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Sponsored by

Porter Novelli and BBDO
PRSSA and AdClub

Tuesday, Nov. 8, 2011

Tate Grand Hall • The University of Georgia

PORTER NOVELLI

Porter Novelli is a global public relations leader. In 2009, *PRWeek* named us the “Agency to Watch” and honored us with its “Innovation of the Year” award. We were founded in Washington, D.C., in 1972 based on the idea of applying marketing practices to communications aimed at public health and social issues.

Our expertise and experience has grown to encompass health care, consumer marketing, corporate affairs, technology, public affairs, digital media and social media.

We have the right conversations with the right people at the right time. We have a passion for new and emerging companies and represent some of today’s most exciting and innovative organizations, like South by Southwest and Bluetooth, as well as PepsiCo, HP, Procter & Gamble, Dow, Timberland, Centers for Disease Control and Prevention, McDonald’s, Monster.com, Microsoft and Yahoo!

BBDO Atlanta was established in 1951 and is an autonomous agency within the BBDO Worldwide network.

BBDO’s history is long: we’ve been in business for 120 years. In total, BBDO operates globally with 215 offices in 77 countries. In 1986, BBDO helped form the Omnicom Group, Inc., and is the largest agency network within Omnicom.

The Omnicom Group is a strategic holding company that manages a portfolio of global market leaders in the disciplines of advertising, marketing services, specialty communications, interactive/digital media and media buying services.

BBDO

Thank You, Career Fair Participants!

- Atlanta Community Food Bank
- Atlanta Convention and Visitor’s Bureau
- Atlantic Southeast Airlines
- Art Institute of Atlanta
- Benson Hospitality Group, Athens
- BKV and Response Mine Interactive
- BLiNQ Media
- Boxercraft Incorporated
- Boys and Girls Clubs of America
- Brunner
- CARE
- Case-Mate
- CDC
- Clear Channel Communications
- Coca Cola
- Cookerly Public Relations
- Cox Enterprises
- The Creative Circus
- Dodge Communications
- Edelman
- Engauge
- Epting Events, Athens
- Fleishman Hillard
- Georgia Aquarium
- Golin Harris
- Goodwill of North Georgia
- Green Olive Media
- Jackson EMC
- Jackson Spalding
- JWA Public Communications
- JWT Atlanta
- Katz Media Group
- Ketchum
- Life Teen, Inc.
- Millenium Sales & Marketing
- MSL
- Ogilvy Public Relations
- Porter Novelli
- See.Spark.Go., Athens
- Studiocom
- The Art Institute of Atlanta
- The Etiquette and Leadership Institute, Watkinsville
- The Kidd Group, Inc., Athens
- The Portfolio Center
- Three Atlanta
- 360 Media, Inc.
- William Mills Agency

ADPR Connection 2011

agenda

RECIPE FOR SUCCESS

11:30 a.m.-12:30 p.m.

Guest Panelists:

Karen Mawhinney, Erwin Penland
Jana Thomas, Porter Novelli
Eleanor Drake, BBDO

Luncheon
Grand Hall F

Public Relations

Getting the Know the Gatekeepers: "How to Establish Media Relationships"

Jodi Fleisig, Porter Novelli
Megan Ard, William Mills Agency
Nicole Harris, CARE
Dr. Chris Wood, JWA

Grand Hall C

12:45-1:30 p.m.

Advertising

The Digital (R)evolution: "Trademark of the Next Century"

Glen Caruso, BLiNQ Media
Paige Johnson, Ketchum
Kaitlyn Dennihy, Engauge
Todd Slutzky, Studiocom
Maggie Peuler, Moxie

First Session
Grand Hall A

Advertising & Public Relations

Branding You: "How to Present Yourself and Your Portfolio"

Jessica Laiti, Cox Enterprises
Scott Williamson, Coca-Cola
Norm Grey, The Creative Circus

Grand Hall B

Public Relations

Community Relations: "Creating a Climate of Success"

Lakeshia Poole, Boys and Girls Club
Elaine Armstrong, Goodwill
Bonnie Jones, Jackon EMC
Jen Reid, Children's Healthcare of Atlanta

Grand Hall C

1:45-2:30

Resume Critiques
Room 481

Advertising & Public Relations

"Life on Capital Hill: ADPR Campaigns"

Sheridan Watson, Georgia Chamber of Commerce
Jane Kidd, The Kidd Group, Athens
Joel McElhannon, South Public Affairs Consulting

Grand Hall B

2:45-3:30 p.m.

