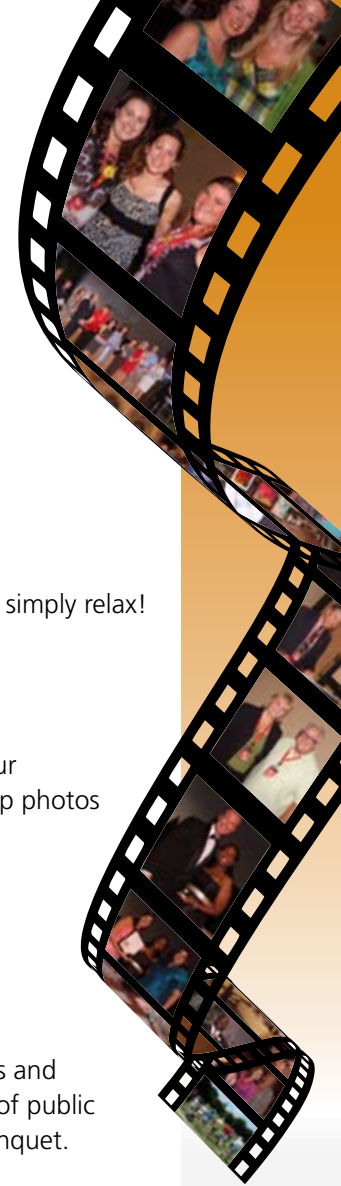
A delicious breakfast buffet awaits all attendees for the final conference networking opportunity.

Cost: \$45 for non-registered guests

Sponsored in part by the Treasure Coast Chapter

8:15 a.m. – 9:15 a.m. — Counselors’ Network Business Meeting

9:25 a.m. – 9:30 a.m. — Announcements





9:30 a.m. – 10:35 a.m.

General Session D

“100 Days in ‘The Wolfpack Nation’”

Joe Hice, APR, CPRC, Chief Communications Officer, NC State University

The first 100 days in the top communications job can make or break an executive’s career. Far too many talented people fail during this crucial period. Our own Joe Hice, APR, CPRC and architect of The Gator Nation campaign at the University of Florida, recently completed his first 100 days in a new job as Chief Communications Officer at NC State University in Raleigh. During that time, Joe learned a little about the complexities and challenges of making the switch. In his presentation Joe will talk about his experiences in North Carolina and discuss the “golden rules” for the first 100 days in a senior public relations job.



10:35 a.m. – 11:35 a.m.

Closing Session

“Big Ideas, Creativity and Innovation”

Tom Laughon, Catch Your Limit Consulting

Talk to any business leader today and sooner or later the words “innovation” and “creativity” will come up. But for many, these terms are simply buzzwords. Few truly know how to foster creativity and innovation in their workplace. And fewer actually do it. We will share powerful techniques that you can take back to your organization to help you capture the imagination of your colleagues, grow and nurture creativity to its full potential and recognize its powerful payback.

11:30 a.m. – 11:45 a.m.

Conference Finale

Don’t miss the drawing of two full conference registrations for the 2011 Annual Conference. You must be present to win.

12:00 p.m.

Hotel check out

Conference Attire

Conference attire is professional business. Please note that the average temperature in the hotel is 72 degrees. To ensure comfort, attendees may want to have a sweater or jacket available.

President’s Welcome Reception

Recommended Dress: Resort Casual

Presidents’ Luncheon

Recommended Dress: Business Attire

Sunset Social

Recommended Dress: Resort Casual or 80s themed attire.

Golden Image Awards Banquet

Recommended Dress: Formal Wear, Black-tie Optional

Power Networking Breakfast

Recommended Dress: Business Attire

Golf Outing

Recommended Dress: Golf Attire

Special Needs Request

If you are disabled and need assistance or special accommodations, please let us know by indicating your needs below:

Special Diet Request

Vegetarian meals only available if requested in advance.

Vegetarian diet requested for all food functions.

