



January – May 2006  
Chapter Programs

**AKRON AREA CHAPTER**

To: University Faculty  
From: Kate Eidam Frail, Director of Programming  
Date: January 13, 2006  
Re: **January – May 2006 Akron PRSA Monthly Programs**

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Attached to this memo is information on Akron PRSA’s upcoming programs for January through May. I would appreciate you forwarding this information on to your students.

If you have any questions or need additional information, I can be reached at 330.572.8084 or [kate.frail@bcgsys.com](mailto:kate.frail@bcgsys.com).

**JANUARY: Tuesday, January 17, 2006: PRSA Teleseminar**

**The New Realm of Digital Influencers:  
The Importance of Analyzing Consumer-Generated Media**

As bloggers gain greater influence in the digital world, PR professionals lose control over messages and positioning. The question is, how can you make bloggers part of your PR tool kit? This lively panel will cover topics including:

- ✓ How important are blogs to the PR professional?
- ✓ Who are the influencers?
- ✓ How do I keep track of key emerging issues?

Acquire new communication resources, as well as tools and techniques that will help you stay ahead of the curve.

*You’ll hear from:*

+ **Elizabeth Albrycht** is a 16-year veteran of high-technology public relations practice and a leading presence in the emerging world of participatory communications. Her accomplishments include being a founding fellow, advisory board member and chair of the research and publications committee of the Society for New Communications Research, and program chair and co-founder of the New Communications Forum.

+ **Andrew Bernstein** is the president and CEO of Cymfony Inc., a market intelligence and media analysis company providing software and services to leading corporations throughout the world.

<b>When:</b>	Tuesday, January 17, 2006, 3 – 4 pm
<b>Where:</b>	Project: LEARN of Summit County, 60 South High St., Akron (Located on the lower level of the Main Library in downtown Akron)
<b>Cost:</b>	\$10/person – members, nonmembers, students and walk-ins - <i>No shows will be billed</i>
<b>RSVP:</b>	Contact Laura Simpson Guritza at 330.676.1101 or <a href="mailto:prsaaa@neo.rr.com">prsaaa@neo.rr.com</a> Or register and pay online by visiting <a href="http://www.prsaakron.org/events/events.asp?id=189">www.prsaakron.org/events/events.asp?id=189</a> Deadline for reservations is 5 pm on Monday, January 16

## **FEBRUARY: Thursday, February 9, 2006: Lunch Meeting**

### **Creating and Maintaining a Leading Website Without Breaking the Bank**

In 2006, it will be even more critical to have a web presence that will effectively represent your brand, add significant value to the user, provide a positive user experience and grow as your organization evolves. This session will provide you with some industry leading ideas on how to accomplish these goals without breaking the bank.

*You'll hear from:*

+ **Scott Young** is a partner and senior VP with Brulant Inc., Northeast Ohio's largest information technology (IT) and business solutions consulting firm. With more than 15 years in the IT industry, he has a broad IT background across multiple industries, including manufacturing, financial services, automotive and consumer products. His experience includes strategy development, e-commerce and portal implementations, and large technology integration.

<b>When:</b>	Thursday, February 9, 2006, 11:30 am – 1 pm
<b>Where:</b>	The Martin Center, University of Akron, 105 Fir Hill
<b>Cost:</b>	\$20 members and students, \$25 nonmembers, late reservations and walk-ins <i>No shows will be billed</i>
<b>RSVP:</b>	Contact Laura Simpson Guritza at 330.676.1101 or <a href="mailto:prsaaa@neo.rr.com">prsaaa@neo.rr.com</a> Or register and pay online by visiting <a href="http://www.prsaakron.org/events/events.asp?id=190">www.prsaakron.org/events/events.asp?id=190</a> Deadline for reservations is 5 pm on Monday, February 6 <i>Vegetarian meals are available, but must be reserved in advance</i>

