

Editor's Note

Welcoming the New Year

By Shasta Taber

As the old year was ending and I was looking towards the New Year, I thought it would be the perfect opportunity to tweak PRVisions.

The first way was to break down the table of contents even more in order to allow members to access the information that is most important to them quicker.

The second way is the new segment *College View* that will allow members a glimpse of what local PRSSA chapters are doing. This month's article is from Miami University PRSSA chapter's newsletter.

I hope you enjoy and if you have any questions, comments or concerns please email me at srtaber@hotmail.com

President's Note

PR Resolutions

By Carrie Krysanick, APR

Happy New Year! Resolve to be healthy in your PRSA Membership!

It's that time of year when we all make New Year's Resolutions. 2006 is a clean slate and we can resolve to be healthier, leaner, smarter, richer, whatever! It's also the time of year when we examine our professional development. My New Year's Resolutions include learning more about technology (specifically Podcasting), working as a PR mentor, working with college students and of course, meeting more PRSA members.

Thanks to those of you who came to the networking Happy Hour at McFadden's on Tuesday. We had a nice turnout. Thanks also to Programming Chair Rob Pasquucci for improvising.

It has been awhile since we have been together as a Chapter for our traditional luncheon program — an unforeseen speaker scheduling conflict led to the cancellation of our January luncheon, we do not typically hold a December luncheon due to the busy holiday season, November was the first annual Blacksmith Awards and October was Media Day. Therefore, I look forward to seeing all of you at the Gregory Center on Valentine's Day, Tuesday, February 14 for Intelliseek's Pete Blackshaw and his presentation on creating Word of Mouth "buzz." This ever-elusive, intangible strategy is becoming increasingly important in the world of public relations and I'm looking forward to learning more about it. (I'm also looking forward to the Saratoga Chips and barbecue sauce at the Gregory Center!)

Resolve to be there and resolve to meet some new Chapter members!

Mark Your Calendar

FEBRUARY 14TH - LUNCHEON

Featuring Pete Blackshaw, Intelliseek

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- Date:** Tuesday, February 14
- Time:** 11:30 a.m. Check-in & Networking / 12:00 Luncheon & Program
- Place:** Montgomery Inn Banquet Center, 601 E. Pete Rose Way, Downtown Cincinnati
- Cost:** \$23 for Cincinnati Chapter PRSA Members; \$28 for non-members; \$18 for full-time students
- RSVP:** By noon on Wednesday, February 8.

Click [here](http://www.cincinnati-prsa.org/meetings.htm) to check out upcoming events on the Cincinnati Chapter's website. (<http://www.cincinnati-prsa.org/meetings.htm>)

Accreditation News

New APR's

- Deborah Leonard, APR - Director of Community Relations with Environmental Technologies & Communications, Inc

**PRSA Accreditation
By Connie Kolita, APR**

Did you know you no longer need five years of experience to earn the APR accreditation? The APR test is offered throughout the year.

PRSA Accreditation is the worldwide credential of competence in public relations. The Cincinnati chapter stands ready to help you achieve this important step in your career! An APR review class is held each year and APR accreditation chair Connie Kolita can help "coach" candidates through the process.

For more information, email Connie (KolitaCM@fhlbcin.com) or visit PRaccreditation.org

**APR Review Classes to be held in spring 2006!
By Connie Kolita, APR**

If interested please email Connie at KolitaCM@fhlbcin.com

**Seeking Co-Chair for APR
By Connie Kolita, APR**

If anyone is interested in helping with APR teaching please contact Connie Kolita via e-mail at KolitaCM@fhlbcin.com

Ethics Segment

**Ethical Enforcement?
By Debbie Copeland-Bloom, APR**

A recent email from a newcomer to our field asked, in light of occasional ethical lapses by PR practitioners, why PRSA doesn't enforce the Member Code of Ethics.

I have to admit, when I hear of alleged unethical behavior by a PR professional, my first thought is “What was he (or she) thinking!” Then I envision Tom Cruise (as in the movie “Minority Report”) dropping out of the sky and scooping up confused, misdirected or just out-and-out unethical PR practitioners before they harm our profession's reputation. Alas, Ethics Police are not in the cards.

Unlike some professions (such as medicine and law) where licensure enables state agencies or professional boards to enforce codes of conduct, we aren't licensed to work in our field. Nor do all PR practitioners belong to PRSA or other professional associations. Thus, it makes sense to me that PRSA's focus is not on enforcement but in helping us create a culture for our vocation based on integrity and ethical behavior. (The Board does retain the right to bar or expel from membership individuals who have been sanctioned by the government or convicted in a court of law for an action that violates our Code of Ethics.)

