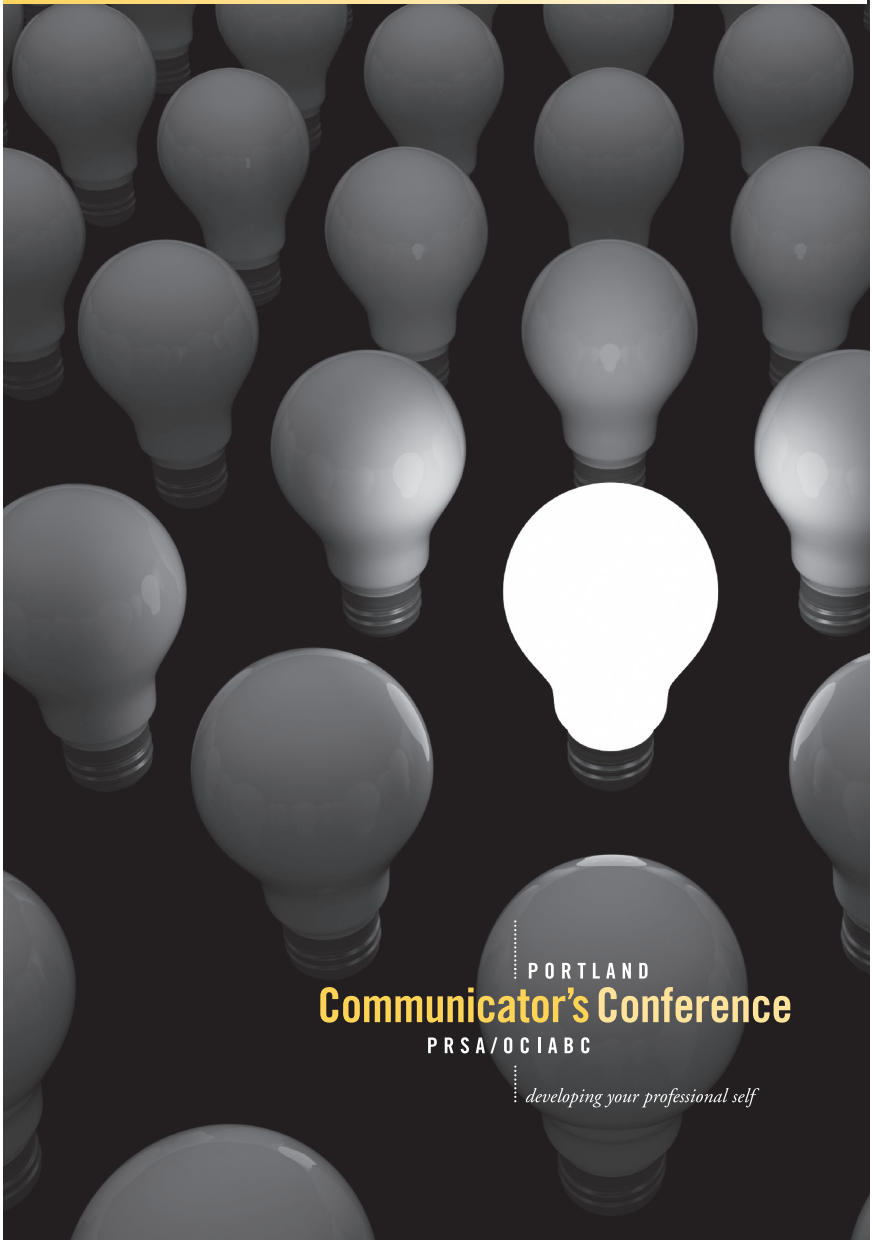


SHIFTING TECHNOLOGICAL AND SOCIAL LANDSCAPES:  
CREATING STORIES THAT STICK



.....  
PORTLAND

**Communicator's Conference**

PRSA/OCIABC

.....  
*developing your professional self*



## PORTLAND COMMUNICATOR'S CONFERENCE SCHEDULE

May 9, 2007

- |                                |  |
|--------------------------------|--|
| <b>7:30 a.m. – 8:00 a.m.</b>   | Registration and Networking                          |
| <b>8:00 a.m. – 9:15 a.m.</b>   | <b>Introduction and Keynote Breakfast</b>            |
| <b>9:15 a.m. – 9:30 a.m.</b>   | Break  |
| <b>9:30 a.m. – 10:30 a.m.</b>  | <b>Breakout Session #1</b>                           |
| <b>10:30 a.m. – 10:45 a.m.</b> | Break  |
| <b>10:45 a.m. – 11:45 a.m.</b> | <b>Breakout Session #2</b>                           |
| <b>11:45 a.m.</b>              | <i>Conference Concludes for Half-Day Registrants</i> |
| <b>11:45 a.m. – 12:00 p.m.</b> | Break  |
| <b>12:00 p.m. – 1:15 p.m.</b>  | <b>Keynote Luncheon</b>                              |
| <b>1:15 p.m. – 1:30 p.m.</b>   | Break  |
| <b>1:30 p.m. – 2:30 p.m.</b>   | Breakout Session #3                                  |
| <b>2:30 p.m.</b>               | <i>Conference Concludes for Full-Day Registrants</i> |

## **Cheryl Procter-Rodgers, APR, Fellow PRSA** ***A Step Ahead Public Relations***



With more than 27 years experience in the public relations arena, Cheryl Procter-Rodgers currently runs a Chicago-based, national public relations consulting practice, *A Step Ahead Public Relations*. She counsels clients in the areas of integrated marketing communications, community relations and public affairs, strategic planning, special events planning, internal communications and media relations. She was the 2006 national president and chief executive officer of the Public Relations Society of America (PRSA).

For more than nine years, she was a member of the corporate affairs team for Home Box Office (HBO) where she was responsible for the development and implementation of public relations and integrated marketing communications strategies across 11 states in the Midwest.

Prior to joining HBO, she worked for four years as a public relations consultant in the Chicago area, where she assisted client companies in developing and implementing internal and external communications strategies supporting critical business objectives. Her clients included: Sears Roebuck & Co., Nissan North America, Inc., Allstate Insurance Company, McDonald's Corporation, and HBO.

### **Keynote Topic—Creating a New Normal**

How ethics, diversity and confirmation bias are shaping the public relations profession.

