

# PRSA GEORGIA'S 16TH ANNUAL CONFERENCE

**MARCH 18, 2022**

AT THE COBB GALLERIA CENTRE  
#PRSAGACONF

**PRSA**  
Georgia Chapter

# WELCOME

## LISA B. TILT | PRSA GEORGIA PRESIDENT

Welcome to the 2022 Annual Conference for PRSA Georgia. I'm so glad to see you! And I mean really see you...in person. What a thrill – old normal or new normal, it doesn't matter. What does matter is greeting each other with a smile, handshake, or hug amid a thousand stories to get us caught up on what has been happening in our lives.

Our members have been deeply challenged personally as well as professionally throughout the pandemic, but that's what makes this emergence all the sweeter. It is reflected in our conference theme this year: "Purpose. Legacy. Connection. Celebrating 70 years of PRSA Georgia." As we continue to seek community and solidarity among learning opportunities and professional development, this is the place for you.

**Purpose.** PRSA Georgia is one of the premier Chapters in the nation, and we have nothing if not purpose. A whole thesaurus will support that. As you meet up with new and long-time friends in the field of public relations, I am confident that the strategies and practices exchanged during this conference will serve you in the best possible ways.

**Legacy.** Celebrating our 70th anniversary as a Chapter, our legacy is about knowledge, discourse, and sharing ideas. Thank you for being here and being part of our discussion on the profession, engaging in critical dialogue about public relations through an array of speakers and topics. Our field is responsive, critical, and affirmative, leaving wide open the opportunities to learn from each other.

**Connection.** I encourage you to experience today all that PRSA Georgia membership has to offer among your fellow practitioners. Talk with someone you've never met. Catch up with a former colleague. Hear a story from someone who doesn't look like you. With an open mind, these connections build a sense of community among conference attendees and set the stage for long-term Chapter relationships.

Thank you to the volunteers behind this year's Annual Conference who have worked tirelessly to put on an event worthy of PRSA Georgia members and our guests. Welcome to our speakers for lending us your time to share your experience and expertise. And help us extend a special thank you to our conference sponsors for their generous support.

Let's start the conversation in person as well as online using #PRSA GaConf. I look forward to seeing you in the halls of this year's PRSA Georgia Annual Conference!



Lisa B. Tilt  
PRSA Georgia President

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# SCHEDULE OVERVIEW

7:45 – 8:45 A.M. – REGISTRATION

8:45 – 9 A.M. – WELCOME

9 – 9:10 A.M. – BREAK

9:10 – 10:10 A.M. – SESSION #1 (4 BREAKOUTS)

10:10 – 10:20 A.M. – BREAK

10:20 – 11:20 A.M. – SESSION #2 (3 BREAKOUTS)

11:20 – 11:30 A.M. – BREAK

11:30 – 1:00 P.M. – KEYNOTE & LUNCH

1 – 1:10 P.M. – BREAK

1:10 – 2:10 P.M. – SESSION #3 (2 BREAKOUTS)

2:10 – 2:20 P.M. – BREAK

2:20 – 3:20 P.M. – SESSION #4 (4 BREAKOUTS)

# SESSION LOCATIONS

## • SESSION #1

- BALLROOM A - DEI AND COMMUNICATIONS TEAMS UNITE FOR EMORY'S INAUGURAL HEALTH EQUITY DAY
- BALLROOM B - ELEVATING INFLUENCE, A PANEL DISCUSSION WITH ATLANTA INFLUENCERS
- BALLROOM C - THE ROAD LESS TRAVELED: NAVIGATING YOUR PR PATH
- BALLROOM D - WHAT'S NEW IN THE ATLANTA TECH INDUSTRY?

## • SESSION #2

- BALLROOM A - FROM PEARL NECKLACES TO CHAMPIONSHIP RINGS: HOW THE ATLANTA BRAVES MANAGED COMMUNICATIONS DURING THEIR WORLD SERIES WIN
- BALLROOM C - CAN WE SKIP TO THE GOOD PART? NO! THE KEY ELEMENTS YOUR PR PLANS MAY BE MISSING
- BALLROOM D - WHAT'S NEW IN THE ATLANTA ENTERTAINMENT, TRAVEL, LIFESTYLE PR INDUSTRY?

## • KEYNOTE & LUNCH

- BALLROOM E

## • SESSION #3

- BALLROOM B - HR CONFIDENTIAL: A NO HOLDS BARRED CONVERSATION WITH HR FOR LEADERS
- BALLROOM D - ATTRACTING, WELCOMING AND RETAINING A DIVERSE WORKFORCE

## • SESSION #4

- BALLROOM A - LAUNCHING A CHICKEN SANDWICH TO JUICY RESULTS
- BALLROOM B - GIVING BACK: THE SENIOR LEADER'S GUIDE TO NONPROFIT BOARD MEMBERSHIP
- BALLROOM C - MASTERING THE ART OF THE NETWORKING INTRODUCTION
- BALLROOM D - HR 101: A CAREER GROWTH CRASH COURSE FOR PROS AND YOUNG PROS

# SESSION ONE

FULL PROGRAMMING DETAILS

9:10 - 10:10 AM

FOUR BREAKOUT  
SESSION OPTIONS

# ELEVATING INFLUENCE, A PANEL DISCUSSION WITH ATLANTA INFLUENCERS

RELEVANT FOR EARLY TO MID PROFESSIONAL LEVELS

While still seemingly new, working with influencers has quickly become an imperative part of a PR professional's role.