Advertising

Account Executives: "How to be a Brilliant Suit"

Lauren Holtz, Disney
Patrick Miller, BKV
Allison Platt Cuzzort, Pardot

Third Session
Grand Hall A

12:45-1:30 p.m.

Resume Critiques
Room 481

1:45-2:30 p.m.

Advertising

How to Stay on top of the Game: "Trend Spotting, Cool Hunting and Pop Culture"

Kristen Green, JWT
John Rich, Studiocom
Ken Robbins, Responsive Mine Interactive

Second Session
Grand Hall A

Public Relations

The Calm Before the Storm: "Preparing Effectively for a Crisis"

Patrick Foarde, Ketchum
Jarek Beem, Express Jet Airlines
Evita Broughton, AT&T
Glen Nowak, CDC

Grand Hall C

Advertising and Public Relations

Six Months In: "The Scope on the First Six Months on the Job"

Chelsea Gattung, JWT
Micheal Gray, Porter Novelli
Nicole Foo, Atlanta Convention & Visitors Bureau

Grand Hall B

3:30-5:00 p.m.

Career Fair
Room 570, D&F

6:00-8:00 p.m.

Social Mixer
Tap Room, Downtown Athens

Keynote Speakers

PORTER NOVELLI



Jana Leigh Thomas has nearly 20 years of experience in health care, communications and policy. She is the Senior Vice President and leader of the Health and Social Marketing practice in Atlanta. She has led national integrated campaigns, including the CDC and Prevention's National Center on Birth Defects and Developmental Disabilities nationwide autism awareness campaign which has won 17 awards. Jana served more than five years as the Program Director of PeachCare for Kids, a health insurance program for children.

ERWIN-PENLAND

Karen Mawhinney began her career at BBDO working on Delta Air Lines. Karen continued to build her retail expertise in the restaurant and banking categories working on brands such as Longhorn Steakhouse and SouthTrust Bank. At Erwin Penland, Karen is responsible for managing four account teams and developing marketing strategies that create connections between consumers and brands for national advertisers like Denny's, Uniroyal/Michelin, L'eggs and Lockheed Martin.



BBDO



Eleanor Dake, account supervisor at BBDO Atlanta, works on the ING Financial Services, Bayer Advanced and Bayer Environmental Science accounts. She also works on clients within the automotive, commercial farming, utilities and commercial roofing industries. Outside the office, you'll find her trying new recipes with her local produce delivery, picking a date for her third half-marathon, cheering on the Xavier Musketeers men's basketball team, or planning the next trip on her bucket list (Thailand, Key West and Vancouver currently top the list).

WELCOME!

PRSSA and AdClub want to thank you for attending our first ADPR Connection. We are thrilled about this integrated event for our students. We offer a special thank you to our corporate sponsors, Porter Novelli and BBDO, for believing in us and making this day possible. Thank you, professionals, for taking time off work and sharing your expertise and advice with us. Students, we applaud you for taking advantage of this opportunity and sincerely hope that you benefited from today's event.

ADPR Connection Co-Directors



Paula Bryant is a senior from Watkinsville, GA. She is a double major in Public Relations and Women's Studies. Paula's dream job is to work for a PR agency.

A handwritten signature of Paula Bryant in black ink.



Katelyn is a senior from Johns Creek, GA. She is a double major in Advertising and Psychology. Katelyn's dream job is to own a destination wedding planning company.

A handwritten signature of Katelyn Fish in black ink.



Paige Garson is a senior from Atlanta. She is a double major in Advertising and Spanish. Paige's dream job is to be a creative director in an advertising agency.

A handwritten signature of Paige Garson in black ink.