



**Counselors' Network Winter Symposium**  
**January 24-26, 2019**  
**Embassy Suites by Hilton**  
**St. Augustine Beach**

**Symposium Dates:** January 24-26, 2018

**Registration:** \$455 for CN Members or \$225 for LeadershipFPRA Participants

**Host Property:**

Embassy Suites by Hilton  
 300 A1A Beach Boulevard  
 St. Augustine Beach, FL 32080

**Room Rate:** \$129/night\*

For reservations, [click here](#) or call (904) 461-9004. The deadline to make reservations is January 4.  
 \*\$15 daily resort fee not included

**Agenda At-A-Glance:**

**Thursday, January 24**

Welcome Reception at the Host Property (5:30-7:30 p.m.)

**Friday, January 25**

Continental Breakfast  
 Morning Session  
 Group Lunch  
 Afternoon Session  
 Historic St. Augustine Tours  
 CN Group Dinner

**Saturday, January 26**

Breakfast/Business Meeting  
 Morning Session  
 Lunch  
 Afternoon Session

You are in for a phenomenal Counselors' Network Symposium in St. Augustine. Our speakers and activities will appeal to corporate, nonprofit, government, agency and independent practitioners alike.



As always, our program will include top-level public relations professionals sharing their expertise with us in an intimate setting. We will hear from David Riggleman who led the communications efforts during the Las Vegas mass shooting on October 1, 2017. Former FPRA state president and PR legend Mickey Nall, who recently began his role as a Professional-in-Residence at the University of Florida, will discuss trends in our field based on his vast agency experience.

As America's oldest city, St. Augustine has many unique opportunities that we will take advantage of as part of our program. We will visit Marineland, where FPRA founder John Dillin worked in the 1940s, which is celebrating its 80th birthday, just like FPRA. We will hear about how Marineland works to stay relevant as Florida's tourism market changes. We will also hear from Jessica Long of Whitney Laboratory for Marine Bioscience about her efforts to brand the facility and increase its visibility. Another on-site visit will include a tour of historic Flagler College, which was built by Henry Flagler as the Hotel Ponce de León more than 100 years ago, complete with Tiffany glass.

We are very fortunate to be one of the first groups to stay in the new Embassy Suites on St. Augustine Beach, which provides free breakfast and happy hour each day.

Please make plans to attend the CN Winter Symposium from January 24-26, 2019. Registration is open, so go ahead and sign up now. You will not want to miss this tremendous professional development opportunity in the Ancient City.

*Melanie Mowry Etters*

Melanie Mowry Etters, APR, CPRC  
 2018-2019 Counselors' Network Chair



# 2019 Counselors' Network Winter Symposium

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## Friday, January 25

9 a.m.

**Lessons Learned at the Las Vegas Massacre**  
Presented by David Riggleman

### About David Riggleman

David Riggleman has been the director of communications for the City of Las Vegas since 1999. His department performs a wide variety of functions including media relations, social media, oversight of the Emmy Award-winning KCLV-TV and emergency communications. During his tenure, the city launched its government-access TV station. David hosts the "Access City Council" show, which highlights happenings in each ward. He is a veteran of television and was inducted into the Nevada Broadcasters Association Hall of Fame in 2006.



As communications director, he was an active participant in the communications response to the October 1, 2017, mass shooting in Las Vegas. David has participated in FEMA emergency management training in Emmitsburg, Md., in 2003, 2005 and 2011, and has been involved in multiple emergency training exercises.

Prior to working for the city, David was conservation manager for the Southern Nevada Water Authority from 1995 to 1999. He's a former television news anchor, reporter and producer, working for KVBC-TV (now KSNV-TV) in Las Vegas, KAMR-TV in Amarillo and KOCO-TV in Oklahoma City. He graduated with distinction from the University of New Mexico and attended graduated school at the University of Oklahoma. He and his wife, Lisa, were married in 1988. They have a 25-year-old daughter and 17-year-old son. David has lived in Las Vegas since 1987.

## Lessons Learned from the October 1 Mass Shooting in Las Vegas

The October 1, 2017, mass shooting in Las Vegas was the worst in modern U. S. history. A big-name country music concert turned from a night of fun to one of unimaginable terror. Fifty-eight innocent people were killed and hundreds wounded.

City of Las Vegas Communications Director David Riggleman found himself front and center in managing the myriad of communications challenges that immediately followed and lasted for weeks.

David will talk about the key takeaways he learned from this experience, and he'll share what every communications professional needs to know should a similar incident happen to your organization.

## 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 dues for CN members is \$50. Visit [FPRA.org](http://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 2018 Winter Symposium. Applications to sit for the CPRC exam must be submitted to be considered in process.



