

Tampa Bay  
**PRSA** **Gulf to Bay**

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2012

**“Public relations  
is a strategic  
communication  
process that builds  
mutually beneficial  
relationships  
between  
organizations and  
their publics.”**

**PRSATAMPABAY.ORG #2 MAR-APR 2012**

The Tampa Bay Chapter of the Public Relations Society of America (PRSA) was chartered in 1964. One of the state's largest professional organizations for public relations practitioners, we represent the Sunshine District's 200 members in West Central Florida.



yum! social fresh east returned to tampa for two days of intense social media training mayhem. google+, anyone?

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Our interactive content works best with the latest version of Adobe Acrobat Reader. **Hilited copy** indicates a link that needs internet access.



**President's Message**

by Angela Walters, MBA

Last week, the results of a PRSA crowdsourcing campaign to help modernize the definition of public relations were released. And the winner is - "Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics."

Can we add jack-of-all-trades, renaissance woman/man and Wizard of Oz in the definition of a PR practitioner? Public relations is an ever-changing landscape. To keep up with competition and colleagues, you need to be well-informed, well-educated and well, in all honesty, open to change. How do you do this? With continued education and training.

This is where PRSA Tampa Bay comes into play. Not only do we offer monthly professional development programs, but this year we have the unique opportunity to host the annual Sunshine District Conference.

"Sunshine2012: Navigating New PR Channels" will take place June 21-23 at the Poynter Institute and Hilton Bayfront St.Petersburg. Presented by AAA-The Auto Club Group, the speaker lineup includes

on the cover: After months of often controversial discussion the national office of PRSA announced the results of a campaign to update the definition of public relations.

keynotes by David Grossman from The Grossman Group and Pete Codella, APR from Codella Marketing and NewsCactus. Breakout sessions cover a plethora of topics, including community relations, employee communications, personal branding, writing skills, social media management, email marketing, online newsrooms, search engine optimization and many more.

That's just a sneak peak of what's in store for Sunshine2012! Don't miss out on THE event of the summer and register before the early bird rate expires on April 30th.

Speaking of summer events, did you happen to hear that the Republican National Convention is coming to town in August? No way, right? Register today for our April meeting to get a behind-the-scenes look of the convention. You'll hear from RNC Director of Communications James Davis on what it takes to oversee communications for the world's largest media event outside of the Olympics.

As always, you can find me on LinkedIn, Twitter or email. Hope to see at a PRSA Tampa Bay event soon!



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## Got News? Get Ink Here

[newsletter@prsatampabay.org](mailto:newsletter@prsatampabay.org)  
Send us your PR themed member information — client news, personnel changes, new business wins, awards — so we can keep our membership informed about chapter activities and the community informed about PRSA.

## Chapter Web Site

Visit [PRSATampaBay.org](http://PRSATampaBay.org) for the latest on events, chapter information, job listings and more.

 Built with Adobe Creative Suite.  
Best enjoyed with [Adobe Reader](#).



Results of the crowdsourced campaign were announced in the *New York Times*.

## PRSA Announces a Modern Definition of Public Relations

by Gerry Corbett

March 2, 2012 I am pleased to announce the much-awaited result of the PRSA-led “Public Relations Defined” initiative. Based on a public vote, held Feb. 13–26, of three candidate definitions, the profession’s choice for the modern definition of PR is:

“Public relations is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.”

This definition received 671 votes, or 46.4 percent, of 1,447 total votes. Review the voting data and other resources from the initiative at the [#PRDefined Resources page](#).

Friday’s *New York Times* advertising column has the exclusive announcement of the winning definition. Further analysis of the winning definition can be found in [this blog post](#).

As promised, PRSA will adopt the winning reference definition to replace the 1982 definition of public relations.

The “Public Relations Defined” initiative has not only modernized what many considered to be a medley of dated concepts of public relations; it has reshaped an important conversation about the future of the profession and its value in the 21st-century business landscape. And for that, PRSA owes you a sincere debt of gratitude. Our members’ support and feedback are what made this campaign such a great feat.

The definition that resulted from this effort is inclusive, in that it captures the core essence of what it is public relations professionals do. I believe that the chosen definition is true to the research process, and accurately reflects the way in which those who participated in this process described what it is they do for a living.

As for what will become of the “Public Relations Defined” initiative, this [blog post](#) by Dave Rickey, APR, chair of PRSA’s Public Relations Defined Task Force, explains PRSA’s vision for the future of the campaign.

## Sunshiners Helping Sunshiners!

by Diane W. Jones, MPA, APR  
Chair, PRSA Sunshine District

Greetings fellow Sunshiners! I am so excited to be the Chair of the PRSA Sunshine District for 2012. PRSA National is made up of 10 districts, one of which is our own Sunshine District which covers the entire state. While most districts cover several states, ours is the only district representing just one. I think this makes us special because it allows us to really know each other, both personally and professionally.

