



Embassy Suites by Hilton (ES)
202 N Tamiami Trail
Sarasota, FL 34236

AGENDA AT A GLANCE:

Thursday, January 20

5:30 – 7:30 p.m.
Welcome Reception
ES, Ringling I

Dinner on your own

Friday, January 21

7 a.m.
Breakfast Available
ES, Bay View

8:30 – 12 p.m.
Morning Sessions
ES, Ringling I & II

12 – 1 p.m.
Lunch
ES, Bay View

1:15 – 2:45 p.m.
Afternoon Sessions
ES, Ringling I & II

3:30 p.m.
Tour of Siesta Key Rum
Distillery and Tasting Room

5:30 p.m.
Dinner at Sarasota Yacht Club

Saturday, January 22

7 a.m.
Breakfast Available
ES, Bay View

7:45 a.m.
CN Business Meeting
ES, Bay View

8:15 – 12 p.m.
Morning Sessions
ES, Ringling I

12 p.m.
Adjourn

If you want to ensure you are ready to take on the challenges of the next few years, attending the 2022 Counselors' Network Winter Symposium is a must. We are taking a Crystal Ball approach to looking at key issues we know are on the horizon, from communicating messages that can be divisive, to finding ways to attract and retain talent, to being prepared for the impacts of employee activism on your reputation, to strategies that work on inclusion and diversity.



This in-person event in beautiful Sarasota is designed to benefit corporate, nonprofit, government, agency and independent PR practitioners alike. The speakers have world-class experience and qualifications to ensure confidence in their advice and generate high-level discussions.

We will hear from Patrick Ford and Carmella Glover on strategies for inclusion and diversity. Pat spent 29 years at Burson-Marsteller, one of the largest PR firms in the world. He is now a professional in residence at University of Florida. Carmella is the president of the Diversity Action Alliance and the director of DE&I at Page Society. Later over lunch, Pat will share his experiences from his time at Burson-Marsteller.

We'll explore strategies for retaining and inspiring modern generations in the workforce with Todd Beckwith, the director of corporate affairs for one of the leading medical cannabis companies in the country. And we'll talk about the effects of employee activism on an organization's reputation with Jon Goldberg, founder of Reputation Architects Inc.

We'll also dive into a discussion on communicating divisive issues and strategies to make those conversations more productive with Dr. Myiah Hutchens, an expert in diverse perspectives.

We'll have some fun in Sarasota with a tour of the Siesta Key Rum Distillery and Tasting Room, while we hear how this local brand grew from a start-up to an award-winning craft distillery.

And finally, we'll try our hands at improvisation while we explore how improv can help in our PR practices.

The Embassy Suites by Hilton Sarasota opened in 2018, and this beautiful property still feels brand new. With a view of Sarasota Bay and within walking distance to downtown Sarasota, it's an ideal location for our back-in-person CN Winter Symposium.

Make plans now to attend the CN Winter Symposium from January 20-22, 2022. Registration is open, and you will not want to miss this tremendous professional development opportunity.

A handwritten signature in cursive that reads 'Michelle'.

M. Michelle Bono, APR, CPRC
FPRA Counselors' Network Chair



COUNSELORS' NETWORK WINTER SYMPOSIUM

JANUARY 20-22, 2022

EMBASSY SUITES BY HILTON | SARASOTA



Friday, January 21

8:30 a.m.

Welcome

8:45 – 10:45 a.m.

Radical Inclusion: Bold Actions to Accelerate Diversity (CN only)

The population shift, a heightened awareness of racial and socioeconomic disparities and the COVID-19 pandemic created a unique combination of circumstances that caused companies to focus more intentionally on driving change for historically underrepresented groups. Naturally, this juncture drives a critical need for the public relations field to curate teams, craft messages and influence initiatives that better resonate with every client or company stakeholder.

Corporate diversity initiatives started in the 1960s amid the Civil Rights Movement and continued in the '80s and '90s to mitigate and settle civil rights suits. Today, with the business case being well-documented, diversity, equity and inclusion are on the agenda of most company leaders and are, therefore, a focus for communications counselors and leaders. Amid a peak in social and political divisions, bold actions and radical inclusion can unite us and expedite progress in an increasingly diverse world.

In this session, Pat Ford and Carmella Glover will provide U.S. data insights into the current state of diversity for the profession and share industry-specific resources that have proven effective in moving the age-old needle.