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11:45 a.m. | Lunch  
 12:45 p.m. | **Influencer Engagement and Your Public Relations Strategy**  
 Presented by Mickey Nall, APR, Fellow PRSA

## About Mickey G. Nall, APR

For more than 25 years, Mickey G. Nall, APR, Fellow PRSA, has been a PR agency professional working on a variety of brands and with scores of clients. His experience includes developing strategic communications programs for the U.S. Centers for Disease Control and Prevention, The White House Office of National Drug Control Policy, Darden Specialty Restaurant Group, Federal Emergency Management Agency, the National Highway Traffic Safety Administration, American Automobile Association, United Way of America, The Coca-Cola Company and UPS. Most recently Nall was managing director of Ogilvy Public Relations Atlanta, part of Ogilvy & Mather, one of the world's leading integrated marketing agencies with more than 450 offices in 150 countries.



Mickey earned his M.A. in journalism and communications from the University of Florida and was named an alumnus of distinction in 2009. Mickey was the first-ever Public Relations Executive in Residence at the University of Oregon in 2011. Also that year, he was inducted into PRSA Georgia's Order of the Phoenix and Georgia Public Relations Hall of Fame housed at the University of Georgia's Grady College of Journalism in Athens, Ga. Mickey was the 2013 chair and CEO of PRSA and has won numerous industry awards, including the Silver Anvil. Mickey mentors public relations students throughout the U.S., frequently speaking on the power of personal branding and public relations. In 2014, Mickey delivered the 14th Annual Kotten Distinguished Lecture at The Plank Center for Leadership in Public Relations at the University of Alabama. He returned to his alma mater in 2016/2017 as a Visiting Lecturer in the UF College of Journalism and Communications. This year he is co-chair of PRSA's Educational Affairs Committee overseeing the Certification of Education in Public Relations credentialing process (CEPR) for U.S. and international universities.

## Influencer Engagement and Your Public Relations Strategy

Join Mickey G. Nall, APR, Fellow PRSA, in a lively presentation and discussion of the role of public relations and influencer engagement. Marketers continue to add budget and expectations on how influencer engagement can build a brand, yet often neglect to understand that it is essentially a public relations tactic to grow awareness and can often be utilized as a key opinion leadership tool for organizations. Your organization's influencer engagement strategy should work with your content strategy to build awareness for new products and services, develop third-party endorsements around issues of concern for your client or organization and amplify your messages to deliver high impact, quality public relations programming.

3:45 p.m. | Flagler College Tour  
 5 p.m. | St. Augustine Distillery Tour  
 7 p.m. | Group Dinner

## Afternoon Tours in Historic St. Augustine

After our engaging professional development sessions, we'll travel to historic downtown St. Augustine to enjoy an afternoon of fun and informative tours and tasty libations. Transportation will be provided.



We'll begin with a tour of beautiful Flagler College, which is celebrating its 50th anniversary this year. Then we'll head to the St. Augustine Distillery for a tour and a discussion about



the challenges of starting a new business. Finally, we'll finish with separate CN and LeadershipFPRA group dinners at the delicious Columbia Restaurant.



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## Saturday, January 26

7:45 a.m.	CN Business Meeting
8:30 a.m.	Depart Hotel
9 a.m.	<b>Marineland: Past, Present and Future</b> Presented by Terran McGinnis

## About Terran McGinnis

Terran Elizabeth McGinnis is the manager of education and community development at Marineland Dolphin Adventure, where she has overseen the growth and expansion of the facility and its educational offerings for over 13 years.



Originally from California, Terran has always loved the sea. From tidepooling in Mendocino to diving in Monterey Bay, the Pacific's wildness ignited a spark. When Terran moved to Florida in 2001, the Atlantic's warmth and her soft sandy beaches eased her into a career dedicated to inspiring ocean conservation behavior in students of all ages. She meets this mission through on- and off-site programs to people ranging from preschool to retirement, including her own colleagues and volunteers.

While managing the Education Department at Marineland is Terran's primary role, she is also responsible for protecting, organizing and interpreting the facility's 80 years' worth of history as Marineland's archivist.

Terran also sits on the Board of the Enterprising Women's Leadership Institute and the Florida Marine Science Educators Association and is the Education Committee Chair for the Alliance of Marine Mammal Parks and Aquariums. She has a degree in biology from the University of California Santa Cruz.

## Marineland: Past, Present and Future

Join Terran McGinnis, Marineland's historian, as we time travel from 1938 St. Augustine at Marine Studios — an underwater film studio — to complete closure during WWII, from the no. 1 tourist attraction in Florida and the leading source of marine science discovery to bankruptcy and decline, from rebirth as a state-of-the art dolphin interactive facility to the present day as Marineland Dolphin Adventure. Learn about Marineland's contributions, including firsts in the world of architecture, filmmaking and research, as well as animal care, breeding and training. Find out about Marineland's rescue and research wing, the Conservation Field Station, and its work with marine mammal stranding response, disentanglement, photo identification and health assessments with our local dolphin population.