The Preamble in the Member Code of Ethics explains that we rely on public trust to practice our profession, which places upon us all a “special obligation to operate ethically... We set an example for each other—as well as other professionals—by our pursuit of excellence with powerful standards of performance, professionalism, and ethical conduct.”

Independent Practitioners

**Independent Practitioners Unite
By Pam Gilchrist, APR**

There are some exciting opportunities for Independent Practitioners both at the national and local levels this year.

IPA January Networking Event:

First, on the local Chapter level, if you are an independent practitioner, we will be holding a networking and idea-sharing session Monday, January 30th at 4:00 p.m. in the Bronte Café at Joseph Beth Booksellers in Hyde Park. This event is free for members. Please make a reservation by emailing acampbell@fuse.net by noon Friday, January 27th. Non-members may attend this Cinci-IPA event for free – beginning next month, there will be a charge for non-members.

Independent Practitioner Showcase Event:

This year we are planning to showcase Independent Practitioners at an upcoming monthly luncheon. Cinci-IPA will sponsor the luncheon and divide the cost among those practitioners who wish to showcase their capabilities. It's a great opportunity to make Chapter members more aware of your capabilities through an information table and handouts. If you are interested in participating, please contact: Megan Licursi at megan@licusri.net.

National PRSA IPA Interactive Group Launched:

The Independent Practitioners Alliance section has recently launched its online members-only interactive e-Group, bringing PRSA one step closer to developing e-Groups for all eighteen Professional Interest Sections.

The forum offers optional e-mail notification and multiple topics for discussion. The e-Group also includes document archives for articles or presentations written by Section members or speakers and Section news items.

To log on to the Independent Practitioners Alliance Section members-only e-Group, you will need your [MemberNet](#) login and password. If you don't know your Login ID, [click here](#). If you don't know your password, or need to retrieve it for the first time, [click here](#).

Once you have logged into [MemberNet](#), you will see a list of options on the left side of the screen. To visit the e-Group, Click on "My e-Groups." The first action you should take is to click on the "Global Preferences" button on the left and set your e-mail preferences. Get involved in a discussion today!

You may join the national PRSA Independent Practitioner Alliance special interest section for \$60. Additionally, each year the PRSA International Conference has many sessions dedicated to you, the independent practitioner.

Go ahead... join us.

Mentoring Program**Mentoring Moment**

By Pam Gilchrist, APR

*“Tell me, and I will forget
Show me, and I may not remember
Involve me, and I will understand”*

-- Native American proverb

Looking for a guide through the wilderness?

Perhaps, you're looking for a mentor.

Working with a mentor is one of the best ways to develop yourself and is a great way not to have to go it alone.

Most of us have professional fears, new challenges and unknowns. Whether it's moving on to a higher rung of the career ladder or taking on a challenging new assignment, a mentor can help.

A mentor should feel like an advisor, someone on your side; loyal, interested, and most importantly, experienced in areas that you may not be. Mostly, a mentor should be someone you can trust. A mentor leads by example and is a role model.

Your mentor can show you the ropes, point you in the right direction and suggest training or professional development.

There are a few important things that will help you make the most of your mentor.

- Meet with them on a regular basis
- Set clear objectives
- Rely on them for guidance, not answers
- Be honest
- A mentor isn't a dumping ground

The Cincinnati Chapter of PRSA has several senior chapter members who are available to serve as mentors. If you are interested in working with a mentor, please contact Board Member Pam Gilchrist at pgilchrist@pr-link.com

New Members

Kristi Halenkamp
Pub Info Ofcr
Kenton County Attorney's Office
303 Court St, Rm 307
Covington, KY 41011
859-491-0600
kristihalenkamp@kentoncoatty.com

Rhonda Luniak
VP, WW Comm & PR
Ethicon Endo-Surgery
4545 Creek Road #97
Cincinnati, OH 45242
513-337-3220
rluniak@eesus.jnj.com

Amy Reyes
Media Rel Mgr
Cincinnati Children's Hospital Medical Center
3333 Burnett Ave.
MLC 9012
Cincinnati, OH 45229
513-636-9684
amy.reyes@cchmc.org

New Professionals

Media Training with Carrie Krysanick By Elaine Koenig

Join the New Pros on Thursday, February 16 at 6:30 p.m. for Media Training with Cincinnati PRSA President Carrie Krysanick. Carrie will teach us the ins and outs of having a successful media interview and will touch on the importance of knowing your audience, key messages and talking points, and techniques on delivering your points and bridging to your messages.