As communicators, we are challenged daily to navigate through new landscapes, serving as a beacon of light for our companies and clients. Citing examples from her twenty-seven year career in public relations as well as her personal experiences, Cheryl Procter-Rodgers, APR, Fellow PRSA, will share her observations on why the public relations professional has become more critical than ever to the success of business.

8:00 a.m. – 9:15 a.m., Mezzanine 2, 3, 4

Breakfast keynote included for all registrants.

## Denise M. Howell

### *Lawyer, Blogger, Podcaster*



As an appellate and intellectual property litigator, Denise Howell has handled matters for a wide variety of industries and individuals. She enjoys broad industry recognition for her expertise on the intersection of emerging technologies and law.

Denise's writings on online communication and syndication techniques are widely referenced as pioneering texts that examine the legal and cultural ramifications of these media. Over the past 10 years, Denise has gained deep familiarity with several leading edge sectors of technology law, including the

legal considerations surrounding all forms of online publishing and syndication, social media, digital copyright, digital rights management, and Internet jurisdiction, as well as the nuances of Creative Commons and other licensing strategies.

Denise's career is characterized by her passionate engagement in intellectual property issues, technology, media, and emerging forms of communications. Denise writes one of the first law-related weblogs, *Bag and Baggage*, in addition to authoring ZDNet's *Lawgarithms* and contributing to *Corante's Between Lawyers*. She also hosts two audio series, *Sound Policy* and this *WEEK in LAW*, probing the areas where technology and society intersect in ways that present new, unique, or difficult issues under existing and developing law.

### **Keynote Topic—Is Public Relations Dead?**

Denise Howell's luncheon keynote address will consider the traditional public relations role in the context of the Live Web, and discuss how that role, approach, and philosophy must shift if PR is to participate effectively in a participatory medium. Denise will discuss: Influence and attention; technologies; organic PR and credibility. She will also talk about the tools and techniques to move from the "pitch" to a conversation and the value of story telling.

12:00 p.m. – 1:15 a.m., Mezzanine 2, 3, 4

Luncheon keynote included for full-day registrants only.

### **Breakout Session Topic—Is PR Dead? An Interactive Discussion**

Found her keynote captivating? Denise follows her keynote with more advice about technologies and good communicative citizenship guidelines to increase effective messaging, presented in a Q&A format.