A great example of this camaraderie recently occurred between two PR professionals that worked over a hundred miles from each other. Their connection? They are both PRSA members and they are both active in the PRSA Sunshine District. Here is their story.

The first communication came as a direct message on Twitter from an Orlando PRSA member to two PRSA members in the Tampa Bay Chapter. Orlando wanted to know if the two Tampa members could provide specific media contacts in the area for an event taking place in Tampa.

In just a few hours, the Orlando member had several very good media contacts to pitch. The result? Story placements in several excellent media outlets to promote her event.

I love this example of how members of the PRSA Sunshine District helped each other. And there are dozens of other examples like this that occur each month. I am proud to be leading a district like this. And I hope you all are just as proud to be members.

Mark your calendars! Don't forget to Save the Date! The 2012 Sunshine District Conference is June 21-23 in St. Petersburg at the

Poynter Institute. Bookmark [www.Sunshine2012.com](http://www.Sunshine2012.com) for the latest information.

## March Membership Promotion

William J. Titus, Membership  
Development Manager

PRSA's March 2012 membership campaign offers new members a free Professional Interest Section membership for one year. Current members receive \$20 off a Section of their choice when they add it to their PRSA membership.

- Free Section (new members) promo code MAR12
- \$20 off a Section (members) promo code SEC12

New Associate Members with less than two years of public relations experience receive a year's membership in the New Professionals Section.

## PRserving America

PRserving America recognizes PRSA's professional and student Chapters, Districts and Sections whose pro bono efforts strengthen local communities.

Our members are committed to fulfilling the promise of better lives for future generations. As our groups contribute their time to make a difference in their communities, PRSA will recognize that service locally and nationally by presenting service awards to outstanding PRSA groups engaging in public service.

Cash prizes of \$1,000 will be granted for the top-scoring program in five Chapter classes. Service campaigns that work with local Rebuilding Together affiliates are eligible for up to \$1,500 in additional cash prizes. For more information, visit the [PRserving America website](http://PRservingAmerica.com).

## Surf On Over — And Find Out What's New



You'll find all the resources and information you need about the latest member info, meeting details, chapter projects, event or job postings on our official web site. Just click on [prsatampabay.org](http://prsatampabay.org) for up to the minute news. We also update on facebook, LinkedIn, twitter, YouTube and flickr to meet our members needs for staying connected.





### INFOGRAPHICS

*The next big thing in professional communications*

by Missy MacFarlane

Infographics are the shiny new toy in the PR toolbox. PR pros naturally gravitate to Word documents to communicate, but some are catching on to what many newspapers have known for decades – readers need (and want) graphics to help them understand the significance or impact of a company, issue or topic.

Meant to make large amounts of data easy to understand, infographics break up text and numbers to speed comprehension.

Infographics compare data sets, show growth and translate cumbersome statistics into short bites. They can take shape as flowcharts, timelines, Venn diagrams, maps and much more.

How can PR pros use visualization to convey information? The annual report is one communications tool that has traditionally made use of some infographics in the form of basic pie and bar charts.

Imagine using an infographic to illustrate the number using your product or service. For a nonprofit serving women in Brandon, the number of women served might be a solid graphic, then with an outline graphic to represent the total number of women in Brandon.

With infographics, fact sheets transform from number and text-based documents into easy-to-understand charts and maps.

Other uses for infographics in PR might include news releases, survey results, blog posts and website content.

Forward-thinking job seekers might want to check out [Visualize.Me](#) to make their resume stand out from the crowd. Visualize.Me could also be used with executive bios.

Who is using them? AirBnB executes the visual fact sheet flawlessly, [using infographics](#) to show its expansion over the past 4 years, rather than the traditional text-based fact sheet.

Compare the impact of the following statement with the graphic:

In 2011 alone, bookings grew 166 percent. Since its inception, 130,000+ listings in over 15,000 cities in 184 countries. Nearly two million bookings have passed through AirBnB since it started.

In this graphic, AirBnB shows a map of San Francisco at its start (left) and now (right), shading the blocks with listings on their service.

It's easy to see their explosive growth, using San Francisco as an example market.

Is it expensive? Cost – or perceived cost – is a main concern in considering other ways to communicate information. Some free (and low cost) tools to get you started:

- Visual.ly: create & share visuals; currently in beta mode
- Creatly: library of templates plus ability to create custom designs
- Wordle: generates word clouds
- Hohli: creates Venn diagrams
- Inkscape: for those with graphic design skill, capabilities similar to Illustrator
- Tableau: drag-&-drop data to create charts (not low cost)

Where can I find data? Some tools to aid in compiling data:

- Many Eyes: IBM research tool for mining datasets or importing your own
- Google Public Data Exporter: tool for mining existing datasets or importing your own
- Pew Research Center
- U.S. Census

Need some inspiration? [Fast Company](#) has a section devoted to infographics that might help you in your next trivia game.



