

FROM TYPEWRITER TO iPHONE: BEING HEARD BY MULTIPLE GENERATIONS

Communicator's Conference

developing your professional self since 1996

Portland, Oregon

Wednesday, May 7 and Thursday, May 8

Presented by

The Public Relations Society of America

North Pacific District

Portland Metro Chapter

The International Association of Business Communicators

Oregon Columbia Chapter

WELCOME

From Typewriter to iPhone:

Being Heard by Multiple Generations

In January, the nation's oldest baby boomers turned 62. What's going to happen if they don't -- or can't -- retire?

Meanwhile, TIME Magazine, in its May 8 issue, reported that almost 3.4 million high school seniors will graduate between now and June, the largest in U.S. history. And in the fall of 2006, more than 6.3 million applications were submitted to four-year colleges.

Experts, such as Marc Freedman, author of *Encore: Work That Matters in the Second Half of Life*, say we're about to face a demographic employment shift as big as when women entered the workforce after World War II.

And he's just talking about the boomers.

It's time to gather with your peers—from all age groups—to improve your communications strategies for tackling these and other issues, with the help of some generation-savvy experts.



Several of the members of the 2007 Communicator's Conference pause for a group photo. From left to right: Natalie Caminiti, Lisa Hildebrandt, Noelani Baker, Abigail Dougherty (co-chair), Taraneh Foster (co-chair) and Will Simonds.

It all starts with the networking event Tuesday evening at the University of Oregon's Turnbull Center in Old Town Portland (page 17). You'll have the opportunity to get to know some of the West's brightest new grads, and reconnect with old friends and former colleagues. This continues with a networking event Wednesday with the Young Professionals of Portland and dine-arounds at downtown restaurants.

For those of you who start a conversation that won't end at the break, we've got a way for you to keep connecting. On Wednesday, Windsor B, and on Thursday, Windsor A, have been reserved exclusively for roundtable discussions. Even with 25 breakout sessions and 35 expert speakers, we know some of you will have other topics you'd like to discuss, and with the Communicator's Conference, you can customize your professional development.

And we know work doesn't stop just because you're at the conference. We have dedicated rooms for you to use throughout the day when you need to put out a fire or send a couple of emails. On Wednesday, please use Windsor C, and on Thursday, please use Windsor B.

Finally, we would like to thank the sponsors and volunteers who made this event possible. The Communicator's Conference is planned entirely by volunteers and supported almost exclusively through sponsorship. Please show your support for conference sponsors by giving them business when you have need of their services.

- Abigail Dougherty and Taraneh Foster, co-chairs

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The Ulum Group

The Washington County Historical Society

SCHEDULE

TUESDAY, MAY 6

5:00 p.m. Networking at the UO Turnbull Center
70 NW Couch St., 3rd floor, Portland

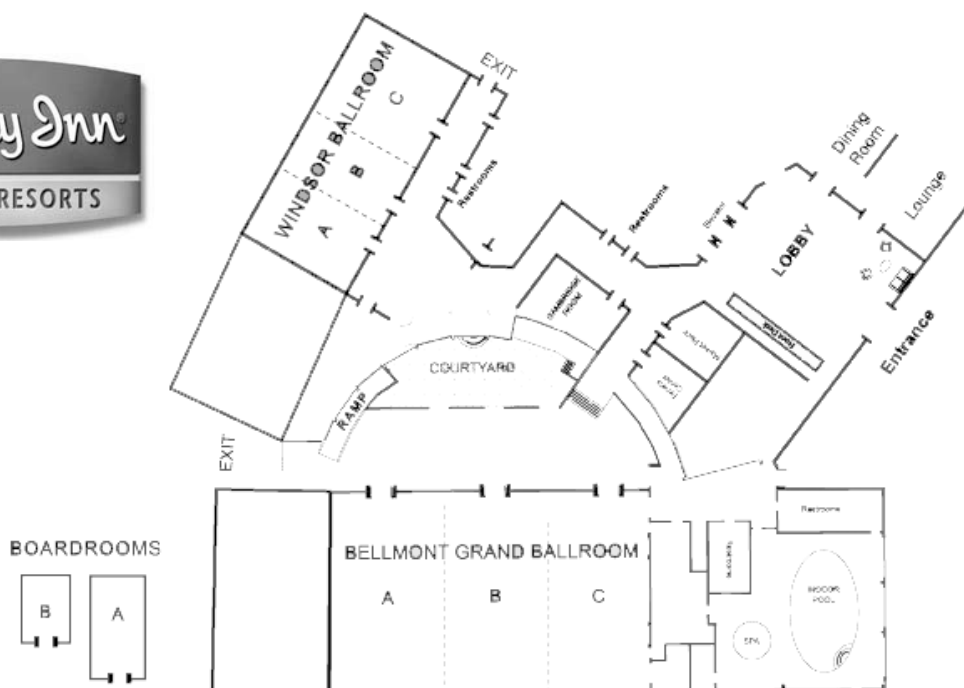
WEDNESDAY, MAY 7

7:00 a.m. Registration and Breakfast
8:00 a.m. Opening Session
9:15 a.m. Break
9:30 a.m. **Breakout Session #1**
10:30 a.m. Break
10:45 a.m. **Breakout Session #2**
11:45 a.m. Break
12:00 p.m. Lunch and Keynote Presentation
2:00 p.m. **Breakout Session #3**
3:00 p.m. Afternoon Refreshments
3:30 p.m. **Breakout Session #4**
5:00 p.m. Networking in the Belmont Ballroom
7:00 p.m. Dine-Arounds at downtown restaurants

THURSDAY, MAY 8

7:00 a.m. Registration and Breakfast
8:15 a.m. **Breakout Session #1**
9:15 a.m. Break
9:30 a.m. **Breakout Session #2**
10:30 a.m. Break
10:45 a.m. **Breakout Session #3**
11:45 a.m. Break
12:00 p.m. Lunch and Keynote Presentation
1:30 p.m. Conference Concludes

VENUE MAP



SESSION DESCRIPTIONS

WEDNESDAY, MAY 7

9:30 A.M. TO 10:30 A.M.

Bob's Red Mill: Leveraging New Technology to Tell an Old World Story

Presented by Craig Ostbo and Ted Morgan, Koopman Ostbo

Bellmont A

What modern marketing methods do you use to promote a product that dates back to ancient times? And how do you tell a company's old-world story leveraging today's 24-hour "always on" news machine? It's a challenging juxtaposition for any marketer to take on, but that's exactly what integrated marketing communications agency Koopman Ostbo has done for client Bob's Red Mill Natural Foods.

