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2018 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

* 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.

All attendees should park in the Erie Hall lot.

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

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

You may also register by faxing the form to **814-898-6461** 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

Student Admission

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.**

- Building the Brand Behind a New Business
- Using Traditional Advertising and Viral Techniques to Create "Real Interest"
- Launching a National PR/Comm Campaign
- Value and Reputation of Consumer Brands
- Standing Out from the Crowd
- Knowing Your Audience

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

Meeting Today's PR CHALLENGES
 A One-Day Conference/Workshop for PR/Communications Professionals

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 27, 2018
 9:00 a.m. to 3:30 p.m.

Penn State Behrend
 Reed Union Building
 4701 College Drive
 Erie, PA



Northwestern PA Chapter



PennState
 Behrend



PRSA
 Public Relations Society of America
 Northwestern PA Chapter

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

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 20**. 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: 814-898-6461
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. — The Secret Behind Erie's First Speakeasy

Starting any new business is a challenge, but that's especially true when that business is the first of its kind. PRSA President Rebecca Styn offers valuable insight on how she went about creating the brand behind Room 33, Erie's first Speakeasy.



Rebecca Styn
Co-owner
ROOM 33 Speakeasy
& Café

11:00 to 11:45 a.m. — Rolling out Domino's DXP Single Purpose Pizza Delivery Vehicle

The Domino's DXP was the first specially designed pizza delivery vehicle. With its illuminated warming oven, the vehicle can easily keep food warm while on the road. When introducing a vehicle like this, one obvious goal is to create some buzz. Ed Stevens and his firm Stevens Strategic Communications led the campaign behind the vehicle's introduction. Join Stevens as he shares the tactics used to ensure the vehicle received plenty of coverage.



Ed Stevens
Chairman & CEO
Stevens Strategic
Communications

1:30 to 2:15 p.m. — Building an Audience and Standing Out Among the Crowd

Since Steve Weiser and Lisa Herring joined the Erie Philharmonic more than two years ago, the orchestra has generated record ticket sales and gained national recognition. What's the secret to the organization's success? Join Weiser and Herring as they discuss just that.



Steve Weiser
Executive Director
Erie Philharmonic



Lisa Herring
Director of
Community Impact
Erie Philharmonic

10:00 to 10:45 a.m. — Glenwood Corporate Headquarters and Branch Office Grand Opening Campaign



Tom Brennan
Chief Marketing
Officer
Erie FCU

Join Tom Brennan as he illustrates how Erie Federal Credit Union utilized traditional advertising and creative (viral) ideas to provoke "real" interest in the grand opening of their new Glenwood Corporate Headquarters. ***This campaign earned a Gold Award at the 2017 Niagara Awards.**

KEYNOTE LUNCH TALK 12:00 to 1:20 p.m. — The Only Man Who Could Lose the War in an Afternoon: The Value of Reputation and Legacy for Consumer Brands

As Director of Communications for Vitamix, Tennant oversees all internal and external communications to promote the Vitamix brand and supports corporate strategies and business-unit objectives. He is responsible for managing communications, corporate media relations, crisis communications, business-unit communications, employee communications and community relations conversation. ***A Vitamix blender will be raffled off.**



Scott Tennant
Director of Communications
Vita-Mix Corporation

2:30 to 3:15 p.m. — WILD Engagement: Knowing Your Audience

Life can often feel like a zoo, but for Emily Walsh, every day is literally a zoo. Join Walsh as she explores the unique strategies she has used to ensure the Erie Zoo remains top of mind for the organization's audience.



Emily Walsh
Director of Communications
Erie Zoo

3:15 p.m. — ICE CREAM SOCIAL :-) 4:00 p.m. — Optional Post-Conference Networking at Erie Brewing Company

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