Location will be announced at a later time. If you are interested in attending this event, you must RSVP by Wednesday, February 8. Cost is \$10, cash or check only. If you have any questions, and to RSVP, please contact Jessie Erickson at JErickson@CincyUSA.com.

ProAm DAY

ProAm in the Works By Margot Benish

Members-great opportunity to make a difference in the career future of a local college student! ProAm Day planning has begun, so stay tuned for the date. In the mean time, think about making a commitment to participate. Each year, this event gets larger with more participation by students and professionals. Last year we had almost a 75% growth in student participation!

For those that don't know, ProAm Day is the Cincinnati Chapter's shadowing day. It is a chance for students to learn some inside information of the PR world and an opportunity for a professional to impart knowledge and meet a bright, future professional. The shadow takes place for half the day and the student and professional attend the monthly luncheon together. Morning shadows will meet their professional at an agreed upon place and time, while afternoon shadows will meet their professional at the luncheon. There is no minimum time commitment, however, I ask that professionals try to spend at least two hours at their job with a student.

Please email Margot Benish at margotbenish@livenation.com if you are interested in participating.

Volunteer Bank

The Cincinnati PRSA Volunteer Bank Is Open for Business

By Jeff Seal, APR

Volunteer your PR skills to a worthy cause, and you can make new contacts, add material to your portfolio and earn APR maintenance points.

Our chapter's volunteer bank already offers these opportunities, and will post more soon:

Mark Work Pay in Cincinnati	(Creates and implements a campaign to provide free tax return assistance for income-qualified wage earners in the Greater Cincinnati area)	Posted 12/12/05
Prevent Blindness Ohio	(Dedicated to preventing blindness and preserving sight)	Posted 12/12/05
Cincinnati Habitat of Humanity	(Builds and renovates homes for low income families)	Posted 09/07/05
Pink Ribbon Girls	(Support network for young women diagnosed with breast cancer)	Posted 09/07/05
ZONTA International	(Worldwide services organization of executives in business and the professions, working together to improve the legal, political, economic and professional status of women)	Posted 07/31/05
Cincinnati Nature Center	(CNC is a nonprofit environmental education organization serving Greater Cincinnati with hands-on programs for all ages.)	Posted 07/16/05

Community Land Co-Operative of Cincinnati	(Provides affordable housing to low-income resident of the West End of Cincinnati)	Posted 07/10/05
Granny's Garden School	(Collaborates with local educators to foster hands-on, schoolyard-based learning experiences for children by using the environment to teach across the curriculum)	Posted 06/27/05

Visit the volunteer bank at <http://www.cincinnati-prsa.org/Job%20Bank.htm>. If you know of a nonprofit organization that would like to request volunteer PR assistance, please have them contact Jeff Seal, APR, at jseal@fuse.net.

College View

Miami University PRSSA:

**The Heart Truth Campaign
Oglivy Worldwide Uses Fashion to Raise Awareness
By Jaime Koziol & Sara Scattarella**

To a woman five years ago, a red dress would hold no symbolic meaning. However, thanks to The Heart Truth Campaign by the National Heart, Lung, and Blood Institute, a red dress now reminds women all over the United States that heart disease is the number one killer of women.

In 2000, the National Heart, Lung, and Blood Institute became alarmed when a research study indicated that only 34% of women were aware of heart disease's status as the number one killer of women. In fact, "heart disease kills women at 8 times the rate of breast cancer." To generate public awareness of the risk factors and mortality rate of heart disease, the Institute enlisted the help of Oglivy Public Relations Worldwide to create an informational campaign to reach out to women across the U.S.

The campaign is an industry-recognized success story— with awards including a 2003 Silver Anvil for Public Service Campaign of the Year, a Gold SABRE for 2003 Marketing to Women Campaign of the Year, and Best in Show Finalist in *PR Week*— and a source for several best practices for future public relations campaigns.

Most notably, The Heart Truth Campaign was remarkable in its ability to drastically increase awareness of heart disease in just five years. Beginning with the catchy slogan, "Heart disease doesn't care what you wear— it's the number one killer of women," the National Heart, Lung, and Blood Institute immediately caught the public's attention. When linked with the symbol of a red dress, the campaign slogan provided both women and the media with a clear, memorable image to change perceptions about heart disease.

