



Presents

Keeping Pace in a World Gone Wired



CN Mid-Year Meeting

March 18 - 20, 2010

at the

THE RENAISSANCE
RESORT AT WORLD GOLF
VILLAGE

DEADLINE TO RESERVE ROOM

MARCH 1, 2010

Registration is \$325 for Members

For membership information see last page.

Host Property Room Rate - \$109 Per Night

CN Mid-Year Meeting Program

*Presented by the Counselors Network of the
Florida Public Relations Association*

March 18-20, 2010

St. Augustine, Florida

New technology, new media, new audiences, new challenges. As public relations practitioners we must keep up with what's new, but as trusted counselors we must not lose sight of what's important. That's why this year's FPRA Counselors' Network (CN) Mid-Year Meeting will offer attendees professional development that balances speed with strategy.

CN attendees can expect invigorating discussion and candid debate as we discuss strategies for today's economic environment and seek to find balance in the wild, wild, wired world.



THE RENAISSANCE RESORT
AT WORLD GOLF VILLAGE



CN Mid-Year Meeting Host Property
The Renaissance Resort At World Golf Village
St. Augustine, Florida

Book Your Room & Get Directions

[Click Here](#) to reserve your room.

Room rates start at \$109 per night

[Directions](#) to The Renaissance Resort

*This year's CN Mid-Year Meeting
will take place at
The Renaissance Resort
at World Golf Village
in St. Augustine, Florida.*

*Arrive early or stay late and enjoy one of two
challenging golf courses, nearby shopping and
tours of the nation's oldest city.*

*To ensure you can take advantage of this
excellent group rate,
book your hotel room by
March 1, 2010.*

THURSDAY, MARCH 18

6:00 P.M. - 7:00 P.M.

Welcome Reception - Tour & Wine Tasting

CN Attendees may bring a guest for an additional \$20.00.

Join your colleagues for a special, private tour at [San Sebastian Winery](#). Our tour will begin at 6 P.M. Attendees will be treated to a unique wine tasting experience and will learn the five "S's" of wine tasting.



*San Sebastian
Wine Tour
is included with
the registration fee.*



7:30 P.M. Group Dinner at the Columbia Restaurant

Located in the heart of the historic district of St. George Street, the [Columbia Restaurant](#) will be the meeting place for CN attendees to gather for dinner. ***This networking opportunity is not included in the registration fee.***

This award-winning restaurant offers a wide-range of Spanish Cuisine ranging in price from \$8.95 to \$25.00. Arrangements have been made for our group to sit together. The Columbia Restaurant is within walking distance from San Sebastian Winery.



FRIDAY, MARCH 19

8:30 A.M. Continental Breakfast

9:00 A.M. - 12:00 P.M.

To Tweet or Not to Tweet: The Legal Implications of Social Media

Timothy Conner, Partner
Jennifer Mansfield, Partner
Holland & Knight, LLP

Many organizations – both public and private – have embraced Social Media as a communications tool. While often effective, this immediate and spontaneous flow of information can create unintended legal and ethical consequences.

This interactive session will help us understand some of the potential pitfalls of the emerging technology so that we can provide more educated counsel to clients and senior leadership, regardless of the industry. Topics will include keys to drafting effective social network and blogging policies, appropriate monitoring of employee use of social networks, tips to minimize litigation risks, and a discussion of social media crisis communications.



Timothy J. Conner is a trial lawyer who practices in the area of general civil litigation, with a focus on admiralty and maritime law, media and communications, health care, ERISA, commercial litigation, insurance, product liability, and personal injury, including claims of toxic and occupation exposure, and local government contraction and bid protest.

With respect to media and communications law, Tim has represented print, broadcast, and online media clients regarding defamation and libel, prepublication review, access to court proceedings, Public Records Act, Freedom of Information Act, and intellectual property issues. He has presented and written about a variety of media and communications law issues, including social media and ethics, and frequently writes about new legal developments.

Prior to joining Holland & Knight, Tim was a partner with Gabel & Hair. Tim served as a law Clerk to The Honorable Judge John H. Moore II, U.S. District Court, Middle District of Florida, Jacksonville Division from 1988-1990.

Tim Received a Bachelor of Arts degree with distinction from the University of Kentucky, and graduated from the University of Kentucky College of Law.



