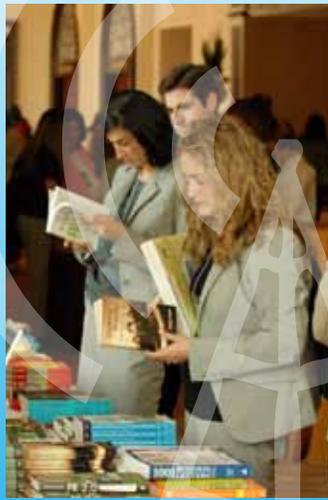




PR2011

The Evolution of
PUBLIC RELATIONS



FPRA 73rd Annual Conference / Naples Grande Beach Resort / August 7-10, 2011

- 7:00 a.m. – 5:00 p.m. Cyber Café Open**
- 7:30 a.m. – 8:30 a.m. Continental Breakfast with Exhibitors**
- 7:40 a.m. – 8:25 a.m. Past Presidents' Council Meeting**
- 8:30 a.m. – 8:50 a.m. Welcome & Annual Meeting**

8:50 a.m. – 10:00 a.m.

General Session A – Key Note Speaker

Breaking Rules and Selling Dreams

Myra Janco Daniels, Founder, Chairman and CEO, Philharmonic Center Cultural Complex

In this session, Myra Janco Daniels, a leader and innovator in the fields of advertising and the arts for more than four decades, will share the eight “secrets” to breaking out of the ruts in your life. These “secrets” represent the most important things she has learned – lessons that she could have used when she was starting out in business. The lessons learned by Daniels stem from when she was in her mid-20s, when she first ventured into the male-dominated world of advertising. Within one year of opening her agency, Daniels built it into a million-dollar business. This session is sure to be filled with “pearls of wisdom” as Daniels shares her professional journey, which includes being married to the legendary ad man Draper Daniels, creator of “The Marlboro Man” and “Sorry, Charlie” for Starkist. The late Draper Daniels lives on as the inspiration for the character Don Draper in AMC’s hit TV series *Mad Men*.

Today, Daniels is the chairman and CEO of the Philharmonic Center Cultural Complex in Naples, Florida. Daniels’ writings have appeared in a number of publications, including *Newsweek* and *Chicago* magazine. The *Wall Street Journal* calls Daniels a “dreamer” with the “tenacity of a bulldog.” *Sponsored in part by the Southwest Florida Chapter and the Space Coast Chapter.*

10:00 a.m. – 10:15 a.m. Sponsor Break - Book signing with Myra Janco Daniels

Presentation by Vanessa from Books, Books, Books!

10:15 a.m. – 11:15 a.m.

Breakout 1A

Hopping on the Social Media Train ...

Carla Groleau, Communications Director, CSX Transportation, Inc.

When you think of a 100-plus-year-old, relatively conservative railroad company’s communications strengths, you might first think of crisis communications, traditional media relations, and certainly internal communications. Check, check and check. PR practitioners might also draw the conclusion that social media wouldn’t exactly be a top focus for such an industry or, for that matter, an easy sell. Communications Director Carla Groleau will share how their toe-in-the-water approach to social media is making a big splash at CSX, and how this approach might also work for you.

10:15 a.m. – 11:15 a.m.

Breakout 1B

I Wish I'd Said That! How to Motivate, Persuade and Communicate Under Pressure

Allison Blankenship, Speaker, Author and Executive Presentations Trainer, Precision Speaking, Inc.

In a crazy world of tweets, texts and viral videos, you only have a few seconds to get your message heard. Discover how to cut through the clutter with a message that is targeted and persuasive in just 3 simple steps. Increase your client compliance up to 93% by using one single word. And, create immediate buy-in and motivation by answering the one question every person asks.