Carmella Glover, President, Diversity Action Alliance and Director of DE&I at Page

At Page Society, Carmella Glover provides strategic direction for member and staff DE&I initiatives. In partnership with the DAA Board, she oversees operations, programs, budget and strategic planning to further the organization's mission to accelerating progress in meaningful and tangible achievement in DE&I in the field for people of color.



Carmella was the first-ever Executive Director of the PRSA Foundation. She oversaw budget, compliance, programs and operations and also focused on DE&I. She also has more than ten years of corporate experience from L'Oréal USA, Procter & Gamble and Johnson & Johnson. Before transitioning into diversity communications, she designed the organizational strategy and led a team of supply chain managers at L'Oréal USA. She was accountable for the successful launch of luxury

skincare products netting \$100+ million in new sales annually, which required collaboration with Marketing and PR business partners. These cross-functional partnerships were the impetus to her transition into communications. Being the only female engineer and often the only Black leader in a room of decision-makers, she quickly discovered the synergy between her skill and purpose.

In May of 2019, Carmella was the recipient of the Logos Institute Rising Leader Award and a keynote speaker at the New York University School of Professional Studies May 2019 commencement. She has a Bachelor of Science degree in Chemical Engineering from New Jersey Institute of Technology and a Master of Science degree in Public Relations and Corporate Communications from New York University.

Patrick Ford, Professional in Residence, University of Florida and former Worldwide Vice Chair and Chief Client Officer for Burson-Marsteller

Pat Ford is a professional in residence at the University of Florida's College of Journalism and Communications. He teaches courses in Corporate Reputation, Crisis Communications and Corporate Communication Essentials. Pat was with Burson-Marsteller for 29 years, most recently as worldwide vice chair and chief client officer. He also served as U.S. CEO, Asia-Pacific chair, global Corporate Practice chair and U.S. Corporate Practice chair. Pat specializes in corporate reputation management, senior executive communications, media strategy and issues and crisis management. His clients have included world-class companies in the automotive, energy, express delivery services, financial services, food and beverage, management consulting, pharmaceutical, technology and telecommunications industries.



He serves as immediate past chair of the Diversity Action Alliance, a coalition of the leading organizations in the public relations profession, whose mission is to accelerate action on recruitment, retention and representation of diverse talent at all levels in the PR/communications profession. He also serves on the Board of Trustees of the Institute for Public Relations (IPR), an international organization that supports PR research and education. In 2016, he was awarded IPR's Alexander Hamilton Medal, its highest award, which "honors PR professionals who have made major contributions to the practice of public relations, including effective use of research." In recognition of Pat's longstanding, passionate commitment to diversity, equity and inclusion in public relations, the PR Council and PRWeek presented him with their Diversity Distinction in PR Award as 2016 Diversity Champion of the year for the agency side of the profession.



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Friday, January 21

8:45 – 10:45 a.m.

Your Personal Brand: Position Yourself as a PR Strategist (LeadershipFPRA only)

Building a strong network leads to success in career development, job opportunities, potential customers and business partners. But it all begins with a solid *personal brand*. Learn about the components of creating your own brand and position yourself for strategic growth in your career and your business. In this session, you will explore the components to help you develop your brand statement as well as a personal brand action plan.



LeadershipFPRA is designed to provide FPRA members with the tools they need to strengthen their leadership in their organizations, their communities and within FPRA. This program draws on successful leaders in fields ranging from government to law, ethics and governance, economic development, higher education, corporate finance and more. Each year, the current LeadershipFPRA class is invited to participate in a portion of the CN Winter Symposium program. This year, LeadershipFPRA Class VI will attend this session specifically for them, then join CN members for the rest of the sessions and activities on Friday.

Erin McLeod, President & CEO Senior Friendship Centers



Erin McLeod is President & CEO for Senior Friendship Centers (SFC), a regional nonprofit with a \$15M+ annual budget that has served seniors, families and caregivers since 1973 and has a mission to promote health, dignity and quality of life throughout the journey of aging. She began in 2004 as SFC's communications director, became chief operating officer in 2006, senior VP in 2012, and was appointed president and CEO in January 2016.

Erin holds her degree in public relations from the University of Florida and has completed nonprofit management and development/fundraising coursework. Her broad career experience includes consulting, healthcare, hospitality, public speaking and nonprofit.