Learn from some of Atlanta's top lifestyle influencers as they discuss the current social media landscape and how to create meaningful relationships through content.

## MODERATOR



### EUGENIA JOHNSON, BRUNET-GARCÍA ADVERTISING

Eugenia Johnson is a Senior Communications Strategist with over 10 years of agency experience, specializing in leading 360° multi-platform communication plans, producing brand activations, and creating result-driven grassroots awareness campaigns. With a strong and proven track record, Eugenia leads multiple client accounts launching campaigns into the market, managing engagement strategies, and writing compelling content for a variety of communications materials. Client experience ranges from small businesses to corporate brands of various industries including Consumer & Lifestyle, Entertainment, and Social Impact sectors.

### CATHY PESHEK, POOR LITTLE IT GIRL



Cathy Peshek is a fashion, home, and lifestyle blogger at PoorLittleItGirl.com. She specializes in petite style advice at an affordable budget. She started her website in 2010 with the mission to show that you don't have to spend a ton of money to find quality items to stay stylish. Cathy also is a co-founder of the blogger networking community, The Blog Societies - a cultivated community for influencers to unlock the resources, connections, and tools necessary to grow their blogs.

### JESSICA CAMERATA, AN INDIGO DAY



Jessica Camerata is the blogger behind An Indigo Day, a life and style blog launched in 2011. With almost 11 years of blogging experience, she is also the co-founder of the blog network and community, The Blog Societies. Jessica aims to bring practical tips to your everyday life. Tips that you can easily tackle and make your life feel a little more 'put-together'. So that you can make each day, an indigo day. Prior to going full-time with An Indigo Day, Jessica was the Southeast sales rep for the popular athleisure brand, Alternative Apparel. In 2015, she made the jump to full-time blogger and has been growing her influencer business ever since.

**WHAT'S NEW IN THE ATLANTA TECH INDUSTRY?**

RELEVANT FOR EARLY PROFESSIONAL LEVELS

Atlanta has become a hub for technology companies of all sizes, from legacy brands like NCR to younger startups in the Atlanta Tech Village. With this industry boom comes great opportunities for communications and marketing professionals of all experience levels.

Join us for a panel discussion with Anne O'Neill (NCR Corporation), Rick Fernandez (Manhattan Associates), and Jen Martin (Sharecare) to learn about the latest communications trends, challenges and needs for the tech industry.

**MODERATOR****ERICA ENGLAND, APR, ARKETI GROUP**

Erica England, APR, is a public relations and marketing professional with 10+ years of experience working with a variety of clients in the technology, hospitality, construction and transportation arenas. Erica started her career implementing grass roots campaigns for General Motors and managing media relations for both the Jacksonville Aviation Authority and Jekyll Island. Prior to becoming a member of the Arketi team, Erica led all marketing initiatives for GuildQuality, a SaaS company based in Atlanta. In that role, Erica provided strategy and executed activities that enabled the company to implement lead generation and customer retention campaigns and receive media coverage in numerous national and industry outlets. In 2019, Erica was named to the inaugural Public Relations Society of America's (PRSA) 40 Under 40 class; and in 2016 was recognized by American Business Awards as the Communications Professional of the Year. She has a Bachelor of Arts degree in Public Relations and Advertising from Flagler College, Florida; and holds the Accreditation in Public Relations (APR) certification from PRSA.

**RICK FERNANDEZ, MANHATTAN ASSOCIATES**

Rick Fernandez is a seasoned communications executive with over 30 years of experience representing and counseling many of the technology industry's most iconic and innovative companies. He currently serves as Director of Corporate Communications for Manhattan Associates, the industry leader in supply chain commerce solutions. At Manhattan, Rick oversees the company's public relations, social media, customer communications and internal communications efforts across the globe. Before joining Manhattan, Rick helped create and build Incendio International, a global public relations and marketing communications agency with four offices across the U.S. and U.K. He has also held various senior management and executive positions at the following leading information technology public relations agencies – Carabiner Communications, Calysto Communications, Socket Public Relations and Alexander Communications. Rick holds a Bachelor of Arts degree in English from Vanderbilt University.

## JEN MARTIN HALL, SHARECARE



Jen Martin Hall, Senior Vice President of Corporate Communications at Sharecare  
Jen Martin Hall is senior vice president of corporate communications at Sharecare, the digital health company that helps people manage all their health in one place. Based at the company's global headquarters in Atlanta, Jen leads the company's strategic communications efforts, including media relations, internal communications, community relations and reputation management, and plays a key role in brand strategy and product marketing. Previously, Jen worked in corporate communications at Apple, where she supported public relations for iCloud, iOS, and iPad, helped plan and execute global product launches, and oversaw broadcast press relations at the company's launch events and Worldwide Developers Conferences. Prior to Apple, Jen worked for CNN Worldwide, where she led communications strategy and publicity for the network's digital platforms and innovation initiatives. Earlier in her career, Jen provided public relations, reputation management, and crisis communications counsel to a number of start-ups, government entities, and universities while working at public relations agencies including GCI Group, Weber Shandwick Worldwide and Edelman. A graduate of the University of Georgia, Jen currently serves on the Executive Council for AARP Georgia and the advisory boards for the Chattahoochee Riverkeeper, Endeavor Atlanta, and Kennesaw State University's Master of Science in Healthcare Management program.

