



Counselors' Network Winter Symposium

January 25 – 27, 2012

[Tampa Marriott Waterside Hotel & Marina](#)

Connect with your senior-level PR peers and discuss a variety of issues facing the profession with some of our industry's leading practitioners!

This year's CN Winter Symposium attendees will engage in in-depth discussions led by nationally recognized PR veterans who have "been there, done that." Presentations and discussions will focus on "big picture" trends and how today's environment is affecting the role of public relations.

Our professional development program will start on Thursday, Jan. 26 and will kick-off with a Welcome Reception on Wednesday, Jan. 25 at 6 p.m. at the Tampa Marriot Waterside Hotel & Marina. A special lodging rate has been secured for FPRA members at the Tampa Marriot for \$189 a night. To book your room today, [click here](#). Deadline to make your reservation is Monday, Jan. 9. The cost of registration includes all meals except Wednesday night's dinner and Friday's lunch. Program adjourns at noon on Friday, Jan. 27.

In addition to a prestigious line-up of speakers, CN attendees will gather for a group dinner on Thursday, Jan. 26 at [Taverna Opa](#). Walking distance from the Tampa Marriott Waterside, CN attendees will enjoy an evening of fun, entertainment, and authentic Greek cuisine!

REGISTRATION FORM: Registration forms can be mailed, faxed or emailed. Mailing address is 40 Sarasota Center Blvd., Ste. 107, Sarasota, FL 34240. Fax: (941) 906-1556 | Email: state@fpra.org

CN Members - \$425 Full Registration for Members

Name: _____ Credentials: _____

Title/Company: _____

Address: _____

Phone: _____ Fax: _____ Email: _____

\$ _____ Total Enclosed *(Registration includes Thursday's breakfast, lunch and dinner and Friday's breakfast.)*

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

Name as it appears on card: _____ Card #: _____

Expiration Date: _____ Security #: _____ (3 numbers on back of card | Amex 4 numbers on front of card)

Thursday, January 26

Our featured speakers for Thursday, Jan. 26 include Managing Director of MSL Washington Neil Dhillon, Times Publishing Company Sales & Marketing VP Bruce Faulmann, and Vice President, Marketing & Communications with the Tampa Bay Partnership Betty S. Carlin, APR. Dhillon will lead CN attendees in a discussion that focuses on the role of PR in public affairs and how important it is ... no matter how large or small your organization is ... that PR professionals monitor what goes on in Washington, and how to “play the game.”

Following lunch, Faulmann will address the “why” and “how” behind the name change from St. Pete Times to Tampa Bay Times and how the name change relates to the GOP Convention, which will be broadcast from the now newly named Tampa Bay Times Forum.

Complimenting Faulmann’s talk will be Betty S. Carlin with the Tampa Bay Partnership who will share plans to capitalize on this “once-in-a-lifetime branding opportunity.” A past officer of PRSA’s Tampa Bay Chapter, Carlin is a veteran of the Tampa Bay Partnership’s highly successful efforts to capitalize on mega-events from Super Bowls to World Series ... and now the equivalent of a 5-Day Super Bowl ... the Republican National Convention. The Tampa Bay Partnership is the regional economic development organization responsible for marketing the region nationally and internationally, conducting regional research and coordinating efforts to influence business and government issues that impact economic growth and development.



Neil Dhillon, Managing Director, MSL Washington DC

Neil Dhillon joined as managing director of MSL Washington, D.C. He leads the firm’s national public affairs practice. Dhillon is responsible for the office’s client and new business development, talent recruitment, managing key client relationships, and working closely with the agency’s public affairs experts around the world to develop best practices for the agency’s public affairs offering.