Missy MacFarlane, APR is principal and account director for Bayview Public Relations, a St. Petersburg, Fla.-based boutique agency. She is immediate past president for PRSA Tampa Bay Chapter.

CLICK FOR MORE TIPS ON USING INFOGRAPHICS

"Infographics in Press Releases: Tips & Examples"

> PRNewswire blog

"Making the Case for Infographics in PR"

> Journalistics

"Are infographics the cure for the common press release?"

> PR Daily

# Talking Tourism

the early show



## Coast to Coast Media Tour

Mary Haban, APR, and the Senior Manager of Public Relations at the St. Pete/Clearwater CVB, doesn't let a little vacation time get in the way of networking. On recent trips to New York City and Los Angeles, she carved out time to rub elbows with some heavy hitters in network news and national entertainment.

On the set of Entertainment Tonight, right, Ms. Haban caught

up with her former colleague and good friend Nancy O'Dell. While



in the Big Apple, she was able to visit with CBS Travel Editor Peter Greenberg, above.

Once back home she joined Matt Silverman of the Tampa Bay Rays and Mike Alstott for the Leadership St. Pete Class 2012 seminar, which brought together some of the best and brightest in the area to learn about different businesses and industries.

# Ringling College Graduates Score Oscar Gold

*Moonbot Studios Winning Short Is Fueled By Talented Sarasota Alumni*

by Christine Meeker Lange

Directed by William Joyce and Brandon Oldenburg, Moonbot's very first project - "The Fantastic Flying Books of Mr. Morris Lessmore" - won the Oscar® for best animated short film at the 84th Academy Awards®. Nineteen Ringling College of Art and Design graduates, including Moonbot cofounder Brandon Oldenburg, and one student intern, worked on the film.

**Moonbot Studios**, co-founded by Ringling graduate and Trustee Brandon Oldenburg, is an animation and storytelling studio that first opened in Shreveport, Louisiana in February, 2011.

The Ringling graduates who worked on the film include Moonbot co-founder and 'Morris Lessmore' co-Director Brandon Oldenburg; Senior Animator Jamil Lahham; Animators Beavan Blocker, Mike Klim, Stanley Moore, Dominic Pallotta, Mikey Sauls, Josh Burton, Sean McLaughlin and Keith Osborn; Art Department Lead Adam Volker; Lead Digital Background Painter Christina Ellis; Digital Background Painter Kaitlyn Landry; Lead Technical Director Bohdan Sayre; CG Generalist Jason Heaton; Lighters / Compositors Shane Cauchi, Megan Deane, Shant Ergenian and Yezi Xue. Ringling Animation Intern Gordon Pinkerton also worked on the film.

"We created our film and our studio at the same time," said Mr. Oldenburg, a self-described swamp rat. "The short is a sort of gumbo of everything we love about film and animation and so is our studio. Ninety percent of our staff comes from Ringling. I'd like to look into getting the other 10 percent honorary degrees. Ringling students are the best."

"I had Brandon in my junior and senior illustration classes and he was a super talented and self-motivated artist," said, senior illustration faculty member Regan Dunnick. "He is extremely creative and knowing Brandon, I'm sure this will be just one of the many awards he will amass in his career."

Ringling President Dr. Larry Thompson was ecstatic when reacting to the Oscar win. "We are absolutely thrilled for Brandon, and all of the Ringling College

alumni at Moonbot who helped bring this fantastic story to life. Their success is emblematic of what we mean when we say that Ringling College is 'shattering the myth of the starving artist.' Brandon exemplifies the meaning of 'ARTrepreneur' – blending incredible creative talent with tremendous business sense."



William Joyce (L) and Brandon Oldenburg co-founded Moonbot Studios. Photo ©2011 Ringling College of Art and Design | Daymon Gardner

Inspired, in equal measures, by Hurricane Katrina, Buster Keaton, The Wizard of Oz, and a love for books, "Morris Lessmore" is a poignant, humorous allegory about the curative powers of story. Using a variety of techniques, including filmed miniatures, stop motion, 2D, and 3D animation, the cutting edge film presents a hybrid style of animation that harkens back to silent films and MGM Technicolor musicals.

The Moonbot team created thousands of hand-painted books and constructed a full

city block of the New Orleans French Quarter in 1/12th scale. The entire production spanned a year's time. The best-selling, interactive "Morris Lessmore" iPad App is now available on iTunes for \$4.99 in the App Store.

[Watch the film here.](#)

## About Ringling College of Art and Design

Sarasota's Ringling College of Art and Design is a private, not-for-profit, fully accredited college offering a BFA in 13 disciplines, including Advertising Design, Computer Animation, Game Art & Design, Graphic & Interactive Communication, Illustration, Interior Design, Motion Design, Photography & Digital Imaging, Printmaking and Sculpture, and a BA in the Business of Art & Design. The picturesque 48-acre campus has an enrollment of 1,368 students from 42 states and 53 countries.