In this session, Chief Marketing and Brand Strategist Craig Ostbo and Lead Account Supervisor Ted Morgan will share the techniques they have employed to tell the story of an industry leading miller of stone-ground whole grains to a fast paced, technology-driven audience. They'll discuss how they've leveraged modern technology to reach consumers, and how, by so doing, have created an army of brand ambassadors as passionate about Bob's Red Mill as founder Bob Moore is.

Communicating Green to Customers

Presented by Helen Neville, New Seasons Market

Bellmont B

Successfully communicating green takes more than hype. It requires educating both employees and customers on what green means; the value of green business; and the impact personally and globally of green practices. New Seasons Marketing Director Helen Neville will share insight into how the natural foods grocer employs green communications strategies and tactics.

The Age Boom: Competitive Strategies for an Aging Workforce and Why Older Workers Matter

Presented by Jay Bloom, United Way – Columbia Willamette; Joyce DeMonnin, AARP Oregon; and Karen Shimada, Life By Design

Bellmont C

As the oldest of the nation's nearly 80 million baby boomers approach classic retirement age, they, their employers, and society at large are facing many more questions than answers.

We're about to face a demographic employment shift as momentous as when women entered the workforce after World War II, according to Marc Freedman, author of *Encore: Finding Work That Matters in the Second Half of Life*.

PR in a Web 2.0 World

Presented by Michael Pranikoff, PR Newswire

Windsor A

The face of PR is changing as the tools of PR evolve. In order to stay ahead of the innovations, communications professionals need to know how to use new media techniques and also stay apprised of what the next big thing will be.

PR Newswire's Director of Emerging Media, Michael Pranikoff, will present an update on how communications has continued to adapt and grow online. "PR in a Web 2.0 World" will focus on how communicators can utilize the new technology that is driving emerging media, provide a real-world case study utilizing those tools and ultimately give communications professionals the information they need to incorporate those tools into their communications programs. This program is for the novice and those who have been working in social media for a few years.

Some of the topics discussed will be:

- RSS or Real Simple Syndication
- Social Media (Blogs, Podcasting, SMS, Vlog, Vodcasting)
- SEO (Search Engine Optimization) – What you need to know to write for search
- Web Analytics
- Using Multimedia Online

10:45 A.M. TO 11:45 A.M.

Corporate Social Responsibility: Being Credible, not Hyped

Presented by Gail Dundas, APR, Intel; Helen Neville, New Seasons Market; and Lee Weinstein, Lee Weinstein and Associates

Bellmont A

There is so much information bombarding us today we have to filter what we pay attention to. There is also a growing skepticism about information coming from any sort of large institution, be it an industry, a corporation, and even large associations. Many consumers have developed sophisticated radar to quickly sort through data and separate the hype from valuable information.

As communicators and public relations professionals we tasked with getting our client's message through the filters based on volume and skepticism. Today we have the opportunity to ask three experts how we can be seen as credible by our audience, rather than being hyped.

Case Study: Blogging to Communicate Directly with Customer Prospects and Generate Media Coverage

Presented by Jeff Hardison, McClenahan Bruer Communications

Bellmont B

Director of Business Development and Senior Counsel Jeff Hardison of McClenahan Bruer Communications ("McBru"), will present on the corporate blogging program he developed for PolyServe that, in only a few months, helped the company generate thousands of daily visitors (many of them potential customers), garner blog and traditional-media coverage and drive traffic back to PolyServe's Web site.

Throwing a Party for 28 Million People: The Internet Campaign that Brought Mardi Gras to the World

*Presented by John Deveney, APR, Deveney Communication
Bellmont C*

With an infinite number of sites on the Web, how do you drive traffic to yours? On February 16, 1999, mardigras.com had 9 million hits. Between January 6 and February 16 the site received a record-breaking 28 million visits. Learn how to create effective Internet marketing strategies, to reach your goals and to create an audience for an Internet-based organization – or for groups that have never been on the Web.

Case studies and discussion will compare Web sites and Internet campaigns from government agencies and corporate organizations from a variety of industries as well as media used.

Who Is Sylvia? Conversations with a Silicon Valley PR Icon

*Presented by Sylvia Paull, Independent Publicist
Windsor A*

Dubbed a "Silicon Valley Public Relations Icon" by Fast Company, Sylvia Paull is in the unique position of having practiced public relations for as long as some of her clients are old. The self-described "relational database" will share her insights on working, connecting and finding "young people with historical amnesia, and [how] they fuel the next generation."

SESSION DESCRIPTIONS

2:00 P.M. TO 3 P.M.

Marketing to Boomers

Presented by Tom Laughon, Catch Your Limit Consulting

Bellmont A

This session is loaded with practical and tactical take-aways for professionals in marketing, sales, human resources, customer service and research and product development, as well as executive staff. And for those of you who have been on the receiving end of Tom's wit and wisdom, a lot of laughs thrown in.

The information presented by Tom is based on the findings from our national research among boomers, "The Boomer Project," as well as insights culled from all relevant secondary sources.

Leveraging the Web to Manage and Measure Public Perception

Presented by Kent Lewis, Anvil Media, Inc.

Bellmont B

Although search engine marketing (SEM) has been around for over a decade, it's still a relatively new tool in a marketer's repertoire. PR and marketing communications professionals that truly embrace SEM are giving their company and its clients a distinct advantage in the marketplace. By utilizing search engine optimization (SEO), pay-per-click (PPC) and various monitoring applications they are able to effectively influence stakeholder brand perceptions.

Kent Lewis, founder of Anvil Media, Inc. will outline the fundamentals of the evolving technique known as SEM PR to monitor, shape and measure brand reputations online. In his presentation, he will outline the latest strategies and tactics via real-world examples.

Internet Marketing Made Simple: Secrets, Tips and Tactics

Presented by John Deveney, APR, Deveney Communication

Bellmont C

With a near infinite number of Web sites and an explosion of Internet marketing activity, competition for audience is fierce. This presentation demystifies Internet marketing, whether you are a novice or an aficionado. Learn how to respond to the new opportunities and challenges and take a leadership role – instead of following your IT department – in using technology

to achieve business objectives. You'll see how research and secrets from the online frontline correct common and costly misperceptions.