**Steve Power Brown**  
*Intel Corporation*



During 17 years at Intel, Steve has held positions spanning communications, marketing, events and engineering. Currently he is based in Portland Oregon, as the Editorial Director for Intel's Employee Communications group and manages a team of reporters, videographers and photographers formerly hired from the mainstream media. In 2006, Steve drove a cross-industry benchmarking survey of internal communications practices at such companies as Starbucks, American Express, Cisco and IBM. Using that data as well as secondary research, and an internal environmental scan of Intel he built a new internal communications strategy for Intel, currently being implemented. Brown holds bachelors and masters degrees in Microelectronic Systems Engineering and is very familiar with both tech industry and technology trends.

**Breakout Session Topic—**  
**Communications Strategies for a Web 2.0 World**

The changes to communication made possible by social media and the Internet present both challenges and opportunities for communications professionals. How do you engage your target audience, get the intended message across and simultaneously reduce "noise"? Drawing upon a range of research, personal experience and his own strategic plan for Intel Corporation's internal communications, Steve Brown will discuss a number of tips on how to leverage technology to get your message across, reduce communications clutter, and engage your audience.

Based on interviews with such leading companies as Starbucks, Cisco, IBM, American Express, Hewlett Packard, Avaya and Yahoo!, and through careful study of internal communications research from Melcrum, Mercer, and Watson-Wyatt, Steve will present an overview of key areas to consider when implementing your communications strategies.

9:30 a.m. – 10:30 a.m., Mezzanine 2, 3, 4

This breakout session option is included for all registrants.

## **Madeline Turnock, APR, *Rockey, Hill & Knowlton***



Madeline has more than a decade of experience providing integrated, strategic communications counsel to help businesses grow, address needs and issues in the marketplace and add value to their communities. She has worked with all stages of companies—from start-ups to established, publicly traded companies—using the latest marketing to investor relations to public relations to drive results.

Her work has won awards in the categories of annual report writing, communications campaigns, community relations, and opinion-editorial writing. Madeline is currently president of the Public Relations Society of America (PRSA) Portland Metro Chapter and serves on the board of Saturday Academy. She was co-chair for the 2004 Intel International Science & Engineering Fair and founded the PRSA new professionals section for the Portland Metro Chapter. She is an adjunct instructor at Portland State University and guest lecturer.

## **Dianne Danowski-Smith, APR, *The Ulum Group***



Dianne has 17 years of experience in 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. Dianne won two Oregon Spotlight Awards from the Public Relations Society of America for pro-bono work to develop a citywide neighbor safety program in 2000 and for coordinating a statewide public education program to help economically disadvantaged

Oregonians get access to prescription medications in 2003. She is accredited by PRSA and serves as immediate past president of Portland's PRSA chapter. She served as the 2004 Chair of PRSA's North Pacific District and as the 2003 president of the Healthcare Communicators of Oregon.

## **Breakout Session Topic—State of the Industry**

Today's PR pros need more than the basic skills of how to log onto the Internet and how to write a news release to get ahead in this business. Madeline and Dianne will discuss recent changes and developments in Portland's PR scene as well as the national trends impacting the profession. Content will comprise intelligence from the recent, national PRSA/Bacons study to provide a broad overview of the "State of the PR Profession." Drilling down to the local level, informal research and opinions will be shared from our area's top-notch professionals.

9:30 a.m. – 10:30 a.m., Mezzanine 5

This breakout session option is included for all registrants.

## Tom Eiland

### *Conkling, Fiskum & McCormick*



Tom Eiland is the team leader for me2u marketing, a service providing word of mouth marketing services for consumer and business-to-business companies and for public affairs issues. Tom is also a partner at Conkling Fiskum & McCormick, a public affairs, communications and research firm headquartered in Portland, Oregon where he heads CFM's research practice. Tom is a charter member of the Word of Mouth Marketing Association. For the past 15 years, Tom has conducted research for major corporations, associations and government agencies.

Tom has a BA from the University of Alabama Huntsville, has studied international political science and economics at Georgetown University and has an MBA from George Washington University.

## **Breakout Session Topic – Word of Mouth Marketing**

Historically marketers have said basic principles of marketing are the four Ps: Product, Place, Promotion and Price. Tom Eiland adds a fifth “P” to the equation —People.