## ANNE O'NEILL, NCR CORPORATION



Anne O'Neill is a senior communications manager for NCR Corporation (NYSE: NCR), a global enterprise technology provider based in Atlanta. In this position, she leads global communications for NCR Hospitality, building thought leadership and shifting market perception, directs executive communications and is a core member of the NCR COVID-19 Global Response Task Force. During her four years at NCR, Anne has also managed strategic communications for the Professional Services, Software and Technology, and Product and Service Operations organizations, leading global internal comms, change management and employee engagement programs. Prior to joining NCR, Anne spent nearly 20 years working in public relations and public affairs, building a depth of experience in business-to-business, government and nonprofit communications. She is highly skilled at developing and executing strategic communications programs, writing and editing, operations and project management. She is known for her ability to build positive relationships with clients and colleagues and motivating teams to excel and exceed their own expectations.

**DEI AND COMMUNICATIONS TEAMS UNITE FOR  
EMORY'S INAUGURAL HEALTH EQUITY DAY**

RELEVANT FOR ALL PROFESSIONAL LEVELS

Systemic health disparities exist across various racial, ethnic, cultural, and social groups, but how do you raise awareness and encourage action in this area? This is the primary question that led to the conception of the Emory University Department of Medicine's (DOM) inaugural Health Equity Day.

This session will discuss the collaborative effort between the department's Diversity, Equity, and Inclusion (DEI) Council and the DOM communications team including the promotional tactics used to execute a successful virtual event on a shoestring budget.

**KATIE PLAIA, EMORY UNIVERSITY**

Katie Plaia has more than six years of experience managing communications initiatives in various areas of higher education. She also has valuable experience in international marketing as a consultant in Guatemala and as a graduate resident at a national communications agency working with a variety of brands and organizations. Plaia currently serves as Communications Specialist for Emory University's Department of Medicine, where she leads social media strategy, email marketing, content development and more. She also serves as Communications Lead for the Infectious Diseases Clinical Research Consortium, a national and global network of scientific experts working to combat infectious diseases.

# THE ROAD LESS TRAVELED: NAVIGATING YOUR PR PATH

RELEVANT FOR ALL PROFESSIONAL LEVELS

Communications is a field with more career options now than ever. Nikki Forman, a Senior PR Manager for Worldwide Communications at Amazon, has worked in nonprofit PR, government PR, and now corporate PR.

Join her for an in-depth look into how she used her versatile experiences in philanthropy, community affairs, and political communications to map out her ideal career path, and what she's still learning about working with business leaders and leading a team at Amazon.



## NIKKI FORMAN, AMAZON

Nikki is an experienced communications professional with an aptitude for brand management, public relations, and counseling C-level executives. As a results-driven leader, she has successfully managed multifaceted marketing communications campaigns across a broad range of industries in both the public and private sector. Nikki currently serves as Senior PR Manager for Worldwide Communications at Amazon where she co-leads hyperlocal media engagement for the United States. Prior to joining Amazon, Nikki served as the Director of Communications and Marketing for the Council on Foundations, a global philanthropic service organization. However, as a self-proclaimed southern bell, Nikki was able to grow as a communications professional in the great state of Georgia where she most recently served as the Deputy Director of Communications and Press Secretary for Atlanta Mayor, Keisha Lance Bottoms and was responsible for leading media relations strategies for the City of Atlanta and curating sustainable brand practices to engage local and national audiences.

# A MESSAGE FROM OUR SPONSOR

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Atlanta Business Chronicle Top 25 Largest PR Firms  
Top 10 Employer Branding Agency (HR Tech Magazine)



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# SESSION TWO

FULL PROGRAMMING DETAILS

10:20 – 11:20 AM

THREE BREAKOUT  
SESSION OPTIONS

# WHAT'S NEW IN THE ATLANTA ENTERTAINMENT, TRAVEL, LIFESTYLE PR INDUSTRY?

RELEVANT FOR EARLY PROFESSIONAL LEVELS

Welcome to Yallywood! Georgia has long been known as a tourist destination and for its top-notch dining and hospitality scene. It's now also a hotspot for filming, production and all things entertainment.

Learn from the best in the biz as they discuss what's new in the entertainment, travel and lifestyle PR industry.

## MODERATOR



## SARAH VOISELLE, JACKSON SPALDING

Sarah Voiselle is a brand-new member of the Jackson Spalding agency. As part of her new role, she will be part of the Chick-fil-A team, or more affectionately called, "Team Chikin," working on the company's CSR initiatives and launching new menu items. Prior to joining Jackson Spalding, Sarah was an Account Supervisor at Porter Novelli. During her time there, she became a nimble PR professional honing her skills in media relations, project management, influencer relations, social media management and event planning and executing. In four years, she ascended the ranks on the Panasonic Consumer Electronics account and acted as day-to-day lead for the Home Entertainment business unit, leading several product launches throughout the year and annually at CES.