Specific topics include:

- How and why Internet marketing influences the public, particularly consumers
- Create strategies that integrate tradition and online initiatives to achieve business objectives
- Learn how to capture and retain audience and search ranking
- Participate in our interactive demonstration of PR's global reach, which uses illustrations and examples from national leaders competing in the global marketplace

APR Speed Dating

Presented by Brian Bell, APR, Hill and Knowlton; Dianne Danowski Smith, APR, The Ulum Group; Erin Patterson, APR, LaCrosse Footwear, Inc.; Mara Woloshin, APR, Woloshin Communications; and Brooke Worden, APR, Weber Shandwick

Windsor A

Are you interested in becoming an accredited public relations professional? Want to give your business cards -- and paycheck -- a boost? Are you ready to take your career to the next level? Discover why and how by attending this Accreditation in Public Relations (APR) session. In this session, you'll get to "date" a host of APRs to learn about their experiences and get the inside scoop on what the process is really like.

3:30 P.M. TO 4:30 P.M.

Generation Y and the Death of Employment At-Will

Presented by Richard Meneghello, Fisher & Phillips LLP
Bellmont A

There are now 80 million Gen Y workers in the American workforce, and they are almost certainly becoming an ever-increasing presence in your own company. Our newest generation of workers has been described as “the most coddled and over-parented generation in history.” They are autonomous and technologically savvy; they change jobs quickly and know that portable trade secrets and proprietary information are valued in the workplace. Gen Y workers favor employment at-will because they like coming and going with no strings attached. Learn how smart employers are rethinking old ideas about how to manage this segment of the workforce, including reassessing the value of the employment at-will doctrine in favor of more individualized employment relationships.

How to Reach Boomers Through Public Relations

Presented by Brooke Worden, APR, Weber Shandwick
Bellmont B

The 77 million “Boomer” Americans represent more than one quarter of the U.S. population and have an annual spending power of \$2 trillion.

So what’s the secret for reaching this vast market? Attendees will hear new research and best practices that provide surprising insights into communication preferences, misconceptions and influence within the Boomer segment.

The Appeal of Authenticity

Presented by Gary Hirsch, On Your Feet
Bellmont C

With thousands of brands in the world, how do we know authenticity when we see it? Learn from a long-time branding guru and a co-founder of an improvisational theater how you determine authenticity and how your actions convey what you care about.

ROI on the ABC

Presented by Anna Browne, APR, Standard Insurance Company; Julie Piper Finley, ABC, Loaves & Fishes Centers; and Tom Unger, ABC, APR, Wells Fargo Bank
Windsor A

If the ABC accreditation process is long and difficult, why would anyone want to put themselves through it? Learn from experienced Portland-area communication professionals why they are glad they stuck with it and earned those coveted initials. In this highly-interactive session, each speaker will discuss the value that the ABC provided to them personally. In a roundtable format, you will be able to ask questions about why accreditation might be right for you and learn about the resources that are available to you.

SESSION DESCRIPTIONS

THURSDAY, MAY 8

8:15 A.M. TO 9:15 A.M.

High-tech Engineers From 29 to 48, Chinese to North American, Web-savvy to Learning

Presented by Kerry McClenahan, McClenahan Bruer Communications

Bellmont A

Consumer-market communicators aren't the only ones scrambling to be heard by multiple generations, each of which accesses information differently. In the past, high-tech communications professionals could rely on similar messages and media channels to reach engineers. Today, engineers range in age and media-channel preference: The formerly undisputed leaders of high-tech innovation, U.S. engineers, average 48 years in age and are still dipping their toes into online communications channels, while Chinese engineers, the new kids on the block, average 29 years and are steeped in online media. McBru President Kerry McClenahan, the creator of her high-tech firm's popular Insight series of engineer studies (in partnership with Hearst and CMP), will present findings from both the 2007 Insight study of Chinese engineers and the 2005 study of U.S. engineers, as well as discuss what the findings mean for communicators.

The Insight series of studies have been covered in national publications such as BusinessWeek, The Wall Street Journal and BtoB Magazine. McClenahan has been invited to speak about engineering audiences to communicators across the U.S. and in China.

Effective Communication in a Diverse Environment

Presented by Greg Bell, Greg Bell Consulting

Bellmont B

How do you put people first and respect cultural differences while still focusing on the bottom line? How do you take a group of people with no common culture and turn them into a functioning team?

This session includes in-depth coverage of the GregBell Curve®, a patented research-based, four-stage model for creating effective relationships and a more inclusive culture. Universally applicable, straightforward and practical, the Greg-Bell Curve® assists participants in their approach to personal and organizational communication, relationships and inclusion.

Four Generations of Media, Four Generations of Audience – and One Approach to Measuring Them

Presented by Johna Burke, BurrellesLuce

Bellmont C

With PR practitioners being called on to play a major role in the attainment of an organization's overall objectives, there is a growing need to demonstrate the value and impact of coverage in every delivery channel: print, broadcast, online and blogs. Today, media measurement is a crucial function for organizations of all sizes. Johna Burke will discuss the need to assess results from all channels and suggest ways that measurement can be tailored to fit even modest budgets.

9:30 A.M. TO 10:30 A.M.

The Pursuit: Recruiting Tactics

Presented by Karen Shimada, Life by Design, and Carie Strahorn, Boly:Welch Recruiting

Bellmont A

In the ever-changing job market, how do you find a life-changing career or a great, vested employee? Learn the recruiting tactics surrounding social media and how to provide “passion and purpose” to your aging employees.

Case Study: A New Medium in the PR Mix

Presented by Kimberly Myers, Nereus

Bellmont B

As the Internet evolves, new forms of content delivery are driving infinite possibilities of how communicators can deliver messaging and brand awareness to specific audiences – a medium that Nereus excels in. This presentation will walk through a case study of FranksCubicle.com and will share the importance of using and understanding social media, alternative metrics for measurement, lessons learned when charting social and digital medium communication, and present next-steps development: Are we on target for FranksCubicle 2.0.?

Communication in the Workplace: Is It More than Intergenerational Issues?

Presented by Kathy Condon, Executive Coach

Bellmont C

Baby boomers are complaining about Generations X and Y. Generations X and Y accuse the boomers of being complacent and pushing off their computer work to them, causing excessive workloads. Boomers admire Generations X and Y's energy.

Generations X and Y appreciate boomers' patience. Frustration and lack of communication in the workplace is being blamed on age differences. Explore what is really going on with intergenerational communication.

10:45 A.M. TO 11:45 A.M.

Engaging Conversations Through New Mediums: A Roundtable Discussion of Social Media

Presented by Blair Cook and Kimberly Myers, Nereus

Bellmont A

In this roundtable we will discuss emerging and established tools of public relations, how they can engage an audience, ethics in the new media, and how to monetize our efforts. The conversations are already happening; we as communicators must join those conversations in ways that benefit our stakeholders.