During this customer engagement presentation, Tom will discuss how word of mouth marketing is the future for many organizations' marketing efforts. You will learn:

- Why an organization's most important asset is its customer;
- How to identify trusted communicators, those customers who love your product or service, are sought out by others for advice and insights and are helping influence your marketing effort;
- How to engage and communicate with the trusted communicators;
- Why support from management and employees are essential to a successful customer engagement effort;
- How to create a infrastructure to facilitate communication with customers and
- How to measure results of your customer engagement efforts.

1:30 p.m. – 2:30 p.m., Oregon Room



## **Patti Atkins, APR, *Woloshin Communications***

Patti Atkins, APR, joined Woloshin Communications (WCI) in February. With a diverse background in public relations, communications, advertising, and integrated marketing, Patti works with a wide range of clients including homebuilders, healthcare and technology companies. Prior to joining WCI, Patti worked with local corporations including Mentor Graphics, UnitedHealth Group and Regence BlueCross/BlueShield. A graduate of Marylhurst University, Patti earned her accreditation in May 2005. Patti is a past president of the Portland Metro PRSA chapter, a National Chapter Delegate & Accreditation Committee member. Patti will serve as moderator for this session.

## **Gail Dundas, APR, *Intel Corporation***

Gail Dundas, APR, has been with Intel Corporation for nearly a decade, and is currently a senior communications manager in Intel's Global Communications Group. A Silver Anvil Award Winner, her service to PRSA includes serving in nearly every board position in the Portland Metro PRSA chapter (president in 1996), and serving as Chair of the North Pacific District.

## **George Mason, APR, *Oregon Health and Science University***

Been there. Done it. And somewhere along the line got my APR. My first career was as a teacher in a school for gifted, in a county jail, and at a university. But boredom set in, the Siren's call from Alaska nabbed me, and a need to find something different to do ruled me. Once in the Last Frontier State, I accidentally stumbled into public relations, taking a job as the head of PR for an Alaskan social service non-profit. That led me into PRSA where I hoped others might guide me into learning the stuff I was already supposed to know. Next thing I knew I was taking the APR exam, the Alaska chapter's president, its national delegate, and its first winner of a Silver Anvil. Geez! It all zoomed by so fast, and here I find myself, over a quarter of a century later, many miles south, and I still love public relations.

## **Breakout Session Topic—ROI on the APR**

If the accreditation process is long and difficult, why would anyone want to put themselves through it? Learn why experienced Portland-area PR professionals are glad they stuck with it and earned those coveted initials. In this highly-interactive session, each speaker will come prepared to discuss the value that the APR provided to them personally. In a round-table 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. Also speaking: **Brian Bell, APR**; **Brenda Gustafson, APR**, Portland Public Schools; **Olga Haley, APR**, Leopold Ketel; and **Deston Nokes, APR**, Nokes Communications.

9:30 a.m. – 10:30 a.m., Flags Room

This breakout session option is included for all registrants.

## **Gradiva Couzin, *Gravity Search Marketing, LLC***



Gradiva Couzin has worked in search marketing since its early days in 1998. Since then, she has improved the search presence of organizations ranging from small businesses working on a shoestring to Fortune 500 companies. Her SEO strategy creates win-win solutions by improving the match between searchers and websites. With a history as a civil engineer and experience in website and database development, Gradiva enjoys the technical side of SEO and loves to facilitate communication between techie and non-techie types. She is also an accomplished artist, painting oil portraits on commission.

Gradiva lives and works in San Francisco's Bernal Heights with her husband and two small children.

## **Jennifer Grappone, *Gravity Search Marketing, LLC***



Jennifer Grappone is a Los Angeles-based search marketing consultant whose work has resulted in many targeted hits and happy clients in various industries including media, entertainment, software, and human resources. Starting out as a writer/producer/director of industrial and corporate videos, Jennifer followed the dot-com boom and became a project manager for large-scale web development projects before working exclusively in SEO in 2000. Jennifer advocates a holistic approach to SEO, one that combines

elements of good writing, usability, search-friendly site design, and link building.

## **Breakout Session Topic—Essentials of Search Engine Optimization**

A beginner's guide to search engine optimization, also known as search engine marketing, this presentation will deliver "building block" concepts for newcomers and provide a primer on the latest trends and developments in SEO. Topics include an industry overview, the role of SEO in business communications and a sample site review.