## JENN HOBBY



Jenn Hobby is a content creator, as a radio host on Atlanta's Star 94, television host on The Daily 2 at WSB-TV, TEDx speaker and podcaster for The Friendly. Jenn is a well-known Atlanta personality featured on radio and television for more than 20 years. Her radio career has included Star 94 (WSTR-FM), WBTS-FM (95.5 The Beat), WWWQ-FM (Q100), and WKHX-FM (Kicks 101.5). Jenn's work in television includes WSB-TV, HLN, CNN, The CW (Falcons Playback), GPB, Atlanta Eats TV, Fox5 Atlanta and 3 Stage Media. She has earned two Gracie Awards for her work in radio and an Emmy for her work in TV at Georgia Public Broadcasting. In 2020, Jenn hosted a TEDx talk encouraging people to share their unique story to serve the world. Jenn was selected for Atlanta magazine's exclusive Atlanta 500 list in 2020, 2021 and 2022, recognized as one of Atlanta's top leaders who have shaped the city. In 2010, Jenn was selected to be a guest host with Regis Philbin on "Live! with Regis and Kelly" on ABC.

## MELISSA LIBBY, MELISSA LIBBY & ASSOCIATES



Melissa Libby founded Melissa Libby & Associates (MLA) in 1992 after a successful career in hotel public relations. Since then, Melissa and her team have opened more than 500 restaurants and served hospitality and retail clients through publicity, traditional and social media relations, strategic planning, social media marketing, event planning and implementation, and crisis communications. Melissa is also active in the community and has received numerous honors, including being named the Crohn's & Colitis "Citizen of the Year." She currently serves on the Board of Trust for the University of Georgia's Grady College of Journalism and Mass Communication, and also served two three-year terms on the Board of Directors for Georgia Organics and Adopt A Golden Atlanta. Melissa is a member of several food-focused non-profits including Les Dames d'Escoffier, James Beard Foundation and the National Restaurant Association. She has published two cookbooks featuring Atlanta chefs, *Atlanta Cooks* (2001, Longstreet Press) and *Atlanta Cooks at Home* (2006, CityBooks Publishing).

## DEBORAH STONE, PINEAPPLE PR



Deborah Stone originally founded Pineapple PR as a way to fuse her love of storytelling with her passion for travel. Since then, the agency has seen immense growth and transformation and offers integrated communications with a full suite of public relations, social and digital practice. With 20+ years of experience, Deborah has defined Pineapple PR's niche to focus on upscale and nature-based travel destinations, as well as economic development, resorts, attractions, and more. Deborah believes that promoting tourism supports economic development, leading Pineapple PR to being named the agency of record for the Georgia Department of Economic Development and working with its Global Commerce and Centers of Innovation divisions. Deborah graduated from Clemson University with a Bachelor of Arts degree in English. She then earned a Master of Arts degree in Communication with an emphasis in public relations from Georgia State University. She is the founder and past Chairman of the Travel & Tourism group of the Public Relations Society of America, Georgia Chapter, and a member of the Society of American Travel Writers.

# FROM PEARL NECKLACES TO CHAMPIONSHIP RINGS: HOW THE ATLANTA BRAVES MANAGED COMMUNICATIONS DURING THEIR WORLD SERIES WIN

RELEVANT FOR ALL PROFESSIONAL LEVELS

As the 2021 Major League Baseball season began, the Atlanta Braves lost the opportunity to host the All-Star game because of political circumstances out of their control. Injuries to star players at the midpoint of the season seemed to diminish any shot the Braves had at the postseason.

Yet the general manager made several key moves to acquire players unknown to even diehard fans, and the team marched its way to the postseason. Hear from Braves Vice President of Communications Beth Marshall as she details a season no one will ever forget.

## BETH MARSHALL, ATLANTA BRAVES



Beth Marshall joined the Atlanta Braves communications department as a senior advisor in August 2004 and was named vice president, communications in October 2018. Marshall oversees all aspects of the Braves communications – baseball, corporate and internal, which includes all on-the-field and off-the-field Braves messaging, along with Truist Park, the adjoining mixed-use development, The Battery Atlanta and the team's Spring Training facility in North Port, Florida. She also oversees photography and editorial for all Braves publications and is the liaison between Major League Baseball and the Braves broadcasting partners, Bally's Sports South and 680 the Fan. Marshall has also worked in communications for the PBA Tour, the WNBA, Planet Hollywood and its sports arm, Official All Star Cafe, Trump Plaza Hotel and Casino and the Philadelphia 76ers. She graduated with a degree in public relations from Harcum College. A native of Haverford, Pennsylvania, Marshall lives in Atlanta with her husband Corey.

## CAN WE SKIP TO THE GOOD PART? NO! THE KEY ELEMENTS YOUR PR PLANS MAY BE MISSING

RELEVANT FOR EARLY TO MID PROFESSIONAL LEVELS

When was the last time you conducted research or set measurable objectives for your public relations initiatives? It's easy to dive right into tactical planning and bypass the key elements of a strategic public relations plan, but that could be holding your PR programs back.

This session will provide a 10-step roadmap you can adapt for your next PR initiative using the research, planning, implementation and evaluation (RPIE) process. It will help you understand how to start your research, define measurable objectives, connect your tactics to these objectives and measure your program's success - helping shift your mindset from that of a PR tactician to a PR strategist.