Corporate Social Marketing: Connecting Your Stakeholders Through Interactive Communities

Presented by Carmen Holley, Ipsos

Bellmont B

An interactive forum is an online, interactive medium for staying in touch with one's current and future customers or other stakeholders. As a “live,” “real-time” tool, the forum can be used for polling, qualitative research, bulletin boards and, most importantly, as a means for building a community among one's stakeholders.

Using a series of case studies spanning industries from newspapers to real estate, this presentation will present the case for an Interactive Community as a core piece of any company's communications and share steps on how some of Ipsos' clients built forums as well as detail the key benefits and drawbacks of forums. Attendees will become familiar with an important new tool in the market research industry and learn how these forums are currently being used in the business world.

Don't Call It a Phone: The Evolution of Mobile Marketing

Presented by Brian Linver, Pinnacle Marketing Group

Bellmont C

Mobility guru – and all-around wireless junkie – Brian Linver, Pinnacle Marketing Group partner, explains the development of the mobile ecosystem, the emergence of mobile marketing and why it matters. In this session you will learn the basic steps to launching a mobile marketing campaign and reaching the more than 258 million cell-phone users in the United States.

SPEAKERS

RONALD J. ALSOP

Ronald J. Alsop, a columnist at The Wall Street Journal, is the author of the books *The Wall Street Journal Guide to the Top Business Schools* and *The 18 Immutable Laws of Corporate Reputation: Creating, Protecting, and Repairing Your Most Valuable Asset*. He also has served as editor of the Journal's Marketplace page and its annual ranking of MBA programs. He is a frequent speaker at international conferences on corporate reputation and business education, and he works closely with leading research firms that measure corporate brands and reputations. A graduate of the Indiana University School of Journalism, he lives in Summit, NJ.



BRIAN BELL, APR

Brian Bell, APR, is a senior consultant with Rockey Hill & Knowlton and former general manager of its Portland office. Before joining Rockey Hill & Knowlton, Brian served as a vice president of Ogilvy & Mather Public Relations in Seattle, and general manager of its office in Portland. He is a Past PRSA chapter president, Assembly Delegate and volunteer speaker and review panelist for students expanding their education and seeking to earn their PRSA Accreditation.



He has been honored with the William W. Marsh Award for distinguished service to the profession by the PRSA Portland Metro Chapter. Prior to becoming a public relations counselor, Brian was a journalist for *The Oregonian*, *The Oregon Journal* and *United Press International (UPI)*.



GREG BELL

A highly engaging speaker, trainer and facilitator, Greg Bell helps individuals and organizations thrive by improving their relationships and communication. Greg has over 20 years of experience in business, law and athletics.



JAY BLOOM

Jay Bloom is the president and CEO of an executive coaching and consulting practice, Bloom Anew. He is also the director of the Multnomah County Vital Aging Task Force and serves as interim president and CEO of United Way of Columbia-Willamette.

ANNA BROWNE, ABC

Anna Browne is the internal communications manager at Standard Insurance Company in Portland, OR. She has spent more than 25 years in communications, primarily in internal communications, working for the government (ODOT and TriMet), nonprofits (World Forestry Center) and public corporations (Fred Meyer). She is currently responsible for employee communications at The Standard, where she has worked for eight years. She is a journalism graduate of Michigan State University and is an accredited communicator with the International Association of Business Communicators. Her employee publications have won recognition in the chapter's annual awards contest for many years.



JOHNA BURKE

Johna Burke is the West Coast vice president for BurrellesLuce Express Services. She is responsible for growth and development of the strategic accounts in this region, including global and Fortune 1000 companies. She has more than 17 years experience in business communication, public relations and sales.





KATHY CONDON

Kathy Condon is an Executive Coach Certified in Performance Coaching. She is an expert on business communications and regularly speaks and trains on building relationships, including inter-generational communications and networking.

BLAIR COOK

A self-described information junkie, Blair Cook prides himself on staying in the know. Constantly monitoring his RSS reader, Twitter tracking and Digg, Blair uses his ability to remain connected to support clients such as MMCA and the USB Implementers Forum. Blair joined Nereus after previous experience with Fleishman-Hilliard, where he discovered his passion for the field. His other passion? Photography. He enjoys using the social photography site Flickr to learn new techniques, view great work and network with other photographers.



DIANNE DANOWSKI SMITH, APR

Dianne Danowski Smith, APR, Portland director of The Ulum Group, has 18 years of experience in health communications, public relations, strategic marketing and corporate communications through former positions with Providence Medical Group, Legacy Health System and Physicians' Hospital. She has completed the E-Commerce Marketing and Management certification program at Portland State University.

She loves to help clients excel in any and every opportunity. Dianne has won three Oregon Spotlight Awards from the Public Relations Society of America for outstanding client success. She is accredited by PRSA and serves as past president of both Portland's PRSA chapter and the Health-care Communicators of Oregon.



JOYCE DEMONNIN

As director of public outreach, Joyce DeMonnin leads the economic security issues for AARP Oregon as well as working on health-care quality and safety issues. Joyce currently works on expanding access to Oregon's prescription drug program. She also directs AARP Oregon's efforts on behalf of workers 50 and over, and is currently the chair of the Multnomah County Vital Aging Task Force employment workgroup. She is also a commissioner on the Patient Safety Commission, and provides consumer representation on behalf of the Oregon Quality Corp.

Joyce's eclectic careers includes work as a professional marketing consultant, newspaper reporter, trainer and small business owner. Joyce has a B.A. in journalism from the University of Oregon and a master of public health degree from Portland State University.



JOHN DEVENEY, APR

John Deveney, APR, is president of Deveney Communication and was named PR News "Agency Executive of the Year" in 2006, less than a decade after making the publication's first list of "15 to Watch." John's firm, named one of five Top Boutique PR Firms in the country by PR Week in 2004, specializes in strategic planning, crisis management, media training, community relations, Internet marketing and media relations.



SPEAKERS

GAIL DUNDAS, APR

Gail Dundas is a Senior Communications Manager in Intel's Global Communications Group. With Intel for nearly 11 years, her role is to lift Intel's Corporate Reputation by communicating about its Corporate Social Responsibility, particularly its role as a corporate citizen and as a company concerned about and committed to improving education around the world. She manages communications for two of Intel's flagship communications programs, Intel Science Talent Search and the Intel International Science and Engineering Fair. Dundas held previous agency and non-profit roles in Portland for the first 10 years of her career, and was president of the Portland Metro Chapter of PRSA in 1996.



