

- Sunday, April 24, 2005**  
**11:30** Registration opens  
**1:00** Pre-Conference Chapter Leaders Program  
 Focus on Leadership  
 PRSA President Judith Phair  
**2:30** The PRSA Trunk Show  
 Kelly C. Albanese, PRSA  
**3:30** District Roundtable  
**4:30** One-on-One with Kelly Albanese  
**5:30** Networking Reception  
**6:30** Dinner at Seattle restaurants

- Monday, April 25, 2005**  
**7:00** Registration and Breakfast  
**8:00** General Session  
 The Corporate Responsibility Journey at Nike  
 Kirk Stewart, Nike  
**9:15** Breakout Sessions  
**10:30** Breakout Sessions  
**11:30** Sevista Demonstration  
**Noon** Global Health Advocacy  
 Joseph Cerrell, Gates Foundation  
**1:15** Breakout Sessions  
**2:30** Breakout Sessions  
**3:45** General Session  
 Secrets of Successful Pitching  
 Margo Mateas, The Media Maven

North Pacific District



ADVANCING THE PROFESSION  
 AND THE PROFESSIONAL.

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**Travel by Air** – Alaska/Horizon Airlines offers conference air travelers a 10% discount off of published fares except companion and other promotional fares. **Reservations must be made through the Horizon Air Group Desk at 1-800-547-3209.** Mention PRSA as the meeting name and Meeting ID **CMT1020** when making reservations. The discount is good for travel to the meeting from the period of April 21-28, 2005.

**Travel by Train** – Come on the Cascades! Amtrak offers a 10% discount off the lowest available rail fare to Seattle for conference goers. No other discounts will apply. For reservations call Amtrak at 1-800-872-7245 or contact your travel agent. Please refer to convention fares code **X27G-936** when booking. Convention fares cannot be booked via the Internet.

**Crowne Plaza Hotel**  
 1113 Sixth Avenue  
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**Special Conference Rates** – Enjoy a rate of \$119/night (plus tax) when you reserve by March 31, 2005. Mention the PRSA North Pacific District conference or use Group Code SNP when making your reservation by either calling the hotel at (206) 464-1980 or visiting their Web site at [www.crowneplazaseattle.com](http://www.crowneplazaseattle.com).

**Transportation** – **Seattle Tacoma International Airport** is only 15 miles from downtown Seattle or about a 20-minute cab ride (\$35 one way). The Downtown Airporter is the least expensive transportation to and from SeaTac (\$10.25 one way) and includes the Crowne Plaza as a regular stop. See details at [graylinesseattle.com](http://graylinesseattle.com). **Amtrak's** King Street Station is less than one mile from the hotel and is a quick cab ride (about \$10 one way). Parking at the hotel for guests is \$25.00/day and there are other parking options nearby. See the map on the conference Web site.

**Directions to the Crowne Plaza Hotel** - from the Seattle/Tacoma International Airport, follow signs to "All Freeways". Take Hwy. 518 east to I-5 north. Exit on Seneca Street. Turn left onto Seneca Street. Hotel is on left side, corner of Seneca and Sixth.



**Breakout Sessions - Select one in each time slot**

- 9:15 a.m. [ ] Managing Corporate Communication with Stakeholder Interest Model  
 9:15 a.m. [ ] PR Office of the Future  
  
 10:30 a.m. [ ] In the Thick of it - Providing Disaster Relief to the Other Side of the World  
 10:30 a.m. [ ] Investigative Journalism Today  
  
 1:15 p.m. [ ] Undaunted Stewardship  
 1:15 p.m. [ ] Lessons from PR Legends  
  
 2:30 p.m. [ ] Partners for Progress at Delta  
 2:30 p.m. [ ] Blogging, WIKIs and RSSs

Register now by using our easy online service available through CVENT. Use the conference invitation e-mailed to you by the District or visit CVENT.com and enter event code 49N2CFE826Y. Note: Registrations can also be made by contacting PRSA at (206) 623-8632 or mailing address: PRSA, PO Box 58530, Seattle, WA 98138.