She currently serves as Treasurer for the Florida Council on Aging Board of Trustees and is a board member of the Greater Sarasota Chamber of Commerce, Doctor's Hospital of Sarasota (HCA Florida Healthcare) and Stratum LIFE (PACE). She also serves in an advisory role for the membership committee of the Aging Society of America.

Past board roles have included chair of the Charitable Gift Planners of Southwest Florida, chair of Sarasota County Seniors Advisory Council, the Economic Development Council, vice president Florida Public Relations Association and president of the Central West Coast Chapter, board member of Charitable Gift Planners of Southwest Florida, Habitat for Humanity Sarasota, Sarasota County COAD, Community Alliance and Junior League of Sarasota Advisory Board. She has also held leadership roles for a variety of other community organizations throughout southwest Florida.

Erin has been a Sarasota resident since 1983 and married her college sweetheart, Craig. They have two grown children, Collin and Meggan, and two granddaughters, Ellie and Alice.

Thank You for Sponsoring the FPRA CN Winter Symposium!



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Friday, January 21

11 a.m. – 12 p.m.

Yes, I Work There: Retaining and Inspiring Today's Workforce

Attracting and retaining a dedicated workforce has never been an easy task. For the foreseeable future, it is definitely a challenge for businesses worldwide. Whether it is a result of shifts in the labor market as demand for workers rises, or aging and retiring workers or demands for better pay and flexible working arrangements, an ongoing quest is how to find, inspire and motivate employees to want to remain with your organization.

If you've heard or experienced stories of people simply not showing up for interviews, ghosting contacts after the interviews or leaving after only a few months on the job, you'll want to be a part of this discussion.

Todd Beckwith will share the incredible story of his work within the medical cannabis industry with the national and internationally recognized MüV™ Brand product and MüV Dispensaries, and he'll talk about the company's success in building fierce brand loyalty among their employees. You'll be able to apply his takeaways in your workplace including successful diversity through shared corporate values, being good corporate citizens, and the generational dynamics and motivators that help MüV attract and retain team members.

Todd Beckwith, Director of Corporate Affairs, AltMed Enterprises and MüV Medical Cannabis Dispensaries

A native of Bucks County, Pennsylvania, Todd is a graduate of Florida State University, with nearly three decades of marketing and business management experience. He has held marketing leadership roles for both Fortune 500 and start-up companies and has established a consistent record of delivering record-setting results for initiatives under his leadership.



Todd served for nearly a decade with Merck Pharmaceutical where he held a director level position on the senior product management team leading new product development and launch teams. Within the medical cannabis industry, he has been involved in the development of more than 50 medical cannabis products and launched the national and internationally recognized MüV™ Brand of medical cannabis products and MüV Dispensaries.

Todd has been heavily involved in his community serving on numerous advisory boards including the Sarasota Young Professionals Group, Greater Sarasota Chamber of Commerce, Keep Sarasota County Beautiful and the Boys & Girls Clubs of Sarasota County.



ABOUT COUNSELORS' NETWORK

Not a member? Consider joining!

Membership in the Counselors' Network is open to any FPRA member in good standing who has earned the Certified Public Relations Counselor (CPRC) credential. Members must be actively engaged in providing counseling service as a principal, officer, partner or employee of a public relations firm, corporation, organization or agency. Annual membership for CN members is \$50. Visit FPRA.org to learn more.

Don't have your CPRC, but have started the credential process?

If you have your APR (Accredited in Public Relations) credential and have been practicing public relations for a minimum of 10 years, three of which have been in a counseling capacity, you may register as a guest for the 2022 Winter Symposium.



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Friday, January 21

12 – 1 p.m.

Lunch with Pat Ford: Takeaways from Two Decades at Burson-Marsteller

1:15 – 2:45 p.m.

Safeguarding Reputation in the Age of Activism

Before darkness fell on the January 6 riots at the U.S. Capitol, reports began surfacing of individuals who were spotted among the protestors being fired by their employers.

The workers say they were merely exercising their First Amendment rights. Their employers saw something different — people whose words and actions that day were incompatible with corporate values and put their reputations and relationships with customers, investors and other stakeholders at risk.

Do employers have a right to take action against workers for activities outside the workplace? Where do employees' free speech rights begin and end? And how can employers strike the correct balance between treating workers lawfully, respecting diversity of thought and protecting their good names against calls for public cancellation and potentially embarrassing lawsuits?