Dhillon has 25 years of experience providing strategic communications and public affairs counsel in Washington, D.C. Prior to joining MSLGROUP, he was managing director of Ruder Finn’s D.C. office. There, he built a successful practice and, on behalf of clients, interacted daily with Congress and The White House to assist on policy issues affecting their businesses and industries. He also served for six years as director of public affairs for Hill & Knowlton where he led an award-winning public affairs practice. In government, he served as deputy assistant secretary of government affairs for President William Jefferson Clinton at the U.S. Department of Transportation, and was chief of staff to Congressman Bob Matsui (D-California), where he managed his tax, trade, and health care agenda in the powerful House Ways & Means Committee.



Bruce Faulmann, Vice President of Sales & Marketing, Time Publishing Company

Bruce Faulmann serves as Vice President of Sales & Marketing at Times Publishing Company. Faulmann has been the Vice President of Sales and Marketing of St. Petersburg Times since October 2009. He served as Publisher of Florida Trend magazine and has 24 years of daily newspaper experience. He served as a Vice President of Advertising at the Tampa Tribune from November 2008 to October 2009. In this role, he led the revenue generating efforts of the publishing division for the Florida Communications Group. In his nine-year tenure, Faulmann managed the marketing department and was a key player in developing multimedia sales strategy for Media General of the Tribune’s parent company.

Prior to the Tribune, he spent 15 years with the Bradenton Herald. He started as an advertising sales representative; he worked his way through the management ranks, spending four years with the Herald as Vice President of Advertising. Faulmann is a member of many nonprofit boards, including the Governor’s Volunteer Florida Foundation and Leadership Florida Class XXVIII. He has spent much of his career heavily involved in industry organizations at the state and national level, and most recently served as Federation President for the Newspaper Association of America. He serves as a Director of Museum of Science and Industry, Inc. and Times Publishing Company. He serves as a Director of St. Petersburg Times. Mr. Faulmann graduated from Manatee High School and Manatee Community College. He earned a bachelor’s degree in Advertising from the University of Florida.



Betty S. Carlin, APR
Vice President, Marketing & Communications, Tampa Bay Partnership

As VP of Marketing & Communications for the Tampa Bay Partnership, Betty Carlin is responsible for creative implementation of the group's marketing and communications efforts including brand advertising, media relations, multi-level communications, direct mail, trade shows, and electronic marketing including the organization's two Web sites, www.TampaBay.org and www.TampaBay.us. A past officer of PRSA's Tampa Bay Chapter, Carlin is a veteran of the Tampa Bay Partnership's highly successful efforts to capitalize on mega-events from Super Bowls to World Series ... and now the equivalent of a 5-Day Super Bowl ... the Republican National Convention.

The Tampa Bay Partnership is the regional organization that brings the communities of Tampa Bay together through advocacy, marketing, research and leadership. Founded in 1994, the Tampa Bay Partnership is the only entity that provides regional economic development for the entire eight-county, 6,515-square-mile area of west central Florida which includes the metro areas of Tampa/St. Petersburg/Clearwater, Lakeland, and Sarasota/Bradenton/Venice and the counties of Citrus, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Polk, and Sarasota.

Prior to joining the Partnership, Carlin served as Vice President/Corporate Communications for National Planning Holdings, a \$5 billion broker-dealer holding company, where she was responsible for all media relations and strategic communications for the firm's four broker dealers located across the country. She previously served in statewide marketing management roles with Fortune Bank and Crosland Savings, and served as President of Taylor & Associates, a Tampa-based public relations firm.

Friday, January 27

Our speaker for Friday, Jan. 27 is head of Corporate Communication and Executive Vice President of Wells Fargo & Company, Oscar Suris. Among other "big picture" PR trends, Suris will lead CN attendees in a discussion that will explore the recent business/communications shift in the banking industry and the importance of PR having a close relationship with the CEO.



Oscar Suris, Wells Fargo & Company

Oscar Suris is the head of Corporate Communications and an executive vice president of Wells Fargo & Company. 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*. Suris, a native of Havana, Cuba, is a graduate of the University of Florida with a bachelor's degree in finance. Oscar is also a Davenport Fellow of the University of Missouri-Columbia.