### **APRIL PHILLIPS, APR, AMERICAN RED CROSS**



April Phillips, APR, is a public relations and marketing strategist with nearly 20 years' experience in strategic planning for local and national campaigns, corporate partnerships and marketing programs. She is the national marketing and communications planning director for the American Red Cross Biomedical Services, where she oversees campaign and promotional strategy - leveraging lead/demand gen, public relations and social media programs to raise awareness of the need for blood, drive blood product donations and help ensure blood products are available for patients at about 2,500 hospitals and other facilities across the country.

A MESSAGE FROM OUR SPONSOR

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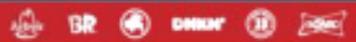
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# KEYNOTE ADDRESS

11:30 – 1:00 PM

CHRIS FULLER  
CHIEF COMMUNICATIONS OFFICER &  
ESG OFFICER OF INSPIRE BRANDS

INSPIRE



## CHRIS FULLER (CCO, INSPIRE BRANDS)



Christopher Fuller serves as Chief Communications Officer & ESG Officer of Inspire Brands, a multi-brand restaurant company whose portfolio includes nearly 32,000 Arby's, Baskin-Robbins, Buffalo Wild Wings, Dunkin', Jimmy John's, Rusty Taco, and SONIC Drive-In restaurants worldwide.

Fuller leads communications for Inspire and its brands, including internal and external engagement, meetings and events, creative services, government relations, ESG, community relations, and corporate communications.

Fuller also serves as executive sponsor for the organization's efforts to be a "Good Citizen," one of Inspire's core behaviors. In this role, he has led the creation of the Inspire Foundation and the expansion of the Foundation's purpose to "ignite and nourish change for good." In 2019, Inspire and its brands raised \$16 million for philanthropic causes.

Prior to Inspire, Fuller served as Senior Vice President of Communications for Arby's Restaurant Group, Inc. At Arby's, Fuller oversaw all communications for the brand, including the \$2.9 billion acquisition of Buffalo Wild Wings; Arby's partnerships with the PGA TOUR and ELEAGUE; and many of the brand's bold marketing moments such as its engagement with Jon Stewart and the launch of the Vegetarian Support Hotline.

Fuller also served as the Executive Director of the Arby's Foundation, the independent, charitable arm of Arby's. During his tenure as Executive Director, the Foundation raised more than \$25M through its National Restaurant Fundraiser and Partner Program. He also led the expansion of the Foundation's vision to include youth empowerment and career readiness, in addition to furthering its longstanding commitment to ending childhood hunger.

Prior to Arby's, Fuller led Global Public Affairs and Corporate Social Responsibility for Yum! Brands. He has nearly 20 years of communications, PR, and government relations experience for restaurant brands, global ad agencies, and the United States Congress.

Fuller serves on the Leadership Council and co-chairs the Advisory Council for Dine for No Kid Hungry, is a board member of the Sandy Springs Chamber of Congress, Atlanta Fire Rescue Foundation, Georgia Music Accord, and the Arthur W. Page Society. He also chairs the Inspire Foundation Board of Directors.

Fuller is an alumnus of West Texas A&M University, where he received a bachelor's degree in Mass Communications. He also received an MBA from the University of Dallas.

# SESSION THREE

FULL PROGRAMMING DETAILS

1:10 – 2:10 PM

TWO BREAKOUT  
SESSION OPTIONS

# HR CONFIDENTIAL: A NO HOLDS BARRED CONVERSATION WITH HR FOR LEADERS

RELEVANT FOR MID TO SENIOR PROFESSIONAL LEVELS

"What is the future of remote work?" "How do I tell my junior employee not to do that on a call?" "When do I remove my college graduation year from my resume?"

Geared toward manager-level professionals, these burning questions and more will be answered by a panel of HR experts in a lively Q&A session.

## MODERATOR



## CHELSEA PEABODY BOHANNON, APR, INTERNATIONAL MARKET CENTERS (IMC)

Chelsea Peabody Bohannon, APR is the Senior Public Relations Manager at International Market Centers (IMC), responsible for media relations and communications for its flagship gift, home décor and furnishings trade show portfolio of Atlanta Market, High Point Market and Las Vegas Market. Prior to her work with IMC, Bohannon worked in strategic communications in the Charleston, South Carolina area for Spoleto Festival USA and multiple hospitality groups. Bohannon is a cum laude graduate of Elon University where she earned a Bachelor's of Arts in Communications and was a Journalism and Communications Fellow. She earned her Accreditation in Public Relations (APR) in 2018. She was named a Gift + Stationery 40 Under 40 by Gift Shop Plus and Stationery Trends magazines in 2021. Bohannon is active in the non-profit community having served on the Elon University Young Alumni Council, the Elon University Atlanta Alumni Board, the Membership Council of the Junior League of Atlanta, the Annual Conference and Personal Development Committees of the PRSA Georgia Chapter and the Spoleto SCENE Board of Directors.



## CASEY HALLIBURTON, EXECUSOURCE

Casey Halliburton serves as executive practice director of technology at ExecuSource, responsible for several areas of business including the sales efforts and recruiting productivity of multiple branches and the execution of market strategies alongside the executive leadership team. He joined ExecuSource in 2017 as a managing director with a specialized focus on the finance and IT industries. Casey has 14 years of experience in sales, project management, recruiting and career development skills and earned his Masters in Business Administration from Georgia State University.