Jennifer A. Mansfield practices in the area of commercial litigation, with extensive experience in construction litigation, media law, and ERISA litigation. Jennifer's media law practice includes representing newspapers and television stations in defense of defamation claims and for access to public records under the Freedom of Information Act and Florida's public records laws.

Jennifer also has experience in both federal and state courts with product liability defense, insurance coverage disputes, antitrust, enforcement of patent rights, and commercial disputes, at the trial court and appellate levels.

Prior to her law career, Ms. Mansfield served for three years as a Peace Corps volunteer in Paraguay teaching business skills to the management of a farmers' cooperative.

Jennifer is active in numerous professional and community organizations, including Jacksonville Women Lawyers Association, the Federal Bar Association, the American Bar Association and its Forum on Communications Law, and The Florida Bar, Media & Communications Law Committee. Jennifer was named one of the 2008 "40 Under 40" by the Jacksonville Business Journal and is a two-time H&K Pro Bono Champ. She received a Bachelor of Arts degree in Economics from Northwestern University and graduated magna cum laude from the University of Miami School of Law.

FRIDAY, MARCH 19

12:30 P.M. - 1:30 P.M. Lunch

1:00 P.M. - 4:15 P.M.

Break

***Keeping Employees Focused
During Tough Economic Times***

Robin Schell, APR, Fellow PRSA, Senior Counsel & Partner
Stacey Smith, APR, Fellow PRSA, Senior Counsel & Partner
Jackson Jackson & Wagner

During times of economic anxiety, it may be hard enough to keep yourself focused, much less your employees. Here's what every seasoned practitioner must know to help his or her organization thrive in good times and bad. Examine examples of how to build and implement programs that insulate or motivate an employee base.

Explore employee communication, relations-building and involvement theories and techniques. Discuss the impact senior leadership has on the overall psyche and how to help them overcome their frustration with fight/flight syndromes.



Robin Schell is senior counsel at Jackson Jackson & Wagner and has been with the firm since 1986. She has over 20 years of public relations consulting experience and specializes in strategic planning, effective internal and external communication, development of constituency relations programs and opinion leader identification

programs. She also serves as a Research Director of Dudley Research, the firm's research subsidiary.

Robin is a frequent speaker and workshop facilitator for clients, professional associations, civic groups and service organizations on a variety of topics. She has also completed a breadth of valuable work for corporations in the utilities, healthcare and other industries. A resident of Amesbury, MA, Robin graduated from the University of New Hampshire with a Bachelor of Arts degree in English.

4:30 P.M. - 5:30 P.M.

***Round Table Discussion:
Balancing Speed with Strategy***

CN Agency Executives will lead a group discussion on practical and tactical tips for balancing both speed and strategy. Sharing trials, tribulations and successes, attendees will learn how their professional peers are providing "PR on Demand" for their clients and organizations using today's social media tools, online tactics and the 24/7 news cycle.

6:15 P.M. Meet in Lobby of Hotel to Walk to Restaurant

6:30 P.M. Group Dinner at Murray Brothers Caddy Shack Restaurant at World Golf Village

"Eat, Drink, and be Murray" at this fun networking event at [Murray Brothers' Caddy Shack](#) located in the Renaissance Resort Village. A private dining room has been arranged for our CN attendees. During this Murray experience, CN attendees will enjoy great tasting American food, with a Chicago flare, and be entertained with a special Caddy Shack Trivia game - prizes included of course.

Dinner is included with registration.



Since joining the firm in 1981, Stacey Smith has helped clients with her counseling expertise in crisis planning and problem solving, facilitation and training, developing public relations and marketing plans, and organizational dynamics and development. Stacey has particular expertise in research, specifically,

problem analysis and methodology design. She has also worked with a number of clients on the issues and strategies surrounding organizational development.

Stacey graduated from the University of Tennessee with a B.S. in Communication and received an M.S. in Management, specializing in Organization Behavior from Antioch New England Graduate School. She has also served as an instructor in public relations at New England College and at Antioch New England Graduate School.

SATURDAY, MARCH 20

8:30 A.M. - 9:15 A.M.

CN Mid-Year Business Meeting Breakfast

A full plated breakfast will be served while attendees conduct business. This brief business meeting will be led by CN Chair Tricia Ridgway-Kapustka, APR, CPRC.