## About Our Host Property



Enjoy a relaxing beach getaway at the Embassy Suites by Hilton St. Augustine Beach Oceanfront Resort hotel. Located on beautiful St. Augustine Beach, you'll love its oceanfront location near popular restaurants and shops, just 10 minutes from historic downtown St. Augustine.

This brand-new hotel offers two-room suites featuring a flat-screen TV, refrigerator and microwave in each unit, as well as complimentary WiFi.

For reservations at our special rate of \$129/night, [click here](#) or call (904) 461-9004. The deadline to make reservations is January 4. The \$15/daily resort fee is not included.



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12 p.m.	Depart Marineland
12:15 p.m.	<b>Branding Whitney Laboratory Lunch Session</b> Presented by Jessica Long
1 p.m.	<b>Behind-the-Scenes Tour of the Whitney Lab</b>
2:30 p.m.	2019 CN Winter Symposium Concludes

## About Jessica Long

Jessica Long is the senior director of advancement for the UF Whitney Laboratory for Marine Bioscience. Jessica has served in development and external relations for the Lab since 2012.



Prior to joining Whitney, she served as the executive director of the UF Center for HIV/AIDS Research Education and Service, and worked for the UF College of Medicine since 2004. After graduating from the University of Florida with a bachelor's degree in Anthropology and Latin American Studies, she worked in fund development and social marketing for nonprofit medical centers for eight years in Seattle. She has worked in nonprofit board leadership efforts and was appointed by Jacksonville's Mayor to the Area 4 HIV Health Services Planning Council. She also serves on two CDC-invited national health advisory panels. Jessica grew up going to Crescent Beach, instilling a lifelong interest in the coastal environment, which brought her back to St. Augustine in 2001.

## About Whitney Laboratory

Whitney Laboratory for Marine Bioscience is a full-time University of Florida research center for biomedical research and biotechnology located in St. Augustine, Florida. Founded in 1974, the Whitney Lab is dedicated to using marine model animals for studying fundamental problems in biology and applying that knowledge to issues of human health, natural resources and the environment. Scientists at the lab are on the front lines of biodiversity, neuroscience, sensory biology, ocean health and cell regeneration.

## Branding Whitney Laboratory

Jessica Long, the senior director of advancement for UF's Whitney Lab, will discuss how she has worked since 2012 to build the facility's brand and increase its media reach with the goal of increasing engagement among the scientific and local communities.

Following her presentation, we will take a behind-the-scenes tour of the facility, which is on the cutting edge of marine bioscience research.

## About Our Program

On Thursday, CN members, CN-eligible members and LeadershipFPRA Class III members will kick off the 2019 CN Winter Symposium with a welcome reception at the Symposium's host property. This reception will be from 5:30 to 7:30 p.m. Attendees are on their own for dinner.

Friday, January 25, FPRA's CN members and those eligible for CN membership who are registered Symposium attendees, as well as LeadershipFPRA Class III members, will participate in two professional development sessions that will run until 3:15 p.m. Lunch will be provided between these two sessions. Starting at 3:45 p.m., all attendees will then participate in two offsite tours. Transportation will be provided. Following the tours, there will be two separate group dinners at the Columbia Restaurant in St. Augustine Historic District for CN Symposium attendees and LeadershipFPRA Class III members.

The 2019 CN Winter Symposium will end on Saturday, January 26, with only CN members and eligible members in attendance. The day will start with the CN annual business meeting. This meeting will be conducted over breakfast. At 9 a.m., attendees will meet up at Marineland for a special presentation and tour. Lunch will be provided. CN members will be responsible for their own transportation to Marineland.



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Our program will begin with a Welcome Reception on Thursday, January 24, at 5:30 p.m. at our host property, the Embassy Suites of St. Augustine Beach. Our professional development activities will begin on Friday, January 25. A special lodging rate of \$129/night has been secured for FPRA members. The deadline to make your reservation is January 4. The program adjourns at 2:30 p.m. on Saturday, January 26.

Recommended attire for Thursday's Welcome Reception is casual. Preferred attire for Friday is business casual and for Friday evening's group dinner is casual. Saturday's suggested attire is business casual.

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

**CN Members—\$455 Registration**

Name: \_\_\_\_\_ Credentials: \_\_\_\_\_

Title/Company: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

I will be bringing a guest to Friday night's group dinner at the Columbia (\$45)?      Yes      No

\$\_\_\_\_\_ Total Enclosed (*Registration includes Thursday reception, Friday lunch and dinner, and Saturday lunch*)

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

Name as it appears on card: \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration: \_\_\_\_\_ Security: \_\_\_\_\_ (*3 numbers on back of card/ 4 numbers on front of card for AmEx*)

Billing Address: \_\_\_\_\_

**See you in St. Augustine!**