## PAM SAWYER, JACKSON SPALDING



Pam Sawyer leads the human resources team at Jackson Spalding, bringing global, for-profit and not-for-profit talent management experience to bear for our expanding organization. Prior to Jackson Spalding, Pam led Human Resources for the United States Olympic & Paralympic Committee (USOPC), based in Colorado Springs. Her responsibilities included talent acquisition and development, people operations, diversity & inclusion, and athlete benefits, career and education. During her leadership, the USOPC received recognition in diversity, diversity innovation, wellness and veteran support. Her career began in the cable and digital industries, with The Weather Channel, weather.com and Turner Broadcasting. She had the honor of opening Turner's human resources operations in Europe, supporting CNN, TNT and Cartoon Network employees in London, Paris and Amsterdam during the company's heady acquisition period.

SESSION 3 | BREAKOUT 2  
**ATTRACTING, WELCOMING AND RETAINING A DIVERSE WORKFORCE**  
RELEVANT FOR ALL PROFESSIONAL LEVELS

The session's objective is to dialogue with PR professionals about attracting and retaining a diverse workforce within their respective industries and the PR industry.

So how do we go about this? How do we work through differences in an open and fair process? How do we have hard conversations when we don't always see eye to eye?

**MODERATOR**

**ROCIO RIVERA, APR, LEXISNEXIS RISK SOLUTIONS**

Rocio Rivera, APR, is a 20-year public relations and marketing veteran. She currently works for LexisNexis Risk Solutions as the Global Markets Communications Manager for the Insurance business, managing all external communications. She has a bachelor's degree in Communications with a minor in Marketing from Loyola University, New Orleans, and a Juris Master's degree from Emory University Law School. A Puerto Rico native, she moved to Atlanta 10 years ago. Rocio has been involved with the PRSA Georgia chapter since then, volunteering in several committees through the years. In 2021, Rocio became the Board Liaison and Co-Chair for the newly formed Diversity, Equity, and Inclusion Committee for PRSA Georgia. Currently, she is the President of PRSA's National Technology Section. Rocio lives in Atlanta, Georgia, with her partner, Steve, and their dog Leia.



**FLOSS AGGREY, RANDSTAD**

Floss Aggrey has more than 20 years of experience in diversity, recruitment, EEOC compliance, and human capital. As the Sr. Vice President of Equity, Diversity, Inclusion & Accessibility for Randstad, Floss partners with clients by crafting and implementing robust strategic diversity and inclusion solutions. Since joining the Randstad Equality Diversity & Inclusion team, Floss supports clients in meeting and exceeding pre-established diversity goals, systems, and processes to foster strong stakeholder alignment and accountability in the diverse recruitment techniques. Floss provides consultative best practices on trends that impact diverse talent attraction for a host of Fortune 500 organizations around the globe. Recognized as a thought leader, Floss has published articles, blogs, and is a co-host of the award-winning global Diversity Deep Dive podcast. Lastly, as a key contributor linked to one of Randstad's Corporate Social Responsibility programs, Hire Hope, Floss partners closely with the program's manager and executive sponsor to service a population of young at-risk women that have survived domestic violence, exploitation, homelessness, and sex trafficking through community and corporate engagement.



## TANIKA S. CABRAL, THE COCA-COLA COMPANY



Developing high performing teams, setting a bold vision, exploring possibilities, and taking on challenges with considerable energy are the drivers behind Tanika Cabral's career with The Coca-Cola Company. Her tenure in the Coca-Cola System spans customer operations, commercialization, channel strategy, global marketing, sales, business development and industry affairs. Today, Tanika is Senior Vice President of Customer Leadership and Chief of Staff to the Chief Customer Officer of the North America Operating Unit. As a passionate advocate for women in business, Tanika sits on the Women's Foodservice Forum Board of Directors and previously served as Global President of women's LINC, the Coca-Cola Company's business resource group focused on the professional development of women across 70 countries. Tanika was also the recipient of the YWCA Corporate Women of Achievement award for work done to uplift women and girls. Continuing her work in the community, Tanika recently transitioned to the Advisory Board after serving as President of the Executive Council for the Harvard Debate Council Diversity Project, a pipeline program that recruits, trains, and feeds minority youth into the Harvard Debate Council's summer residential program. She was appointed and sits on The Coca-Cola Company's Race Equity Steering Committee to evolve mindsets, behaviors, and systems to drive business value by fostering an inclusive workplace. Tanika is a proud member of the esteemed Alpha Kappa Alpha Sorority, Incorporated. A graduate of Johnson & Wales University with additional studies at the University of the West Indies, Tanika holds a Bachelor of Science degree in Advertising Communications & Public Relations.