10:45 a.m. – 11:45 a.m., Mezzanine 5

This breakout session option is included for all registrants.

1:30 p.m. – 2:30 p.m., Flags Room

This breakout session option is included for full-day registrants only.

## **Mara Woloshin, M.A., APR, Fellow PRSA** ***Woloshin Communications***



In addition to leading the Woloshin Communications team, Mara Woloshin maintains a diverse client roster, providing strategic counsel and consulting services as well as training and workshops in new business development, workforce change, integrated market planning, research and nonprofit partnership programs.

Mara is an in-demand speaker and seminar presenter (not surprising for someone who once majored in drama!), whose keynote presentation—“Growing Up Goldberg”—is an entertaining look at real-life applications of change in the work place based on the observations of her eccentric family members. Mara has also taught at Oregon universities since 1989; she has a master’s degree in communications.

Mara is a professional member of the National Speakers Association and the Public Relations Society of America’s Counselors Academy. She is a past president of the Portland Metro Chapter of the Public Relations Society of America and received PRSA’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. She is a founding board member of the Central Mexicano de Oregon.

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.

### **Breakout Session Topic—** **The Generation Technology Gap: A Survival Guide**

There is a generation gap among PR practitioners—those who grew up with computers in their lives and those who didn’t. While the daily grind has forced us to use the Internet and e-mail to do our jobs, not everyone is comfortable using technology. Understanding the generational contrasts can make the difference in managing key relationships in the workplace, whether it’s your boss or your peer. Using grace and humor to illustrate key points, Mara shares insights gained from a lifetime of practice in communicating.

10:45 a.m. – 11:45 a.m., Oregon Room

This breakout session option is included for all registrants.

## **Julie Piper Finley, *Loaves and Fishes Centers***

Julie Piper Finley is the Director of Marketing and Communications for Loaves & Fishes Centers, The Meals-On-Wheels People in Portland, Oregon. Julie has spent more than 25 years in corporate communications and public relations, working in both the public and private sector. She was previously Director of Communications for Regent Assisted Living and has worked for Standard Insurance Company and Fred Meyer. Julie is a Trustee for the International Association of Business Communicators (IABC) Research Foundation, the Past Director of the 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 and has been accredited by the International Association of Business Communicators.

## **Anna Browne, *Standard Insurance***

Anna Browne is the Manager of Internal Communications at Standard Insurance Company in Portland, Ore. 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.

## **Tom Unger, *APR, ABC, Wells Fargo***

Tom is the Oregon Region manager of Corporate Communications for Wells Fargo & Company. He oversees 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 the International Association of Business Communicators and is currently on the board of the Portland chapter of the Public Relations Society of America. 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.

## **Breakout Session Topic – ROI on the ABC**

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 round-table 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.

10:45 a.m. – 11:45 a.m., Flags Room

This breakout session option is included for all registrants.

## **Brian David Johnson** *Intel Corporation*



Brian David Johnson is a Consumer Experience Architect in the User Experience Group of Intel Corporation's Digital Home Group, tasked with researching, defining and mapping the public's experience with future products and services.

Brian began his career as a copywriter for bill boards in New York City. His advertising and entertainment experience includes directing commercial spots and corporate documentaries for companies such as Adidas, Unilever and HP and creative director for global integrated marketing and branding campaigns for Visa, FUBU and ESPN. More recently Brian served as executive producer on several interactive television deployments in Scandinavia, Europe and the United States for British Airways, The Discovery Channel and New Line Cinema's *The Lord of the Rings*.

Brian holds a BA from the New School for Social Research. He is the director of two feature films and the author of several science fiction novels.

### **Breakout Session Topic—Reach out and Touch Someone** **Societal and Cultural Impacts on Technology, a Global Perspective**

Archeologists and sociologists work at Intel? Brian David Johnson and his colleagues in the Digital Home Group at Intel spent the last few years traveling around the world studying how social and cultural interactions impact how people use technology and what role it plays in their lives. What they found will make you take a second—and a third—look at your current communications strategies.

1:30 p.m. – 2:30 p.m., Mezzanine 5

This breakout session option is included for full-day registrants only.