JEFF HARDISON

Jeff Hardison is director of business development and a senior communications counselor at deep-tech agency McClenahan Bruer. An online-communications practitioner since 1998, Jeff's marketing communications expertise also spans corporate communications, grassroots marketing, media/analyst relations, blog relations and development, advertising project management, online marketing, branding programs, copywriting and special events. His work with Morpheus, a software tool now involved in a landmark U.S. Supreme Court case, is featured for its unique online-communications approach in the fifth edition of McGraw-Hill's university textbook, *Public Relations: The Profession and the Practice*.



GARY HIRSCH

Gary is the co-founder of On Your Feet, a strange little consultancy that uses improv theater and other experiential methods to help brands "Do more of what they care about." He is also a rabid illustrator, artist and college instructor. He has designed and led programs for Nike, FedEx, Disney, Warner Bros., Intel and others. Gary has been teaching and performing professional improv for 15 years. He is the founder of Super Project Lab Improv, and has performed with members of the cast of the ABC-TV hit series *Whose Line Is It Anyway?* He served as a visiting faculty member at Templeton College at Oxford University, and is a regular faculty member at "12," the graduate school at Wieden + Kennedy advertising.



CARMEN HOLLEY

Carmen Holley is the associate vice president of Ipsos' Pacific Northwest team. Her areas of expertise focus on qualitative and quantitative research methodologies for the branding and customer-experience industry.



BRIAN LINVER

At Pinnacle Marketing Group, it's rare that opportunity knocks. That's because PMG Partner Brian Linver usually opens the door before it can. Known for his big, blue-sky thinking and ability to upend conventional strategy, he repeatedly finds opportunity where it's least expected.

Brian's path to PMG started at the University of Texas, where he graduated with a BBA in Marketing. He then moved on to Dow Chemical's marketing department for a few years, then into account services at Ogilvy & Mather. His next stop was at AT&T Wireless for 11 years, where he pioneered mobile marketing programs with partners like MTV, Disney and the NFL, among other feats.



TOM LAUGHON

Tom Laughon is president of Catch Your Limit Consulting, a management and marketing firm headquartered in Tallahassee with an affiliate office in Richmond, Virginia. Tom has worked with some of America's top brands: Comcast Communications, McDonald's, Reynolds Metals, Corning/Mitsubishi, Samsung, International Dairy Queen and The Society to Protect America's Eagles. Tom has spent a career in marketing, advertising, consulting and providing leadership for organizations.

KENT LEWIS

Kent Lewis is the founder of Anvil Media, Inc., where he is responsible for managing operations, marketing and business development. Lewis founded Anvil Media in 2000 to help clients increase visibility, leads and sales through their Web presence. In addition, Kent is an adjunct professor at Portland State University and recently sat on the Portland Advertising Federation board.



KERRY MCCLENAHAN

Kerry McClenahan is president of McClenahan Bruer Communications (McBru), which she co-founded in 1993. Her career spans more than 20 years dedicated to the practice of advertising and public relations for technology business-to-business companies. In 1998, after fruitlessly searching for psychographic data on engineers with which to enhance client communications programs, Kerry conceived of what has now become an ongoing research study. The study is conducted every other year, most recently in the form of Insight 2007: A Survey of Chinese Technology Innovators, and is hailed as the first and only psychographic research available in the deep technology sector.



RICHARD MENEGHELLO

Richard Meneghello is a partner in the Portland office of Fisher & Phillips LLP. He focuses much of his practice on disability discrimination defense issues and appears in court defending claims of sexual harassment, gender and race discrimination, public accommodation, retaliation, wage and hour violations, and family and medical leave discrimination. Rich also regularly represents employers in labor grievance arbitrations.



TED MORGAN

Ted Morgan has been employed at Koopman Ostbo for more than seven years and is currently an account supervisor. In addition to leading the account service department, his responsibilities include developing and managing the marketing strategies of clients in the consumer package goods and retail industries. Ted works with Bob's Red Mill, the Oregon Dairy Products Commission, Market of Choice and Biokleen. In the past, he has worked with previous KO clients Kettle Foods, Wild Oats and Seattle's Best Coffee. After receiving his B.A. in English from the University of Denver in 1993, Ted studied master's-level coursework at Portland State University in 20th Century American Literature before deciding to pursue marketing.



KIMBERLY MYERS

Kimberly Myers is a senior account executive at Nereus. As a young professional, Kim has worked on a number of award-winning campaigns and managed PR efforts for multi-million-dollar organizations.



SPEAKERS

HELEN NEVILLE

With 15 years of retail experience, Helen Neville is passionate about the natural-products industry and has a long-standing commitment to sustainable business practices and products. Currently, Helen serves as the marketing director for New Seasons Market, where she leverages her years of expertise in integrated and effective public relations, marketing and branding. Throughout her career she has excelled in management positions at organizations including HEB and Pharmaca. She holds a BA from the University of Texas at Austin and an MBA from the University of Colorado at Boulder.



CRAIG OSTBO

Partner and president of Koopman Ostbo, Craig Ostbo brings over 20 years of strategic marketing communication experience to the 16-person firm he operates with business partner Ken Koopman. In his role as the agency's chief marketing and brand strategist, Craig has directed and developed brand and marketing strategies for companies such as Kettle Foods, Wild Oats Markets, The Yoshida Group of Companies, Kroger's Naturally Preferred Brand, Der Rheinlander and Gustav's Restaurants, Pacific Foods, Market of Choice, Nature's Path, Pacific West Bank, Bob's Red Mill, Smucker's/R.W. Knudsen and Castor & Pollux Pet Works.



ERIN PATTERSON, APR

Erin Patterson currently manages public relations and communications for LaCrosse Footwear, Inc. for the Danner and LaCrosse brands. While most of her PR experience is on the agency side, having worked for Burson-Marsteller, Golin/Harris International and Lane PR, she began her communications career editing and writing for several magazines from Bride's Magazine to Self.

Erin earned her accreditation in February 2008. It was a very exciting experience for her to go through the process and to learn how to improve her own practice in public relations.



SYLVIA PAULL

Sylvia Paull develops strategies for generating curiosity about her clients and their technologies. Specializing in high-tech startups, she has worked with the founders of Ask.com, CNET, Wired, the Electronic Frontier Foundation, the Free Software Foundation and the Rockridge Institute. Since 1994, she has organized and moderated the Berkeley Cybersalon, a monthly forum for discussing the impact of technology on culture. In 1995, she founded Gracenet, an international group promoting women in high tech, which ran a successful media campaign calling attention to sexist ads in high-tech media. The DisGraceful Award in Advertising generated major media coverage and caused several companies, including IBM and InfoSeek, to withdraw their advertising.