**I am / am not** a PRSA chapter member (circle one).

**Registration by March 31, 2005:**

- [ ] \$125 – PRSA member of a North Pacific District chapter or from the state of Idaho  
 [ ] \$150 – PRSA member not affiliated with a local chapter  
 [ ] \$175 – Non-member  
 [ ] \$99 – PRSA member (on a space-available basis)

**Yes! I want to attend Leading Edge PR.**

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Registration After March 1, 2005:**

- [ ] \$150 – PRSA member of a North Pacific District chapter or from the state of Idaho  
 [ ] \$175 – PRSA member not affiliated with a local chapter  
 [ ] \$200 – Non-member  
 [ ] \$99 – PRSA member (on a space-available basis)

**Refund/Cancellation Policy** – Registrations cancelled before April 10, 2005 will receive a \$50 refund. No refunds will be provided after that date.

PRSA North Pacific District presents the 2005 Conference

**Leading Edge PR... North Pacific Style**

April 24 - 25, 2005  
 Crowne Plaza Hotel  
 Seattle, WA



**See and Feel the North Pacific Brand of PR**  
 Throughout the North Pacific District, you can find numerous examples of progressive and successful PR as conducted by our members. Whether fueled by our leading-edge industries, abundant natural resources or pioneering history, we've put our "brand" on programs that have produced impressive results.

**Sponsors:**



Sunday, April 24, 2005

1:00 p.m.

**Pre-Conference Chapter Leaders Program:**

Welcome by 2005 District Chair John Kvasnosky, APR and Conference Co-Chairs Joette Storm, APR, Fellow PRSA and Cary Greenwood, APR.

1:15 p.m. (2 p.m. Q&A)

**Focus on Leadership**

- ◆ Insights into PRSA's new 2005-2007 strategic plan and related initiatives
- ◆ Update on the Society's 2005 priorities
- ◆ Knowledge of resources available to improve local programs, stimulate membership and develop future leaders
- ◆ Knowledge of how PRSA involvement can increase professional and personal career satisfaction



**Judith T. Phair, APR, Fellow PRSA, 2005 President and CEO, PRSA**

President of PhairAdvantage Communications of Washington, D.C., Judy has been a PRSA member since 1981. She has served on PRSA's national board since 2000. A past president of the Maryland Chapter and vice chair of the

College of Fellows, Judy has won numerous awards for her work and written extensively for books and publications in the field.

2:30 p.m. (4:30 p.m. One-on-One availability)

**General Session:**

**The PRSA Trunk Show**

- ◆ See the full line of resources available from national to aid chapter effectiveness.

**Kelly Albanese, Chapter/District**



**Relationship Coordinator, PRSA**

Albanese is best known by chapter as the critical link between the national office and local organizations, Kelly joined PRSA in her current role in 2003. Before joining PRSA, Kelly was active in the PRSSA and served as its

national vice president for chapter development while attending her alma mater, Iona College, in New Rochelle, N.Y.

3:30 p.m.

**District Roundtable**

Judy and Kelly facilitate a discussion of successful programs and ideas that can work for other local chapters as well as "lessons learned" to avoid pitfalls in your chapter's undertakings.

5:30 p.m.

**Networking Reception**

6:30 p.m.

**Networking dinners at Seattle restaurants**

Monday, April 25, 2005

7:00 - 8:00 a.m.

**Registration and Breakfast**

8:00 - 9:00 a.m.

**General Session:**

**The Corporate Responsibility Journey at Nike**



◆ Hear how Nike responded when it became the target of a well-organized corporate campaign focused on it overseas manufacturing practices

**Kirk Stewart, Vice President Corporate Communications, Nike**

Stewart is responsible for helping Nike manage its reputation internally and externally

via the media, community involvement, environmental policy, stakeholder outreach and issues management. Former CEO of Manning, Selvage and Lee, Stewart has a B.A. in Political Science and an M.A. in Public Relations from the University of Southern California.

9:15 - 10:15 a.m.

**Breakout Sessions:**

**Managing Corporate Communication with a Stakeholder Interest Model**

- ◆ Learn how to manage your organization's reputation
- ◆ Learn how to balance competing stakeholder interests
- ◆ Put corporate communication into strategic planning

**Dr. Jim Van Leuven, APR, Endowed Chair in Public Relations, University of Oregon**

**PR Office of the Future - Software and Services to Make You More Efficient**

- ◆ Learn what's new in office tools
- ◆ Learn how to form consortiums that stretch your budget
- ◆ Find out about new software that saves time

**Sylvie Harton, Vice President of listlogix, PIMS**  
**Mark Fredrickson, APR, Director Marketing/PR, NextPage**  
**Janice Kapner, Group Marketing Manager, Real-Time, Microsoft**

10:30 - 11:30 a.m.