The Institute's combination of the slogan and symbol was also effective because it incorporated focus group research. According to the case study on www.oglivypr.com, research indicated that a successful campaign would require "a strong emotional link between a woman's focus on her outer self (appearance) and the need to focus on her inner self (health in general and heart health, in particular)." Thus, by utilizing focus group research from the target demographic, the campaign was able to effectively reach women by focusing on their interests.

The Heart Truth Campaign also used several different media outlets to deliver its key messages. The campaign created a website that explored details about heart disease, as well as published real-life stories of women struggling with the disease. The National Heart, Lung, and Blood Institute distributed local and national organizations to publicize heart disease. Influential businesses and media outlets from Mercedes Benz to *Glamour* also helped reinforce the campaign. By enlisting the support of popular brands, publications and broadcast network, the campaign successfully used media relation to effectively target its key audiences.

In February 2003, women and heart disease were selected as the cause for Fashion Week. This well-known fashion show helped The Heart Truth Campaign gain the attention of a large audience of women across the country. Nineteen top fashion designers donated red dresses, and Angela Cummings—a well-known jewelry designer—created a Red Dress Pin to launch the campaign's symbol.

With the help of Fashion Week, many famous faces were attributed to the campaign. First Lady Laura Bush discussed heart disease and introduced The Heart Truth Campaign at the 2003 fashion show. In 2004, the campaign returned to Fashion Week and was included in the star-studded fashion show for the debut of the Red Dress Collection 2004. Thus, Fashion Week—through both its events and corresponding publicity—provided The Heart Truth Campaign with a high-profile status and increased awareness among women across the country.

In 2003, The Heart Truth Campaign sold more than 500,000 Red Dress Pins, 80,000 copies of the Healthy Heart Handbook and more than 200,000 Heart Truth brochures. The campaign's main objective—to spread awareness about the dangers of heart disease to women—has not only been achieved, it has also led to millions of dollars of charitable donations in the process. Through successful partnerships and effective interaction with its target audience, the campaign has undoubtedly helped thousands of women learn about heart disease and encouraged them to share their knowledge with other women across the country.

Visions Viewpoint

Erma Bombeck Writers' Workshop
By Tim Bete, Director of Erma Bombeck Writers' Workshop

The Erma Bombeck Writers' Workshop is a one-of-a-kind event for humor and human-interest writing. Speakers include Dave Barry (Pulitzer Prize-winning humor columnist) and Susan Konig (former New York Post columnist and author of *Why Animals Sleep So Close to the Road* and *Other Lies I Tell My Children*). The 2006 workshop will be held Thurs., March 23 to Sat., March 25, 2006 in Dayton, Ohio. The registration fee is \$325 and includes all workshop sessions as well as two continental breakfasts, two lunches and three dinners.

For more information, see <http://www.HumorWriters.org>

Member/Agency/Company News

TOP 10 WOMEN IN ADVERTISING, MARKETING & PR

By Cindi Andrews

Editor, Women's Business Cincinnati

Jan. 3, 2006 – The Tristate's Top 10 Women in Advertising, Marketing and PR are honored in the latest issue of *Women's Business Cincinnati*, the monthly journal for business and professional women. Based on reader nominations, these women stood out for their leadership, vision and dedication to making their companies and their clients look good. In alphabetical order, they are:

- Patty Bloomfield, vice president and group director at Northlich
- Laura Cook, vice president of development and external affairs at Gateway Community and Technical College, and volunteer chairwoman of the Northern Kentucky Chamber of Commerce's PR committee
- Ria Davidson, owner of Ria Davidson Communications
- Lori Powers Graf, executive vice president and chief creative officer at the Powers Agency
- Barbara Drees Jones, vice president of marketing at Drees Co.
- **Ann Keeling, partner at Cristofoli-Keeling Marketing Communications Management Inc.**
- **Carrie Krysanick, public relations director at Cincinnati Symphony Orchestra**
- Karen Maier, vice president of marketing at Frisch's Restaurants Inc.
- **Gail Myers, vice president of marketing, PR and corporate relations at the Health Alliance of Greater Cincinnati**
- Lisa Sanger and Donna Eby, co-founders of Sanger & Eby Design

HSR Business to Business Receives PRSA Diamond Award

By Tracy Conger

Senior Public Relations Consultant

HSR Business to Business is an integrated marketing communications firm specializing in the needs of business-to-business clients. For more information, visit www.hsr.com.

December 12, 2005 – HSR Business to Business and CONTECH Construction Products Inc. were recognized with a 2005 Diamond Award from the East Central District of the Public Relations Society of America (PRSA).

