

Students from any of the region's colleges and universities — Allegheny College, Edinboro University, Gannon University, Mercyhurst University, and Penn State Behrend — who are studying public relations, communications, or a related field may attend "Meeting Today's PR Challenges" free of charge but **must register in advance and present a student ID at the event.**

Student Admission

Several breakout sessions will also be offered throughout the day, allowing attendees the opportunity to share ideas and offer solutions for challenges shared by practitioners in the industry.

- Community Engagement and Storytelling
- Performing a Marketing Communications Audit
- Staying Relevant as PR Educators
- Social Media Management
- Using All Forms of Media to Communicate
- Building a Brand

Sessions will cover topics in:

Meeting Today's PR Challenges is a professional development program co-sponsored by the Northwestern Pennsylvania Chapter of the Public Relations Society of America, Penn State Behrend, and Stevens Strategic Communications, Inc. It has been designed with both experienced and new professionals in mind.

What We'll Cover

All attendees should park in the lot of the Advanced Manufacturing and Innovation Center.

* Full-course registration includes breakfast, lunch, and a bowl of Penn State's world-famous *Berkey Creamery Ice Cream* during the afternoon ice cream social.

Luncheon and Talk: \$15 for PRSA members \$25 for non-members

Half Course: \$20 for PRSA members \$30 for non-members

***Full Course:** \$44 for PRSA members \$84 for non-members

PRSA members and non-members also have the option to attend only the luncheon and talk.

Participants may register for the full day or for a half day and attend only the sessions that interest them most. The half-day option covers attendees for up to three sessions throughout the day.

You may also register by faxing the form to **814-898-7161** or calling **814-898-6522**. Online registration is also available at **prsanwpa.org**.

To register, complete the form in this brochure and mail it with payment or credit card info to the Northwestern Pennsylvania Chapter of PRSA.

Cost and Registration Info

Penn State is an equal opportunity, affirmative action employer, and is committed to providing employment opportunities to all qualified applicants without regard to race, color, religion, age, sex, sexual orientation, gender identity, national origin, disability or protected veteran status. U. Ed. EBO 17-229

President: Steve Orbanek, Penn State Behrend
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 Anthony Reynolds, Edinboro University
 Joelyn Bush, United Way of Erie County
 Shannon Wohlford, The Sight Center of NWPA
 Joe Cuneo, Stairways Behavioral Health

2017 Board of Directors

The PRSA Northwestern Pennsylvania Chapter is the professional organization that brings together public relations, communications and marketing practitioners throughout Erie, PA. Our Chapter includes professionals from the Erie, PA area and is an active organization helping members address local issues and trends with local and national resources.

ABOUT NWPA PRSA



Northwestern PA Chapter

Meeting Today's PR CHALLENGES

A One-Day Conference/Workshop for PR/Communications Professionals



PRSA Public Relations Society of America
 Northwestern PA Chapter

PRSA NWPA
 P.O. Box 1413
 Erie, PA 16512

Meeting Today's PR CHALLENGES

A One-Day Conference/Workshop for PR/Communications Professionals



How would you like to be connected to the best **Public Relations** and **Communications** minds around?

Friday, April 21, 2017
 9:00 a.m. to 3:30 p.m.

Advanced Manufacturing and Innovation Center
 5530 Technology Drive
 Knowledge Park
 Erie, PA 16510

PRSA Public Relations Society of America
 Northwestern PA Chapter



PennState
 Behrend

Registration Form

Name _____
 Title _____
 Company _____
 Street _____
 City _____ State _____ Zip _____
 Phone _____ Fax _____
 I am a: PRSA Member Non-member

Please register me for:

- Full Course (PRSA member) — \$44
 - Full Course (non-member) — \$84
 - Full Course, (student) — FREE*
 - Half-Day (PRSA member) — \$20
 - Half-Day (non-member) — \$30
 - Luncheon and Talk (PRSA member) — \$15
 - Luncheon and Talk (non-member) — \$25
- Method of Payment: Check Invoice
 Enclosed: \$ _____

*** Must present a student ID at the event.**

Please RSVP by **Friday, April 14**. Make checks payable to:

PRSA NWPA
 P.O. Box 1413
 Erie, PA 16512

Cancellation Notice: Cancellations will be accepted one week prior to event. Otherwise, your reservation will be expected to be paid in full.