**Breakout Sessions:**

**In the Thick of It - Providing Disaster Relief to the Other Side of the World**

- ◆ Managing communication on an unprecedented global scale
- Amy Parodi, Media Relations Officer, World Vision**

**Investigative Journalism Today**

- ◆ Have recent scandals impacted North Pacific coverage?
- ◆ What are the trends and what's hot now?

**Kellie Cheadle, Producer & Investigative Unit, KING TV**  
**Dave Boardman, Managing Editor, Seattle Times**  
**John Hamer, Washington News Council**

11:30 a.m. - noon

**Product Demonstration**

**Sevista**

Monday, April 25, 2005

Noon - 1 p.m.

**General Session:**

**Global Health Advocacy**

- ◆ Hear how the largest charitable foundation in the nation advocates for public health



**Joseph Cerrell, Director of Global Health Advocacy, Bill and Melinda Gates Foundation**

A member of the Foundation's global health executive committee, Joe manages relations with governments, multilateral organizations, foundations, non-government organizations and the private sector.

He joined the foundation in 2001 as director of public affairs. He previously worked in corporate and agency PR and as an assistant press secretary to former Vice President Al Gore.

1:15 - 2:15 p.m.

**Breakout Sessions:**

**Undaunted Stewardship®**

- ◆ Hear about a rare collaboration of Montana interests that is changing the state's culture, creating environmental stewardship, preserving historic sites and encouraging tourism.
- ◆ See how opportunism and political necessity converge to allow winning strategy

**Tom Daubert, Daubert Associates**

**Lessons from PR Legends**

- ◆ Learn from career insights provided by master practitioners
- ◆ Be entertained by personal experiences particular to the PR profession
- ◆ Some of PR's best share career lessons learned through experience...good, bad and everything in between

**Jay Rockey, APR, Fellow PRSA, Chairman, Rockey Hill and Knowlton**

The PR mastermind behind Seattle's 1962 World's Fair, Jay is regarded as the "dean" of the PR profession in the Pacific Northwest.

**Dr. Jim Van Leuven, APR, Endowed Chair in Public Relations, University of Oregon**

Described by colleagues as a gifted educator and administrator, Jim's career in journalism and PR education has spanned more than three decades at universities in our region and abroad.

**Judith T. Phair, APR, Fellow PRSA, 2005 President and CEO, PRSA**

Monday, April 25, 2005

2:30 - 3:30 p.m.

**Breakout Sessions:**

**Partners for Progress In Delta**

- ◆ Public relations expertise turned a small impact grant into a multi partner effort that brought new life and learning to a rural community

**Karen Cedzo, APR, Fellow, Sawmill Creek Enterprises**

Karen Cedzo, APR, Fellow, has been an independent public relations counselor since her retirement from the position of Vice Chancellor for University Relations at the University of Alaska Fairbanks (UAF) in 1998.

**Blogging, WIKIs and RSSs – What's New In High Tech**

- ◆ Understand how blogs, WIKIs and RSSs are changing the roles of media and PR
- ◆ Learn to use them in your practice
- ◆ Hear what's coming next

**Frank Shaw, Executive Vice President, Waggener Edstrom**

**Robert Scoble, Technical Evangelist, Platform Strategy and Evangelism, Microsoft**

**David Aune, Vice President Marketing, Five Across**

3:45 - 4:45 p.m.

**General Session:**

**Secrets of Successful Pitching**

- ◆ Learn the four things editors want to hear
- ◆ Master selling your story in ten seconds
- ◆ Learn to overcome editors' objections

- ◆ Hone your skills in preparing and delivering a winning pitch

**Margo M. Mateas, President, The Public Relations Training Company**

Best known to PRSA members for her "Media Maven" column in PRSA's Tactics newspaper, Margo is an award-winning writer, 15-year PR industry veteran and former newspaper and radio journalist who has trained PR practitioners to secure coverage in The Wall Street Journal, The New York Times, CNN, USA Today Weekend,

Investor's Business Daily and more.



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