JULIE PIPER FINLEY, ABC

Julie Piper Finley is the director of marketing and communications for Loaves & Fishes Centers, the Meals-On-Wheels People in Portland, OR. One of the five largest senior nutrition programs in the country, Loaves & Fishes Centers serves 5,000 meals daily and more than 1.1 million meals annually to seniors in Multnomah, Washington and Clark counties. Julie has spent more than 25 years in corporate communications and public relations, working in both the public and private sector. Julie is a trustee for the IABC Research Foundation, the past director of IABC US District 6, which encompassed 10 Western states, and is a past trustee of the Portland Highland Games. She is a graduate of the University of Washington.





MICHAEL PRANIKOFF

Michael is director of emerging media at PR Newswire and is responsible for educating PR Newswire staff and customers about the role emerging media (such as RSS, blogs, social networks, search engines and other Web 2.0 technologies) play in public relations. Michael joined PR Newswire in 1998 in a client-services role. He immersed himself in the technology industry in and around the Washington, D.C. area working with clients such as XM Satellite Radio, AOL and the Consumer Electronics Association. In 2003, Michael was named National Technology Markets Specialist, a role that allowed him to continue working with his clients while assisting PR Newswire account managers across the country in their work with technology companies and organizations. Michael is also the creator and facilitator of PR Newswire's Seminar Series, "PR in a Web 2.0 World."



JOEL STEIN

Joel Stein, regular columnist for TIME Magazine and the Los Angeles Times, frequent contributor to VH1's "I Love the [fill in the decade]" and former writing instructor at Princeton University, will present a humorous and entertaining keynote on intergenerational differences.

KAREN SHIMADA

Karen Shimada is the program manager for Life by Design NW, a nonprofit community collaboration, housed at Portland Community College, organized to support individuals 50+ in discovering their passion and purpose so they engage their wisdom and skills to strengthen the community and achieve personal fulfillment.

Karen has worked in aging services and gerontology for over 25 years. She began her career working in skilled nursing communities, adult day-care programs and at the state legislature. After living and working internationally for 17 years, Karen returned to the US and settled in Portland, where she worked on nonprofit-management and events-management certificates. She worked for a nonprofit targeting global aging issues and began with Life by Design NW in October 2007.



CARIE STRAHORN

Carie Strahorn brings over 20 years of leadership experience within business, on volunteer boards and in community service organizations to her current work at Boly:Welch Recruiting as director of business development, where she balances oversight for company messaging and community partnerships with HR recruitment. Strahorn drives sourcing for client/candidate outreach, developing strategy and tactical efforts on company goals for growth.

Strahorn jump-started her career at locally-owned Esco Corp. in human resources, then moved to Boise Cascade Paper, where she spent 15 years in HR, marketing and sales.

Volunteer activities include six years as parent-counselor for Beyond Lincoln program at Lincoln HS; current VP and board member, Oregon Girls Lacrosse Association and OR Chapter, US Lacrosse Association; Past PTA Co-President, West Sylvan Middle School and Ainsworth Elementary. Carie is a past Business Consultant for Junior Achievement.



SPEAKERS

TOM UNGER, APR, ABC

Tom Unger is the Oregon Region manager of Corporate Communications for Wells Fargo & Company, overseeing internal and external communications in Oregon and southwest Washington. Tom transitioned into corporate communications in 1989 after working for 10 years as a newspaper, radio and television reporter/editor in Oregon, California and British Columbia.

He served as president of the Oregon Columbia chapter of IABC and is currently on the board of the Portland chapter of PRSA. He is one of the few communicators in the United States accredited by both organizations. He has won more than 20 awards from various local, regional and national communications groups.



LEE WEINSTEIN

Lee Weinstein, Nike's most-tenured U.S. communications leader, is an experienced and creative PR professional. For 15 years he led the company's U.S. PR department, corporate responsibility communications efforts, and global employee communications.

Lee has a background in political and nonprofit communications and public affairs. He worked in Washington, D.C. for Oregon Congressman Ron Wyden, for Oregon Insurance Commissioner Ted Kulongoski, and as deputy press secretary to Governor Neil Goldschmidt. He also directed communications and marketing for the Bay Area's largest AIDS nonprofit, Project Open Hand.



MARA WOLOSHIN, APR

Mara Woloshin is a professional member of the PRSA's Counselors Academy and the National Speakers Association. She currently serves on the board of the PRSA North Pacific district, is a past president of the Portland Metro Chapter of the PRSA and received the organization's William Marsh Lifetime Achievement Award in 2003. She was admitted into PRSA's College of Fellows in 2005. Her work in public relations research and planning has received numerous awards.

When Mara isn't gardening with questionable results, she is busy helping others. She has assisted 25 refugees get their U.S. citizenship. She is also the Universal Accreditation Chair of the Portland chapter of PRSA and has successfully mentored APR candidates for more than a decade.

Mara's public relations and marketing communications firm, Woloshin Communications, has been based in Portland, OR since 1991. She has also taught at Oregon universities since 1989, and she holds a master's degree in communications.



BROOKE WORDEN, APR

Brooke Worden is currently an account director in the financial services practice at Weber Shandwick. Her current clients include the 2010 Census and Prudential Retirement. Brooke has provided strategic counsel on messaging and media relations to the Business Roundtable's Health and Retirement Task Force as a member of the Pension Coalition, a group of employers, service providers and trade associations working to advance retirement security.

Brooke has extensive experience in the retirement services industry and also led the ING Aetna Financial Services account. She is the recipient of a PRSA Silver Anvil Award in her previous work leading the CIGNA Retirement & Investment Services (CR&IS) account, while her "Boomers on the Brink" and "Workplace Report on Retirement Planning" projects were PR Week Award finalists in the "Best Use of Research or Measurement" Category.

NETWORKING AND DINING

TRIPLE-PLAY: NETWORKING WITH PRSA, IABC AND PRSSA

Join fellow public-relations practitioners and students for an evening social and tour of the new home of the University of Oregon in Portland and the School of Journalism and Communication's George S. Turnbull Center, Tuesday, May 6, from 5 to 7 p.m.

This complimentary social will follow the UO PRSSA Regional Activity and will kick off the opening of the North Pacific District PRSA/Communicator's Conference on May 7 and 8, at the Portland Downtown/Convention Center Holiday Inn, 1441 N.E. 2nd Avenue. The Holiday Inn is located in Fareless Square featuring Portland's light-rail system MAX, which provides quick and easy access throughout downtown free of charge.