Emergency Contact Information

Should we need to contact someone for you in case of an emergency, please indicate below who you would like us to contact and how best to reach that person.

Name _____

Phone _____

Breakout Sessions

To plan for proper seating arrangements, please indicate your preference of breakout sessions. This does not commit you to attend these sessions.

Monday	1A	1B	1C	CN1	2A	2B	2C	2D
Tuesday	3A	3B	3C	CN2	4A	4B	4C	CN3
	5A	5B	5C	CN4	6A	6B	6C	



Registration

Name _____ Credentials _____

Title _____ Company _____

Address _____ City, State, Zip _____

Telephone _____ E-mail _____

Type of Business _____ Chapter _____

Fees

Full Conference includes all general sessions, choice of breakout sessions, and all food functions (Sunset Social excluded). Single Day registration includes general sessions, choice of breakout sessions and food functions for that day only (Sunset Social and Golden Image Awards [GIA] Banquet excluded). Refunds will not be made for food functions not attended. Full refunds, less \$75 handling charge, will be made with written cancellation prior to July 18, 2010. No refunds will be made for any reason after July 18, 2010.

MEMBER RATES

	BEFORE JULY 19	AFTER JULY 19
Full Conference	<input type="checkbox"/> \$595	<input type="checkbox"/> \$675
Additional Registrants (each)*	\$555 #: _____	\$635 #: _____
Single Day	\$300 <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <small>(Does not include GIA Banquet)</small>	\$350 <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <small>(Does not include GIA Banquet)</small>
Full-time Students**	<input type="checkbox"/> \$125	<input type="checkbox"/> \$150

NON-MEMBER RATES

	BEFORE JULY 19	AFTER JULY 19
Full Conference***	<input type="checkbox"/> \$780	<input type="checkbox"/> \$825
Single Day	\$325 <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <small>(Does not include GIA Banquet)</small>	\$375 <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <small>(Does not include GIA Banquet)</small>

*Each additional full conference member registration must be from the same company. **Student registration does not include any food functions. Student ID required. ***\$150 of non-member registration will apply toward membership dues for qualified professionals who apply by November 1, 2009.

If you are not a member of FPRA, please indicate which organization you are a member of:

- Association for Accounting Marketing
 Gold Coast PR Council
 PRACC
 PRSA
 Social Media Club of South Florida
 Other _____

Special Functions (reservations required)

- Indicate Number of Non-registered guests attending Indicate Number of Registered and Non-registered guests attending
- President's Welcome Reception (\$35 pp) _____
 Golf Outing (18-holes \$65 pp) _____
 Presidents' Luncheon (\$56 pp) _____
 Golf Outing (9-holes \$32 pp) _____
 Golden Image Awards Banquet (\$130 pp) _____
 Sunset Social (includes food & beverage) (\$40 pp) _____
 Power Networking Breakfast (\$45 pp) _____

Payment

VISA MC AMEX Discover (circle one) Call for my information Check enclosed for \$ _____

Card Number _____ Exp Date _____ / _____ Security Code _____

Name on Card _____ Billing Address _____ Zip _____

Visit www.fpra.org for room rates and reservations OR call 1-800-247-9810 (mention FPRA). Deadline for room reservations at the FPRA rate is July 9, 2009. Fax your registration form to: (941) 906-1556 or Mail to: FPRA, 40 Sarasota Center Blvd. Ste. 107, Sarasota, FL 34240



Hosting this year's conference is The Naples Grande Beach Resort, perfectly perched directly on the beautiful white sand beaches of the Gulf of Mexico in alluring Naples, Florida.

This year's flexible schedule allows plenty of time to enjoy the host hotel's many outstanding amenities and also provides enough time for some much needed rest and relaxation along the pristine beaches of the Gulf of Mexico. Attendees can take in some of the Naples area attractions and discover the world class shopping venue of downtown Naples.





40 Sarasota Center Blvd., Suite 107, Sarasota, FL 34240
phone: (941) 365-2135 | fax: (941) 906-1556

Conference Sponsors

