

**Registration Deadline:
Friday, November 2, 2007**

Please Choose:

- PRSA Member Full Day Workshop \$125
- PRSA Member Keynote and Lunch Only \$25
- Non-PRSA Member Full Day Workshop \$150
- Non-PRSA Member Keynote and Lunch \$35
- PRSA Students Full Day Workshop \$40
- PRSA Students Keynote and Lunch \$20

Roundtable Session Preference:

- Healthcare PR
- Government/Politics PR
- Sports PR
- Agency PR
- Branding Your Image

Make check payable to:
PRSA Bluegrass Chapter
and mail to:
Leah Wilding, Administrator
P.O. Box 7305
Louisville, KY 40257
Phone: 502-583-7266
Fax: 502-635-7907

Questions?

Kim Turner, 5 Star Public Relations, Inc.
502-554-4383
5starpr@bellsouth.net
or
Lauren Reed, Peritus PR
502-292-6095
lreed@perituspr.com

Directions to Masterson's

From I-65 South - While driving I-65 South through downtown Louisville, you will take exit # 134 (Arthur Street). Follow exit ramp straight until you come to a stop sign at Brandeis Ave. Turn Right (U of L Softball Field On Your Left). At stop light, continue straight onto Cardinal Blvd. You will pass 3 more stop lights and then turn right on 4th Street. The next right will be the entrance to Masterson's parking lot.

From I-65 North - While driving I-65 North from I-264 (Watterson Expressway), you will exit #135 (St. Catherine Street). St. Catherine will be a One Way Street heading west. Follow St. Catherine Street past 4 Stop lights and turn left on Third Street. Masterson's will be approximately 1 mile South on Third Street on your right.

From I-71 South - Follow signs to Nashville I-65 South. Follow directions above for I-65 South.

Area Hotels - www.gotolouisville.com/accommodations

La Quinta Inn & Suites Louisville
4125 Preston Highway
Phone: (502)368-0007
www.lq.com

Country Inn & Suites
2850 Crittenden Drive
(502) 753-5555
www.countryinns.com

Ramada Downtown North
1041 Zorn Avenue
I-71 Exit #2 & Zorn Avenue
502-897-5101
www.ramada.com

Red Roof Inn Airport
4704 Preston Hwy
502-968-0151
www.redroofinns.com

EconoLodge
6109 Preston Hwy
800-553-2666
www.econolodge.com/hotel/ky120

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Public Relations—Facing Future Challenges

PRSA Skills Workshop
Friday, November 9, 2007
9:00 a.m. to 3:00 p.m.
Masterson's
1830 S. Third Street
Louisville, KY

Registration

8:30 a.m. - 9:00 a.m.

9:00 a.m.

Forecasting the Future of PR and the Internet

Gary Gerdemann, Peritus PR

Blogs, podcasts, twitter, social media, Web 2.0. Are these new tools of the digital age burying traditional media?

10:00 a.m.

“Oh What a Tangled Web . . .”

Julie Gregory, Partner, Law Firm of Middleton Reutlinger

Learn how to protect your intellectual property of PR work, copyright and trademark issues involved in the development of Web sites and how not to infringe on the rights of others in cyberspace.

11:00 a.m.

Roundtable Sessions - Find out what PR is really like from the Pros.

Healthcare Public Relations

Barbara Mackovic, Marketing/Communications Sr. Manager

Jewish Hospital & St. Mary's Healthcare

Government/Politics Public Relations

Sherri Craig, Major Gifts Officer

Jewish Hospital & St. Mary's Healthcare
Former District Director for Congresswoman Anne Northup

Roundtable Sessions

Sports Public Relations

Svend Jansen, Director, Media/PR
Louisville Bats

Agency PR

Lori Riddle Eberenz, Account Executive
Guthrie/Mayes Public Relations

Branding Your Image

Tom Kokai, Senior VP Advertising and Creative Director

New!West, Unbridled Spirit Campaign

11:30 a.m. - 1:00 p.m.

Keynote Speaker and Luncheon

Are You Ready to Join the Online Social Community?

Ryan Hupfer, IndyMojo.com

Ryan joins us from Indianapolis where he has recently launched IndyMojo.com, an online social community, which stems from MetroMojo in Louisville. With over 4,000 registered members and quickly growing, Ryan is excited to help spread the Mojo love.

1:00 p.m. - 2:00 p.m.

Lessons Learned as a PR Volunteer for the American Red Cross following Hurricane Katrina

Marilyn Shank, APR

VP, Shank Public Relations Counselors

A few weeks after Hurricane Katrina hit, life was far from back to normal and patience was wearing thin. Marilyn shares her adventure in serving as a PR volunteer.

2:00 p.m. - 3:00 p.m.

Meet the Stars! Landmarks Award Winners Share their Stories

Rebecca Simpson, New!West, LLC

Southern California Fire Prevention
Emergency Outreach Program

New!West developed a coordinated community relations program to educate residents of Southern California on safety measures to prevent devastating forest fires.

Kim Turner, 5 Star Public Relations, Inc.

Brooklawn's Neighborhood Youth Home

5 Star Public Relations created a Strategic Communications Plan for Brooklawn Child & Family Services to communicate and diffuse strong opposition among residents in several affluent neighborhoods after purchasing a house to operate as a group home for eight disabled teenage boys.

Nina Walfoort and Holly Prather, TARC

TARC Travel Training Program

TARC's Travel Training program is a strategy for communicating the message that riding the bus can be easy and safe for older adults and people with disabilities. The program and video were developed in partnership with AARP and KIPDA (Kentuckiana Regional Planning and Development Agency).

Registration

Please complete *both* sides of the registration form and submit with check or credit card information.

Mail or fax registration to:

PRSA Bluegrass Chapter

P.O. Box 7305

Louisville, KY 40257

Fax - 502-635-7907

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____

State/Zip: _____

Phone/fax: _____

Email: _____

Credit card information (If applicable)

Number _____

Expiration: _____

Name on Card: _____

(Complete form on back)