The Turnbull Center is located on the third floor of the White Stag building, 70 NW Couch St., adjacent to the Burnside Bridge. If you're riding MAX from the Holiday Inn, disembark at the Skidmore Fountain station, near the Burnside Bridge. If you're driving, parking can be found either on the street or in the nearby Smart Park at the corner of Naito Parkway and NW Davis.

About the Turnbull Center's new home: Beginning spring term 2008, all Turnbull Center classes and events will be held in the UO in Portland in the White Stag Block. This historic structure has been beautifully and sustainably (LEED Silver-certified) renovated.

The Turnbull Center features a multimedia studio, conference and classroom space, faculty offices, and a large, flexible space that will have a number of uses, including lectures, workshops, and student gatherings and meetings. A master's program in strategic communication, graduate and undergraduate classes, and professional workshops are already underway.

The social is sponsored by the UO School of Journalism and Communication and the Oregon Capital and Greater Oregon chapters of the Public Relations Society of America.

TRIPLE-PLAY, PART II: NETWORKING WITH PRSA, IABC AND YPOP

Following the last breakout session on Wednesday, May 7, Young Professionals of Portland members will join conference attendees at the Holiday Inn in the Bellmont Ballroom for drinks and conversation. Don't miss this opportunity to network with potential clients, partners, colleagues and employers.

EXTEND THE PDX EXPERIENCE: DOWNTOWN DINE-AROUNDS

By attendee request, on the evening of May 7, the Communicator's Conference has made reservations with local restaurants for groups of 10 to have dinner and network with fellow conference attendees.

Sign up at the conference the morning of May 7 and we'll provide a list of participating restaurants at that time. Restaurants will be located in the downtown Portland area, near the MAX line, so it will be easy for attendees to get to and from the hotel.

ABOUT PRSA

PRSA PORTLAND CHAPTER

The PRSA Portland Metro Chapter was formed in 1960. It is currently one of the most active PRSA chapters in the nation with nearly 250 members. The mission of the Portland Metro Chapter of the Public Relations Society of America is to advance the art and science of public relations in the public interest through:

- Encouraging research, discussion and study of the problems and techniques of the public relations profession;
- Strengthening and maintaining the highest standards of service and ethical conduct by all members of the profession;
- Exchanging the ideas and experiences, and collecting and disseminating information that may enhance or improve the professional knowledge, standards, ethics and standing of the membership; and
- Promoting supportive networking among members.

Portland Metro Chapter Board Members, 2008

President: Darcie Meihoff, CMD Agency

- Patricia Atkins, Providence Seaside Hospital
- Joan Barnes, Consultant
- Dianne Danowski Smith, The Ulum Group
- Taraneh Foster, Woloshin Communications
- Krista Hildebrand, The Frause Group
- Amber Lindsey, Koopman Ostbo
- Kimberly Myers, Nereus Worldwide
- Paulette Peynet, Public Relations Institute
- Julie Reed, Metropolitan Exposition Recreation Commission
- Stephanie Stockton, CMD Agency
- Kelly Stoner, PacWest Communications
- Emily Taylor, Weber Shandwick
- David Thompson, Oregon Department of Transportation
- Madeline Turnock, Rockey Hill & Knowlton
- Tom Unger, Wells Fargo & Company
- Sara Wurfel, AARP Oregon

PRSA NORTH PACIFIC DISTRICT

The North Pacific District serves 16 chapters in eight states. Districts serve to bring the needs and requests of individual chapters forward to the Public Relations Society of America, through meetings with the national board of directors and through nominating committee duties throughout the year.

Each chapter within the District has its own autonomous board of directors which oversees that chapter's individual membership and programming efforts. Many of our chapters also have local Public Relations Student Society of America chapters, where college students can participate in PRSA events and meetings for a student discount.

North Pacific District Board Members, 2008

Chair: John Mitchell, APR, Eugene Water & Electric Board

- David Compton, APR, Compton Communications
- Crystal Enkvist, APR, Alaska Power Association
- Ellie Javadi, APR, SRI Public Relations
- Chandra Morris, APR, TechLink
- John Pilmer, APR, PilmerPR
- Christina Ragsdale, APR, Sacramento Metropolitan Air Quality Management District
- Mara Woloshin, APR, Fellow PRSA, Woloshin Communications

ABOUT IABC

OREGON COLUMBIA CHAPTER

While most of our current membership is centered in the Portland-Southwest Washington area, our service area includes all of Oregon and Southwest Washington. Our chapter mission is “to provide lifelong learning opportunities that give our members the tools and information they need to excel in their chosen disciplines.”

OCIABC counts among our members executives, specialists and staff members, freelancers, consultants and students. Our areas of responsibility encompass media relations, employee relations and communication, development, graphic design, media production, advertising, marketing, public affairs and program management and many others. For more information, visit www.ociabc.org.

Board Members, 2007-2008

President: Abigail Dougherty, Straight Edge Coaching

- Tracey Barnett, Legacy Health System
- Steve Bryan Bieler, Standard Insurance Company
- Crystal Bolyard, Riley Research & Associates
- Sandra Fransen, Nike
- Andrew Longeteig, Vestas
- Will Simonds, IBM
- Debra A. Smiley, Bonneville Power Administration
- Pat Snyder, Boyd Coffee Company
- Linda Wilson-Bauer, IBM

PDX JUNE EVENTS

PORTLAND'S NEW MEDIA: BLAZING NEW TRAILS

7:15 a.m. to 8:30 a.m. Tuesday, June 3

This is your chance to meet and learn from top editors who are raising the bar and shaping the city and the region like never before. Panelists include: Randy Gragg, Editor, Portland Spaces; Martha Holmberg, Editor, MIX magazine and The Oregonian Food Day; and Kay Balmer, Editor, Homes + Gardens Northwest magazine and The Oregonian's Homes & Gardens of the Northwest section.

Cost: \$30 members, \$40 non-members, \$20 students. Location: MAC Club, 1849 SW Salmon St., Portland, Ore., 97205. Register online at www.prsa-portland.org.

HELPING EMPLOYEES BE HEARD THROUGHOUT YOUR ORGANIZATION

3:00 p.m. to 5 p.m. Wednesday, June 18

Come to the June OCIABC event and learn how to better target your communications methods and programs toward all employees. Appetizers (including non-meat offerings) will be available, along with no-host beverage selections.

Cost: \$30 members and students with valid ID and \$45 nonmembers. Location: Rheinlander Restaurant, 5035 NE Sandy Blvd., Portland, Ore., 97213. Register online at www.ociabc.org.