## **MARCH: Thursday, March 9, 2006: Lunch Meeting**

### **Employee Communications Boot Camp**

Based on a 2004-2005 research study, this session will share insight about best practices in employee communications. This program will help PR professionals learn about:

- ✓ Selling the value of an effective communications program and an engaged workforce to senior management and/or clients
- ✓ Applying best practices to researching, planning and implementing successful employee communication programs
- ✓ Incorporating web-based technology in employee communications
- ✓ Understanding how relationships between PR and human resources professionals affect the success of employee communication initiatives

*You'll hear from:*

+ **Michele Ewing**, APR, is assistant professor in the School of Journalism and Mass Communication at Kent State University. Michele has nearly 20 years of experience in public relations with a career emphasis in internal communications. At Kent State, she teaches PR theory and skills courses and serves as the faculty advisor for the PRSSA Kent State chapter.

+ **Jennifer Hirt-Marchand** is VP of research at Marcus Thomas LLC in Cleveland. Jennifer has more than 13 years' experience in marketing research and academic settings. Her area of expertise is "voice of the customer research," with a special interest in motivational and ethnographic research methods.

<b>When:</b>	Thursday, March 9, 2006, 11:30 am – 1 pm
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<b>Where:</b>	The Martin Center, University of Akron, 105 Fir Hill
<b>Cost:</b>	\$20 members and students, \$25 nonmembers, late reservations and walk-ins <i>No shows will be billed</i>
<b>RSVP:</b>	Contact Laura Simpson Guritza at 330.676.1101 or <a href="mailto:prsaaa@neo.rr.com">prsaaa@neo.rr.com</a> Or register and pay online by visiting <a href="http://www.prsaakron.org/events/events.asp?id=191">www.prsaakron.org/events/events.asp?id=191</a> Deadline for reservations is 5 pm on Monday, March 6 <i>Vegetarian meals are available, but must be reserved in advance</i>

**APRIL: Friday, April 14, 2006: Professional Development Seminar**

**Annual Professional Development Seminar**

Topic: High-Level Media Relations

Details to come

<b>When:</b>	Friday, April 14, 2006
<b>Where:</b>	Akron General Health & Wellness Center, 4125 Medina Rd., Akron

**MAY: Thursday, May 11, 2006, Lunch Meeting**

**InfoCision, The Highest Quality Call Center Company in the World: Why Akron and Not Mumbai? A Case Study**

InfoCision was called the “best kept secret in Northeast Ohio” by *Smart Business* magazine. Have you ever wondered what InfoCision really does? Headquartered in Akron and with 3,300+ employees in the region, InfoCision is the direct marketing industry leader. So why do they continue to grow their operations in Ohio and not half way around the world as others have done? Find out what makes this award-winning organization unique from 20-year InfoCision veteran Steve Brubaker, senior VP – corporate affairs.

*You'll hear from:*

+ **Steve Brubaker**, *InfoCision Management Corp.*'s senior VP of corporate affairs. In this position, he builds relationships with business leaders, government officials and the public to promote the positive impact of his company and the call center industry. He began his career with InfoCision in 1985 and is now responsible for implementing InfoCision's continued expansion and overseeing the deployment of all new call centers. He is a frequent guest speaker for industry events and has contributed to numerous trade journals and publications.

<b>When:</b>	Thursday, May 11, 2006, 11:30 am – 1 pm
<b>Where:</b>	The Martin Center, University of Akron, 105 Fir Hill
<b>Cost:</b>	\$20 members and students, \$25 nonmembers, late reservations and walk-ins <i>No shows will be billed</i>
<b>RSVP:</b>	Contact Laura Simpson Guritza at 330.676.1101 or <a href="mailto:prsaaa@neo.rr.com">prsaaa@neo.rr.com</a> Or register and pay online by visiting <a href="http://www.prsaakron.org/events/events.asp?id=193">www.prsaakron.org/events/events.asp?id=193</a> Deadline for reservations is 5 pm on Monday, May 8 <i>Vegetarian meals are available, but must be reserved in advance</i>