## **Josh Bancroft** *Intel Corporation*



Josh Bancroft has been called the Geek of Geeks, by The Oregonian. His Intel business card title is Social Media Evangelist. Bancroft, in a sense, is our visitor from our near future. Bancroft's mission is to introduce people to their future. "As a 'social media evangelist,' I help build the blogs, wiki, forums and video and other media that's available as well as exploring new ideas related to social media." Bancroft

is a founding member of the Portland Social Media Club ([www.portlandsocialmedia.com](http://www.portlandsocialmedia.com)). Bancroft has been actively working in Information Technology since the age of 14, starting at his Grandfather's computer business. He holds a Bachelor of Science in Information Technology.

### **Breakout Session Topic— Getting Naked on the Web (It's not what you think!)**

Whether you call it "Web 2.0" or "Social Media," the exciting new stuff that's happening online is really about a few basic things that we're all familiar with: telling stories, holding conversations, beginning/maintaining relationships, telling the truth, showing courage and being human. Ultimately, those who can manage to "get naked" will fully discover what all the hype is about. Transparency is a powerful experience. Life changing? Maybe. But the important part is that it's easy to do. In this session, Josh Bancroft will talk with you about the steps you can take to be more transparent, in a good way, on the road to Getting Naked on the Web.

1:30 p.m. – 2:30 p.m., Oregon Room

This breakout session option is included for full-day registrants only.

## PORTLAND COMMUNICATOR'S CONFERENCE 2007 PLANNING COMMITTEE

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 in Oregon and Southwest Washington. If you would like to be on next year's planning committee, please contact Taraneh Foster at [tarfos@pecomanufacturing.com](mailto:tarfos@pecomanufacturing.com).

Co-Chairs	<b>Taraneh Foster</b> , PECO, Inc. <b>Abigail Dougherty</b> , Intel Corporation
Graphic Design	<b>Ellen Madian</b> , Madian Design
Catering Liaison	<b>Adrian McCarthy</b> , Gard and Gerber
Communications Chairs	<b>Natalie Caminiti</b> , Portland Parks and Recreation <b>Will Simonds</b> , IBM
Sponsorship Chairs	<b>Noelani Baker</b> , Conkling, Fiskum & McCormick <b>Lisa Hildebrandt</b> , Woloshin Communications

## PORTLAND COMMUNICATOR'S CONFERENCE 2007 ADVISORY COMMITTEE

The PRSA-IABC Portland Communicator's Conference planning committee would like to thank, and recognize, these senior members of our community for lending their time and expertise to provide great programming ideas and to secure nationally-recognized speakers.

<b>Patti Atkins</b> , APR	Woloshin Communications
<b>Doug Babb</b>	Conkling, Fiskum & McCormick
<b>Tracey Barnett</b>	Legacy Health Systems
<b>Olga Haley</b> , APR	Leopold & Ketel
<b>John Roberts</b>	Intel Corporation
<b>David H. Thompson</b>	Oregon Department of Transportation
<b>Madeline Turnock</b> , APR	Rockey, Hill & Knowlton
<b>Tom Unger</b>	Wells Fargo

## PORTLAND COMMUNICATOR'S CONFERENCE SPONSORS

With the support of these sponsors, we were able to keep ticket prices low, secure nationally-recognized speakers and cover the cost of conference expenses. Please recognize these sponsors' commitment to advancing the profession and the professional by supporting their business through use and referrals.

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Brenda Ray Scott

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## **PUBLIC RELATIONS SOCIETY OF AMERICA PORTLAND METRO 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.

The Portland Metro Chapter holds luncheons on a wide variety of topics affecting PR professionals on the third Wednesday of each month. The chapter's New Professionals Group also co-hosts after-hours networking events with the Portland Chapter of the American Marketing Association on the fourth Tuesday of every month.

For more information about membership and events, please visit [www.prsa-portland.org](http://www.prsa-portland.org).

## **INTERNATIONAL ASSOCIATION OF BUSINESS COMMUNICATORS 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."

We count 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.

Don't forget to join us Thursday, June 14, at the Bronze Beacon Awards Banquet, where we celebrate the best local business communicators. This year's event will be at the Portland City Grill. Please visit our Web site for more information: [www.ociabc.org](http://www.ociabc.org).





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P O R T L A N D  
**Communicator's Conference**  
P R S A / O C I A B C

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**PRSA Portland Metro Chapter**

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