## SHELLEY JEFFCOAT, LEXISNEXIS RISK SOLUTIONS



Shelley Jeffcoat joined LexisNexis Risk Solutions in 2019 as our Employee Brand Director. In this role, Shelley leads and executes global programs to drive operational efficiencies and deliver a successful employee experience. She is the architect of the global strategy and integration of Employer Brand and Employer Value Proposition (EVP) for LexisNexis Risk Solutions Group and its seven corporate brands. She is also a thought leader who partners with multi-disciplinary teams (Human Resources, Diversity & Inclusion, Marketing, Communications, Talent Acquisition, Talent Development, and Total Rewards) and C-suite to drive organizational transformation, focusing on employee values, culture, and leadership effectiveness. Before joining LexisNexis Risk Solutions, Shelley was an Employee Brand champion in several roles, including Global Talent Channels Leader for Micro Focus and Senior Talent Acquisition Manager for Hewlett Packard. Shelley is a Jamaican and currently lives in Atlanta, Georgia, with her family. She has a Bachelor's degree and an MBA from Strayer University in Marketing and Human Resources. She is also a member of Alpha Chi and Alpha Sigma Lambda National Honor Society, and Golden Key International Honor Society.

# A MESSAGE FROM OUR SPONSOR

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# SESSION FOUR

FULL PROGRAMMING DETAILS

2:20 – 3:20 PM

FOUR BREAKOUT  
SESSION OPTIONS

# GIVING BACK: THE SENIOR LEADER'S GUIDE TO NONPROFIT BOARD MEMBERSHIP

RELEVANT FOR SENIOR PROFESSIONAL LEVELS

As PR professionals advance in their careers, membership on a nonprofit board can be a fulfilling way to give back.

Senior leaders who are currently serving on nonprofit boards will provide insights into their experiences, the selection process, their roles and how they balance using their skills to support the community and their day-to-day professional responsibilities.

## MODERATOR



Lee Redding is a public relations professional with experience in corporate and brand communications, including media relations, thought leadership and event coordination, employee engagement, influencer-based awareness campaigns and issues management. Lee is part of the corporate communications practice at MWW where she supports media relations and thought leadership efforts for large consulting and financial services brands. Prior to joining MWW, Lee's work focused on clients in the food and agriculture industries as well as in education and retail. Lee also currently volunteers with PRSA Georgia as the chair of the Sponsorships and Partnerships Committee and co-chair of the Awards Celebration Committee. Additionally, she serves as the director of Public Relations and External Communications for The Junior League of Atlanta. A reformed high school English teacher, Lee received both her bachelors in English and her master's in journalism and mass communications from the University of Georgia. Her favorite sports team is - you guessed it - the Georgia Bulldogs, and while she currently lives in Atlanta and has traveled internationally, Athens, Georgia, remains one of her favorite places on Earth.

## LEE REDDING, MWW

## ANGIE CHAMPSAUR, APR, FOCUS BRANDS



Angie Champsaur, APR is the director of corporate communications for Focus Brands - the powerhouse behind some of America's beloved brands including McAlister's Deli, Moe's Southwest Grill, Schlotzky's, Cinnabon, Jamba, Carvel and Auntie Anne's! During her time with the company, she has led national PR campaigns for McAlister's Deli, crisis communications, corporate social responsibility and executive visibility and communication initiatives. Her background includes leading global consumer goods company Newell Brands, where she has provided PR strategy for Contigo, FoodSaver, DYMO and Rubbermaid Commercial Products (RCP), as well as premier fishing brands Berkley, Abu Garcia and PENN. Prior, she worked for leading staffing agency Robert Half International as a PR manager for the Southeast region. A big portion of her career has been in the broadcast and post production industries in corporate communications, military relations and as a TV reporter. She also has a heart for non-profits and believes it's important to serve and give back to organizations that make a difference professionally and personally. She has served on the Board of Directors for Public Relations Society of America, Georgia Chapter (2019-2021) and as President of the Board of Directors for GiGi's Playhouse Atlanta Down Syndrome Achievement Centers. She is an alumna of Jacksonville State University (Ala.).



## **MARK DVORAK, APR, GOLIN**

During his 11-year career at Golin, Mark Dvorak, APR, has provided counsel for a variety of the firm's corporate, association and government clients— including the National Peanut Board, Metro Atlanta Chamber, Flowers Foods and a host of city and state agencies. Notably, for the past five years, he has led the agency's work to bring balance to the conversation about peanut allergies and promote advances in research and prevention. Today, he manages the office and is responsible for client services, new business development, staffing and people development and finance.

Do you ever feel like you have just entered the workforce, but you're supposed to know it all?

This session answers the questions young professionals and students are afraid to ask. A panel of HR professionals will discuss everything from resume and interview tips to dress code, Zoom etiquette, office culture conundrums and more.

## MODERATOR



## CHELSEA PEABODY BOHANNON, APR, INTERNATIONAL MARKET CENTERS

Chelsea Peabody Bohannon, APR is the Senior Public Relations Manager at International Market Centers (IMC), responsible for media relations and communications for its flagship gift, home décor and furnishings trade show portfolio of Atlanta Market, High Point Market and Las Vegas Market. Prior to her work with IMC, Bohannon worked in strategic communications in the Charleston, South Carolina area for Spoleto Festival USA and multiple hospitality groups. Bohannon is a cum laude graduate of Elon University where she earned a Bachelor's of Arts in Communications and was a Journalism and Communications Fellow. She earned her Accreditation in Public Relations (APR) in 2018. She was named a Gift + Stationery 40 Under 40 by Gift Shop Plus and Stationery Trends magazines in 2021. Bohannon is active in the non-profit community having served on the Elon University Young Alumni Council, the Elon University Atlanta Alumni Board, the Membership Council of the Junior League of Atlanta, the Annual Conference and Personal Development Committees of the PRSA Georgia Chapter and the Spoleto SCENE Board of Directors.