Crisis veteran Jon Goldberg will discuss the patchwork of laws that govern employees' rights to speak out on political and social issues, why attempts to ban political and social discourse in the workplace are doomed to fail and how to neutralize the growing legal and reputational dangers to help us keep our organizations out of the public spotlight, safe from cancellation and out of court at the same time.

Jon Goldberg, Founder and Chief Reputation Architect at Reputation Architects

Jon Goldberg is the founder and Chief Reputation Architect of Reputation Architects Inc., a strategic communications and management advisory firm focused on building, protecting and restoring reputations in a world of diminished trust and unprecedented stakeholder power. Jon founded Reputation Architects in 2009



after more than 25 years as an advisor to corporate executives and boards, a senior leader at some of the world's most prominent communications firms, and a front-line spokesman for major corporations and non-profit organizations. His reputation, risk and crisis management experience spans the gamut.

Before founding Reputation Architects, Jon worked for Porter Novelli, Edelman and J. Walter Thompson, and was a principal media spokesman for The Prudential Insurance Company.

A frequent speaker, author and commentator on reputation risk management, crisis and litigation communications, Jon is a member of the executive committee and 2021 chair of the Public Relations Society of America's Counselors' Academy and co-chair of PRSA's national Civility Task Force. Trained as a journalist, Jon holds a bachelor's degree in journalism as well as an MBA in finance, both from New York University.

3:30 – 5:00 p.m.

Siesta Key Rum Tour

Troy Roberts
Founder, CEO and
Head Distiller

Nicole Caplan
Director of Operations



5:30 p.m.

Dinner at Sarasota Yacht Club

Enjoy sunset and a buffet dinner outdoors (weather permitting) with a view of Sarasota Bay.


SARASOTA YACHT CLUB
27° 19' N 82° 34' W · Est. 1926





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Saturday, January 22

7:45 – 8:15 a.m.

CN Business Meeting

8:15 – 9:45 a.m.

When No One Agrees: What Research Reveals on Communicating Divisive Issues

This session will address both the causes and consequences of exposure to information that we disagree with. Good information is key to making good decisions, and information is better when we are willing to hear multiple perspectives. However, especially in politics, many individuals are reluctant to engage with ideas that are counter to what they already believe. Dr. Myiah Hutchens will address the biases that audiences often have when approaching counter-attitudinal information and what strategies can be used to make those conversations more productive.

Myiah J. Hutchens, Ph.D., Associate Professor & Associate Chair, Department of Public Relations and Graduate Coordinator, Public Relations Research & Theory MAMC, College of Journalism and Communications, University of Florida

Dr. Myiah Hutchens is a political communication scholar whose research centers on how communication functions in democratic processes – that is, to help or hinder political processes. Her research generally focuses on what leads people to seek out diverse perspectives – particularly views they disagree with – and how individuals then process that disagreement. She has more than 40 publications that can be found in the top journals in communication, and her work has been cited nearly 2,000 times. She is a former head of the Communication Theory and Methodology division of the Association for Education in Journalism and Mass Communication and currently sits on the editorial boards of the Journal of Communication, Communication Research and Communication Methods and Measures.



10 a.m. - 12 p.m.

Improv Tools for PR: Engagement, Humor & Teamwork

We've all had our sanity challenged over the last few years. In this session, we'll learn how the tools comedians use for improvisation can also be used to help PR practitioners tackle everyday challenges. From staying present and engaged, to keeping your sense of humor to working with your team, creative improv skills can be used to encourage productivity, enhance creativity and deepen relationships. Plus, laughter reduces stress, and we could all use a little of that!

Scott Novotny, Comedian, Entertainer & Improv Instructor

A cross between Red Skelton and Robin Williams (with a dash of Goofy), Scott Novotny has been entertaining audiences for more than 30 years. Scott has appeared on MTV, America's Funniest People and Comedy on the Road. He headlines comedy clubs and theaters, has performed for over 1,000 holiday parties and corporate events, and opened in concert for Jay Leno, Joan Rivers, the Smothers Brothers and Weird Al. His theatrical and improvisational background makes his show an exciting performance-oriented 'happening'. Other credits include writing for "Saturday Night Live" and the cartoon strips "Close to Home" and "Strange Brew," and owning and operating Minnesota's first comedy club, The Comedy Cabaret. Scott also teaches classes in improvisation and stand-up comedy. Originally from Rochester, MN, he now lives in the Sarasota, Florida area.