9:15 A.M. - Noon

***Positioning for Success:
Leveraging Our Experience and
Embracing New Realities***

Jack Levine, Founder
4Generations Institute

Every organization, business or community agency faces the challenge of providing quality service for their customers/constituents to achieve goals. Recognizing where we fit within a competitive marketplace requires an analysis of audience, an assessment of assets, a definition of direction and the development of plans for action. This strategy and skills session will provide a map for planning future successes, both personal and professional.



Jack Levine, founder of 4Generations Institute, is a communications and public policy consultant. He previously served as President of Voices for Florida's Children for 25-years. Jack's expertise is in developing and delivering messages to the media, public officials, and a diverse network of advocates on the value of preventive investments in children, parent leadership, grandparent activism, and dignified services for elders.

Through public speaking, seminar and workshop leadership, and an array of community advocacy events, Jack shares information, provides inspiration, and leverages advocate enthusiasm in the direction of public policy action.

Jack serves as Partnership Director for GRAND Magazine, a national publication reaching out to the some 77-million Baby Boomers in their active and energetic grandparenting years.

ADDITIONAL OPPURTUNITY

12:30 P.M. - 3:00 P.M.

Certified Public Relations Counselor Oral Exam***CPRC Oral Exam Offered
at the CN- Mid Year Meeting***

Certified CN members are invited to hear presentations by CPRC candidates. CPRC's who would like to proctor these oral exams should contact Jeff Nall, VP Accreditation & Certification.

CPRC oral exams, usually lasting 20 to 30 minutes, are designed to evaluate the knowledge, skills and abilities that cannot be evaluated in a written exam. The goal is to "sell" an idea or a course of action, rather than demonstrate extemporaneous speaking skills. Candidates are encouraged to present a project or program that they already have presented to a client or management.

For more information on CPRC, Visit:

http://www.fpra.org/Professional_Development/CPRC.aspx. As

a limited number of presentations can be heard, please

book in advance with Jeff Nall, APR, CPRC at

jnall@coawfla.org at 850-432-1475 ext.130 by March 5.

Registration for the CN Mid-Year Meeting is not required.

Jack holds a Master's degree in Child Development and Family Studies from Purdue University, and a degree in English Literature from Hunter College, City University of New York.

Jack served on the charter board of Voices for America's Children, teaches political science at Florida State University and advises the University of Florida's College of Law. Jack was a founding member of the Florida Commission on Responsible Fatherhood.

A graduate of Leadership Florida, Jack was the first recipient of Leadership Florida's *Distinguished Alumnus Award*. He has been honored with the *Florida Juvenile Judges' Media Award*, the *Voice for Children Award* from the Children's Home Society of Florida, and was named *Floridian of the Year* by [The Orlando Sentinel](#).

REGISTRATION

Counselors' Network Mid-Year Meeting

March 18 - 20, 2010

- CN MEMBERS - \$325 Full Registration for Members
- \$375 Full Registration & One Year CN Membership for Eligible Non-members or Renewing CN Members
- I'd like to Present to Satisfy the Oral Component of My CPRC Exam



COUNSELORS' NETWORK MID-YEAR MEETING REGISTRATION FORM

Included with this professional development registration package are the wine tasting and tour reception on Thursday night; breakfast, lunch and dinner on Friday; and a full breakfast on Saturday morning.

Name: _____ Credentials: _____

Title/Company: _____

Address: _____

Phone: _____ Fax: _____ E-mail: _____

\$ _____ Total Enclosed

Using a credit card to charge registration? Visa MasterCard AmEx Discover

Exact Name on Card: _____

Card Number: _____ Expiration: _____ Security #: _____

Mail your registration form to:

FPRA 40 Sarasota Center Blvd., Ste. 107

Sarasota FL 34240

or fax to: (941) 906-1556

or e-mail: state@fpra.org

Membership in the Counselors' Network is open to any Universally Accredited member in good standing of the Florida Public Relations Association who has ten years public relations experience and is actively engaged in providing counseling service, either as a full-time principal, officer, partner or employee of a public relations firm, corporation, organization or agency.

In addition, an applicant must have been a professional counselor for a period of at least three years. Each member of the Counselors' Network must re-verify his or her eligibility when renewing annual membership. Membership ceases when the eligibility requirements are not satisfied.

The CPRC credential is required for membership in CN. CN current members, or new members joining prior to November 1, 2009, that have not yet earned the CPRC credential may remain CN members in good standing, but must acquire the CPRC credential by November 1, 2011, to maintain CN membership for the 2012 CN membership year or beyond.