## MONIQUE DYER, JACKSON SPALDING

Monique Dyer is a member of the JS Human Resources (HR) team, applying her research and relationship-building skills to recruitment, retention and talent management activities. She's a great fit for our agency since she began her career just like many of us- studying communications in the hopes of joining an agency. Her first job involved customer acquisition for LevelUp, a tech startup providing rewards for mobile payments. After a year pounding the pavement in front of restaurants, an HR position at a social services agency opened up and Monique jumped at the chance to detour to a desk-side position. Her job at Trinity Social Services gave her experience in payroll, training and compliance and set her on an HR trajectory that included five years at The Woodruff Arts Center and subsequent work for The Adecco Group, one of the top recruiting agencies in the world. Just prior to joining JS, Monique provided onsite talent management for Impact Workforce Solutions, focusing on employee relations, manager training and dispute resolution for a tech logistics company.



## TARA TRANUM, EXECUSOURCE

Tara Trantum is executive practice director of recruitment process outsourcing and national account manager at ExecuSource. She started as a senior recruiter at the Atlanta-based firm in 2013 and has since gained extensive experience in recruiting, networking, coaching, interview skills and career development with a specialized focus on the direct hire and upper level contract placement of candidates. As executive practice director, Tara is responsible for developing relationships internally and externally for ExecuSource, helping to build out teams that are critical to the company's success.



## DONNITA LEE, ARTHUR M. BLANK FAMILY OFFICE

Donnita Lee is an HR professional with over 14 years of experience in several areas of Human Resources including HR processes and reporting, Diversity, Equity & Inclusion (DEI), Talent Development and Talent Acquisition. Donnita is currently the HR Business Partner at the Arthur M. Blank Family Office. She also serves as the HRBP for the Arthur M. Blank Family Foundation. Before joining the Blank Family of Businesses, Donnita previously held HR roles at companies such as Invesco, Alston & Bird LLP and Kimberly-Clark Corporation. She is a Georgia native and completed her undergraduate studies at Spelman College and holds a Master of Public Administration, Management and Finance, from Georgia State University. In her free time, Donnita enjoys traveling, crafting, organizing, and hosting her friends and family.

**LAUNCHING A CHICKEN SANDWICH TO JUICY RESULTS**

RELEVANT FOR ALL PROFESSIONAL LEVELS

How do you launch a chicken sandwich in Buffalo, N.Y. – the birthplace of the wing?

With just two weeks and a shoestring budget, Weber Shandwick and the McDonald's east coast team built a plan by researching and leveraging Buffalo's unique culture and influencers to spread the word about their revamped sandwich. Ultimately, the program's results exceeded KPIs, securing paid influencer posts and earning placements across broadcast, online and social.

**JOHN HEID, WEBER SHANDWICK**

John Heid is a senior public relations professional with corporate and agency experience in QSR, automotive technology, home technology, vehicle remarketing, wireless technology, insurance, financial services, travel & tourism and sports. As Vice President, Media Relations for Weber Shandwick, he is best known for leading media teams for multinational clients including McDonald's, Chevrolet, Verizon, Anheuser Busch, The Coca-Cola Company, Boys & Girls Clubs of America, USAA Insurance and Old Dominion Freight Line (OD). Additionally, he has supported many Weber Shandwick clients in Georgia and Southeast Regional projects and story opportunities, including DraftKings, Tork Paper and Stanley Black & Decker. A former print and online journalist in Atlanta and Upstate New York, John is an experienced media pitcher and spokesperson who touches multi-platform media channels, including traditional (broadcast, print and online), social media and influencers. Prior to joining Weber Shandwick, John held leadership roles at Verizon Telematics, Cox Automotive, Manheim Auto Auctions, The Allstate Foundation, Allstate's Southeast Region, the Atlanta Thrashers Hockey Club and CNNB.com.

"Tell me about yourself." It's a common phrase we hear in networking situations and job interviews, but how do you know what personal information will make the best impression?

This session, hosted by Kennesaw State University PRSSA Chapter, is specifically designed for students to create a personal introduction that can open doors to further conversations and new opportunities. Students will have the opportunity to network with PRSA Georgia members from a variety of industries to practice their introductions and receive supportive feedback.

Participating Professionals Include:

- Matthew O'Connor, UPS
- Leigh Woisard, Cox Communications
- Trey Newstedt, InterContinental Hotel Groups
- Ellen Hartman, APR, Fellow PRSA, Hartman Public Relations, LLC
- Kristie Swink Benson, APR, Washington Metropolitan Area Transit Authority
- Elaine Armstrong, APR, Goodwill of North Georgia
- April Phillips, APR, American Red Cross

**HOSTED BY**



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# A MESSAGE FROM OUR SPONSOR



**CONGRATULATIONS  
PRSA GEORGIA,  
ON A SUCCESSFUL  
2022 CONFERENCE!**

**From our team to yours, we wish fellow  
attendees all the success in 2022.**

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