HSR Business to Business and CONTECH received the Diamond Award in the Business to Business Tactics category for their campaign entitled “*SiteSolutions, The Magazine for Engineers, Developers and Contractors.*”

This is the second time HSR Business to Business and CONTECH have received recognition from the PRSA for their *SiteSolutions* campaign. Earlier this year, they were recognized with the Bronze Anvil Award, one of the most prestigious awards bestowed by the PRSA.

The Diamond Awards were created by the East Central District PRSA more than 28 years ago to exemplify brilliance in public relations campaigns and tactics in the district. They are awarded in 15 categories and subcategories.

The East Central District of the PRSA includes chapters in Indiana, Kentucky, Michigan, Ohio, West Virginia and western Pennsylvania.

CONTECH is a leading civil engineering site solutions products and services company.

Justice & Young Advertising & Public Relations News

By Barbara Flick, Account Manager & Rodger Roeser, APR, Vice President

Justice & Young, Inc. is an award winning, full service integrated marketing firm headquartered in Cincinnati, Ohio. More information can be accessed at www.jypublicrelations.com or by calling 513.388.4700.

- **Jennifer Riegert** as been hired as Division Leader – Technology/Business to Business
- *The Tavern Restaurant Group* has hired *Justice & Young Advertising and Public Relations* to direct and implement its strategic marketing program.
- *Full Service Networking Partners* with *Justice & Young* to Promote Innovative Tech Solutions. *Full Service Networking (FSN)* provides simple and reliable technology solutions to complex problems faced by small and medium size businesses.

Request for News!

By Shasta Taber

If you, or you know someone, that is a member of the Cincinnati Chapter of PRSA that has received an award, been promoted or recently hired, or even their company/agency

has received an award, or new client please share it with the rest of the chapter by submitting a short article to Shasta Taber, newsletter editor at srtaber@hotmail.com. Articles submitted in a Microsoft Word document would be greatly appreciated.

PRSA National News (from www.prsa.org)

PRSA ISSUES CALL FOR SILVER AND BRONZE ANVIL AWARD ENTRIES

Society Honors Excellence in Public Relations Practice

By Cedric Bess

212-460-1495

NEW YORK (January 9, 2006) — The Public Relations Society of America has issued a call for entries for the PR profession's most distinguished honors, the Silver and Bronze Anvil Awards.

PRSA will accept entries for the Silver Anvil Awards at the early-bird fee of \$275 for PRSA members and \$350 for nonmembers through Feb. 17, 2006. Entries received from Feb. 18, 2006 to March 3, 2006, the final deadline, pay a standard entry fee of \$325 for PRSA members and \$400 for nonmembers.

The Bronze Anvil Awards were introduced in 1969 to honor specific tactics in a public relations campaign. Entries will be accepted until March 17, 2006, at the early-bird rate of \$150 for PRSA members and \$225 for nonmembers. Thereafter, entries will be accepted until March 31, 2006, at the standard entry rate of \$175 for PRSA members and \$250 for nonmembers.

Silver Anvil Award finalists will be notified by PRSA, and the winners will be announced at PRSA's annual awards ceremony, The Silver Anvil Evening, at the Equitable Tower in New York City, June 8, 2006. Finalists who do not receive a Silver Anvil will receive a Silver Anvil Award of Excellence. Bronze Anvil and Bronze Anvil Award of Commendation winners will be announced following Silver Anvil Evening.

For applicants interested in advice on preparing entries, PRSA is offering a professional development course titled, "Getting the Rewards — and Awards — That Your Work Deserves." Senior Silver and Bronze Anvil judges will share tips and insights to help applicants create an award-winning entry. The course will be offered as a workshop at PRSA headquarters in New York City, Jan. 24, 2006, at 10:00 a.m. ET, and as a teleseminar Jan. 24, 2006, at 3:00 p.m. ET. Registration for these events can be completed at www.prsa.org or by calling 800-350-0111.

Online entry forms and information about preparing entries will be available on the Silver Anvil section page of www.prsa.org. Online resources include a database of two-page summaries of winning programs, searchable by category, industry or keyword. For more information, contact Don Bill at 212-460-1456 or don.bill@prsa.org.

PRSA ANNOUNCES FORMATION OF SEARCH COMMITTEE TO FIND SOCIETY'S NEXT EXECUTIVE DIRECTOR AND COO

By Cedric Bess
212-460-1495

NEW YORK (January 12, 2006) — The Public Relations Society of America (PRSA) announced today the formation of a search committee charged with finding the Society's next Executive Director and Chief Operating Officer. Catherine A. Bolton, current executive director and COO of the 20,000-plus member organization for public relations professionals, recently announced that she will not renew her contract, which ends December 31, 2006. Bolton has held the top staff position at PRSA since 2000.