Phone: 814-898-6522
FAX: 814-898-7161
E-mail: sco10@psu.edu



CONFERENCE LINEUP AND SPEAKER INFORMATION

8:30 to 9:00 a.m. — Breakfast and Registration

9:00 to 9:45 a.m. — Community Engagement and Storytelling to Create the McLane Advantage: Adapting for School Choice

Just a few years ago, General McLane School District did not even have public relations on its radar. Today, it's a fundamental part of everything the District does. What changed? And why?



Richard Scaletta
Superintendent
General McLane SD



Marissa Orbanek
Public Relations Director
General McLane SD

10:45 to 11:00 a.m. — Open Discussion: What is the Most Creative Campaign You've Done?

11:00 to 11:45 a.m. — PANEL: Churches, Communications, and Creativity

Strong communications are key for church and religious groups, especially when it comes to interacting with members. Three of Erie's best religious communicators discuss how they go about making communications a top priority.



Mary Solberg
Writer Editor
Diocese of Erie



Joel Natalie
Development Leader
McLane Church



Jess Burkell
Central Communications
Grace Church

1:30 to 2:15 p.m. — Conducting a Marketing Communications Audit

Everyone always wants to believe they're doing a great job with marketing communications, but wouldn't it be nice to know for sure? Join longtime PR and communications pro Ed Stevens as he walks through the steps of conducting a marketing communications audit for your organization or business.



Ed Stevens
Chairman & CEO
Stevens Strategic Communications

2:15 to 2:30 p.m. — Open Discussion: How do you Get Others in your Organization to Embrace your Idea or Vision?

11:45 a.m. to 12:00 p.m. — Open Discussion: How to Spur Creativity at your Organization?

KEYNOTE LUNCH TALK
12:00 to 1:20 p.m. — Social at State: Best Practices Straight Outta Happy Valley
400,000, 164,000, 92,000. Those numbers mean anything to you? They represent Penn State's Facebook, Twitter, and Instagram followers, and to Bill Zimmerman, those numbers are everything. Join Zimmerman as he discusses the strategies and best practices he and his staff use to ensure Penn State stays on top of the conversation.



Bill Zimmerman
Social Media Manager
News and Media Relations
Penn State University

2:30 to 3:15 p.m. — Building an Empire: The Rise of Erie's Iron Empire Clothing

Iron Empire Clothing isn't just a brand, it's a way of life. It's thinking like that that has helped Iron Empire become one of Erie's fastest-growing businesses. Join co-owners RJ and Jamie Messenger as they discuss the branding and marketing techniques they have utilized to help Iron Empire grow from just an idea into, well, an empire.



RJ and Jamie Messenger
Owners
Iron Empire Clothing

3:15 p.m. to ??? — ICE CREAM SOCIAL :-)

SAVE ON YOUR PRSA MEMBERSHIP. HERE'S HOW:

Reinstating Membership: A former PRSA member who has let his or her membership lapse for more than one year may join at a discounted rate. The cost is \$255 annual dues plus a one-time \$35 reinstatement fee.

Group Membership: Are you part of an organization with five or more individuals interested in joining PRSA? Group membership offers special benefits and discounted rates on first-year dues. Contact groupmembership@prsa.org.

Installment payments: You can pay for your membership in installments. For more information, visit <https://www.prsa.org/JoinUs>.

Membership Rates

Description	Fees	Annual Cost
AMPG: Former PRSSA member, recent college graduate.	\$60 annual dues	\$60
AMGS: Full-time student working toward a PR graduate degree.	\$60 annual dues	\$60
AM1: Professional working in PR-related field for less than a year.	\$115 annual dues	\$115
AM2: Professional working in PR-related field for one to two years.	\$155 annual dues	\$155
AM3: Professional working in PR-related field for two to three years.	\$200 annual dues	\$200
M: Professional working in PR-related field for three or more years.	\$255 annual dues + initiation fee	\$320