WHAT TO DO WHEN YOU ARE THE NEWS: THE "GUMBO" PLAN

5:30 p.m. to 8:00 p.m. Wednesday, June 18

Whether it's natural disaster, major crime, political scandal or terrorism, the media will be on your doorstep and wanting answers—NOW! This special hands-on 2.5-hour evening seminar will help you prepare for the days when chaos reigns. Develop a working crisis communications plan that really works (you'll take it with you when you leave).

Cost: \$50 members, \$60 non-members, \$20 students. Location: Oregon Department of Transportation, 123 NW Flanders St., Portland, Ore., 97209. Register online at www.prsa-portland.org.

ABOUT THE CONFERENCE

CULTIVATING SINCE 1996

Remember 1996? Besides the birth of Portland's annual Communicator's Conference, let's put that year into brief perspective and clear communicators' cobwebs.

First, the good: The NBA's TrailBlazers played its first season in the Rose Garden and made the playoffs for the 14th straight year.

The bad: Torrential February rains led to flooding in the Willamette Valley, Oregon Coast and Cascades. The aftermath: \$500 million in damage, eight deaths and the Willamette River came within inches of exceeding the seawall and flooding into Portland's Tom McCall Waterfront Park.

And the ugly: "Macarena" reached No. 1 on the Billboard charts.

Fortunately, things have improved. They had to. This includes, of course, the Communicator's Conference, which has gradually built on its success since its inception nearly 12 years ago.

Over the years conference attendees have typically numbered around 100, although the locations have varied, as has the schedule. The initial conference was a full day, but after polling attendees, founding members Tom Unger and Julie Piper Finley learned many people had time constraints. Thus, it was changed to a half-day.

THE BEGINNING

Neither OCIABC nor PRSA-PDX had sponsored a local conference for a number of years, Piper-Finley said, although there had been some joint efforts in the late '80s. Spurred by IABC's suggestion that local chapters host their own conferences, Unger and Piper Finley began to consider their options.

"We talked with the folks at PRSA and decided we wanted to host a cooperative event between the two associations and really give it a business twist," Piper Finley said.

They made it happen. The conference was launched at Portland State University's School of Business, where it took place for the first few years.

"At that time, the PSU School of Business had a special

communications program, so we contacted them and the three organizations jointly formed a task force to put together a small conference," she said.

Initially, PRSA was geared more toward agency folks, Piper Finley said, while IABC was for professionals who handled internal communications for their own companies. She believes, though, that technological developments have blurred that line over time.

HISTORICALLY SPEAKING

Over time, speakers have included Judith Cushman, a PR headhunter who, Unger said, was for many years the only one of her kind in the Pacific Northwest; broadcast journalist Lars Larson (speaking on media ethics); Lee Rimmel, head of PR for the Green Bay Packers football team; Oregon Public Broadcasting Corporate Communications Director Susan Thomas (covering crisis management); Starbucks Community Affairs Manager Lois Maag (addressing corporate social responsibility), among other local and national PR executives.

Organizers strive to schedule information sessions with speakers following their keynote addresses, Unger said. Strategies, trends and problem-solving in the PR industry have been among the conference's countless topics.

One thing is certain—the Communicator's Conference has provided public relations and communications professionals the education and tools they need to succeed.

"This conference is very ambitious," Unger said. "You get the chance in a short period of time to learn from a number of speakers, to pick their brains and learn from the best."

Floods, pro sports and dreadful top-40 music notwithstanding, it's time to make the 2008 conference memorable.



2007 Communicator's Conference Opening Session and Breakfast

2008 COMMITTEE MEMBERS

*Chairs: Abigail Dougherty, Straight Edge Coaching
Taraneh Foster, Woloshin Communications*

Communications

Director: Andrew Longeteig, Vestas

- Steven Bryan Bieler, Standard Insurance Company
- Alacia Lauer, University of Oregon student
- James Lutes, University of Oregon student
- Ellen Madian, Madian Design
- Kimberly Myers, Nereus
- Stacy Rogers, University of Oregon student
- Will Simonds, IBM
- Eloisa Townsend
- Andy Van Oostrum, eROI
- Tristan Waddington, University of Oregon student
- Olga Walsh, University of Oregon student
- Heather Wisner, Willamette Week

Finance and Sponsorship

Director: Rori Homme, Oregon Entrepreneurs Network

- Crystal Bolyard, Riley Research and Associates
- Janet George
- Elaine Hsieh
- Jessica Legg, Pinnacle Marketing Group
- Julie Reed, Metropolitan Exposition Recreation Commission
- Jason Trombley
- Natalie Weintraub
- Sara Wurfel, AARP Oregon

Logistics

Director: Adrian McCarthy, Gard Communications

- Marisa Brotman, Gard Communications
- Tom Fox-Sellers, Avenue A / Razorfish
- Amy Gaskill, APR, US Fish and Wildlife
- Josie Perlson, Mentor Graphics
- Sabine Welling, Czarnowski

Programming

Director: Mara Woloshin, Woloshin Communications

- Sterling Anton
- Natalie Caminiti, Portland Parks and Recreation
- Lisa Freeman, TriMet
- Melissa Leonnig
- Aditi Vyas, University of Oregon graduate student

2008 ADVISORY BOARD

The Communicator's Conference planning committee would like to thank, and recognize, these senior members from across the district for lending their time and expertise to provide great programming ideas and to secure nationally recognized speakers.

- Andrew Frazier, Frazier Hunnicutt Financial
- Sandra Fransen, Nike
- Lance Kissler, Pacific University
- Leo MacLeod, Mainspring Marketing
- Darcie Meihoff, APR, CMD Agency
- John Mitchell, APR, Eugene Water & Electric Board
- Julie Piper Finley, ABC, Loaves & Fishes Centers
- Sally Ridenour, Oregon Department of Transportation
- Stephanie Stano, Koto Communications
- Tom Unger, ABC, APR, Wells Fargo
- Pam Wilson, Tri-Met

VOLUNTEER

The PRSA-IABC Portland Communicator's Conference is planned entirely by a volunteer committee of local communications professionals. They, and their employers, support the conference by donating their time and resources to ensure that the conference provides educational opportunities to their colleagues.

Develop the profession: Join the conference committee or nominate yourself to serve on the advisory board. To volunteer for the 2009 Communicator's Conference, email Jason Trombley at jctrombley@gmail.com. To volunteer for the 2009 PRSA North Pacific District Conference, email John Mitchell at john.mitchell@eweb.eugene.or.us.

Communicator's Conference

developing your professional self since 1996

PRSA Portland Metro Chapter

PMB #111

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