PRSA President and CEO Cheryl Procter-Rogers, APR, Fellow PRSA, and Immediate Past President Judy Phair, APR, Fellow PRSA, said that the PRSA Board of Directors approved the appointment of these seven individuals to the search committee:

- **Grace Leong, APR**, president, Hunter Public Relations, New York, N.Y.;
- **Pender McCarter, APR, Fellow PRSA**, director, communication and public relations, Institute for Electrical and Electronics Engineers (IEEE)-USA, Washington, D.C.;
- **Dr. Debra A. Miller, APR, Fellow PRSA**, senior director of marketing and communications, Clark Atlanta University, Atlanta, Ga.;
- **Robert "Pritch" Pritchard, APR, Fellow PRSA**, Captain, U.S. Navy (Ret.), assistant professor of public relations, Ball State University, Muncie, Ind.;
- **David Rickey, APR**, vice president of public relations, Alfa Corporation, Montgomery, Ala.;
- **Ellen Shedlarz**, chief talent officer, Hill & Knowlton, Inc., New York, N.Y.; and
- **Karla Voth**, vice president, special events and programs, PRSA, New York, N.Y.

This committee represents the broad spectrum of PRSA, as well as special expertise in human resources in public relations and in the day-to-day operation of PRSA. It is charged with making its final recommendation(s) for a new Executive Director and COO to the PRSA Board of Directors by October 2006. The committee reports to the Board of Directors, which will make the final selection.

For more information on this selection process or to submit the name of a potential candidate, please contact the search committee at execsearch@prsa.org.

National PRSA Calendar of Events (January & February)

Date	Event	Location	Contact	Category	Other
January 2006					
18	Taking a Bite of the Obesity Epidemic	N/A	Melany Simpson	PD - Health Academy	

	Through Effective Communications				
19	Anatomy of a News Release, Pitch and E-mailed Releases	N/A	Genevieve DeLaurier	PD - Writing	
24	Getting the Rewards – and Awards – That Your Work Deserves	New York, NY	Don Bill	Honors and Awards	
24	Getting the Rewards – and Awards – That Your Work Deserves Teleseminar	N/A	Don Bill	Honors and Awards	
24	Meaningful Measures for Web Sites and Intranets	N/A	Genevieve DeLaurier	PD - Measurement	
26	Hispanic Public Relations: Responding to Growing Market Demands	N/A	James Abel	PD - Multicultural Communications	
26	How to Develop the Mind of a Strategist: How to Be Strategic	N/A	Genevieve DeLaurier	PD - Strategic Planning	
31	Emerging Online Tools: Tagging, Social Book Marking, Folksonomy, and More...	N/A	Genevieve DeLaurier	PD - Technology	
31	Making Accounting Happy Teleseminar	N/A	Chris Tearno	PD - Counselors Academy	
February 2006					
3	Pitch Like a Pro: Tips and Tactics to Double Your Press Coverage	Anaheim, CA	Genevieve DeLaurier	PD - Media Relations	
7	Transforming Brand Loyalty Into Grassroots Evangelism	N/A	Genevieve DeLaurier	PD - Branding	
16	Small Is Big: Writing Microcontent That Communicates Effectively on the Web	N/A	Genevieve DeLaurier	PD - Writing	
16-17	Crisis Communication Strategy	San Francisco.	Genevieve DeLaurier	PD - Crisis Communications	

		CA			
21	Extreme Brand Makeover: A Case Study in Integrated Communications	N/A	Genevieve DeLaurier	PD - Branding	
23	Media Training for the Trainer: Improve Your Effectiveness as a Media Coach	N/A	Genevieve DeLaurier	PD - Media Relations	
24	Expand Your Toolbox: Thriving in an Era of Blogging and Other Participatory Communications	New York, NY	Genevieve DeLaurier	PD - Technology	
24	Strategic Communication Planning and Action	Orlando, FL	Genevieve DeLaurier	PD - Strategic Planning	
27-28	Proving Your Worth: Planning and Measuring the Communication Function	St. Michael, Barbados	Genevieve DeLaurier	PD - Research/Evaluation	
28	The Write Way: Tips for Becoming a Better Writer	N/A	Genevieve DeLaurier	PD - Writing	