Christine Meeker Lange is Special Assistant to the President for Media & Community Relations and a member of the PRSA Tampa Bay chapter. When not busy punching out background for Oscar winning filmmakers, she might be fielding interview requests for the movie industry stars that are beating a path to Sarasota's crown jewel.

# What's With The SOPA Soap Opera?

by Jennifer Lane

Most public relations professionals know about the online battle that resulted in deferring the Stop Online Piracy Act (SOPA) legislation and the **blackouts** that occurred on Jan. 18, 2012. Along with important considerations such as freedom of speech, what does this mean for the PR professional?

*What Is SOPA?*

In talking with national and regional PRSA members, I found confusion circling this topic.

A great article by Chris Herald, "**Why SOPA is Dangerous**," breaks the bill down into five categories. In his conclusion, Herald is able to name three key lessons learned from the bill:

SOPA, says Herald,

- gives government the right to unilaterally censor foreign websites,
- gives copyright holders the right to issue economic take-downs and bring lawsuits against website owners and operators, if those websites have features that make it possible to post infringing content, and
- makes it a felony offense to post a copyrighted song or video.

In another piece, "**What SOPA Means for PR Professionals**," Shel Holtz offers this explanation of what could happen to PR pros if SOPA were enacted as written.

"These bills pose a threat to PR's ability to serve its client's interests in the increasingly vital online world," Holtz said.

For example, SOPA would block all copyrighted YouTube videos, Flickr photos, Slideshare presentations, Facebook advertising and marketing campaigns, aggregation or collection sites such as Delicious and Storify, not to mention the content

one would miss if Google shut down foreign material that was found "offensive."

A lesson was also learned from Hollywood's failed attempt to implement the SOPA bill as well as the Protect IP Act (Preventing Real Online Threats to Economic Creativity and Theft of Intellectual Property), which gives the U.S. government and copyright holders the ability to curtail "rogue websites dedicated to infringing or counterfeiting goods."



In Sharon Waxman's article, "**Skunk! How Hollywood Lost the PR Battle Over SOPA**," Ms. Waxman explains Hollywood's failure as primarily due to a lack of knowledge on how fast information moves in social media.

In this case little or late action was the key mistake. "Why didn't Hollywood grab the tools of the internet to explain that when artists get ripped off, everybody loses?" asked Waxman.

PRSA National also has taken a stand. In a **statement** posted January 18, 2012, by Keith Trivitt, associate director of public relations for National PRSA, "It is the opinion of PRSA that SOPA and PIPA, as currently written, overreach, threatening the innovation and development of the Internet."

*Will This SOAP OPERA Continue?*

It is obvious that the U.S. government and Hollywood, have and

will continue striving for copyright regulation. However, as PR professionals, it is important to learn how digital information is controlled.

For instance on February 27, TechDirt posted an **article** by Mike Masnick about a blog post he wrote on the SOPA debate which was subsequently deleted by Google because of the **Digital Millennium Copyright Act**. And there's an on-going debate over the **Anti-Counterfeiting Trade Agreement**. These regulations can be complex but it is certain that a PR professional will have to studiously adapt to future legislation in order to remain an asset to his or her clients.

In a January 23, 2012 New York Times **letter to the editor** PRSA Chair and CEO Gerry Corbett, APR, Fellow PRSA, Corbett says, "We respect the protection of a company's or an individual's intellectual property rights, while also firmly believing in the freedom of expression and the continuation of an open and unrestricted Internet."

Join the conversation on our **LinkedIn** site.



Ms. Lane is PRSA Tampa Bay's Assistant Editor. She joined our chapter from her home in Kansas City, MO.

A University of Nebraska graduate, she was PRSA's 2010 winner of the National Organ Donor competition.

# Change Management 101

*Communication Skills That Help People Change*

by David Grossman



It was a moment of brilliance. I was moderating an employee focus group about change, and during the discussion an educator in the group shared this Buddhist quote: “The teacher will appear when the student is ready.”

I could see the concept resonated with everyone. It was almost as if I was privy to a collective “ah-ha” moment. Those nine words captured the spirit, tone, and reality of helping people move through change, and the essence of many of the frustrations attendees were feeling and expressing.

The wisdom can apply broadly to any number of situations beyond the classroom:

- Highlight the discomfort or a “pain point” that your alternative behavior will resolve

When someone isn’t ready to change, be cognizant about the amount of time and energy you spend on coaching since the payback will be minimal, if at all. Chances are, others will be much more receptive and you can focus your energies where you will get the best results.

Discuss what’s working for you to move people through change at <http://www.yourthoughtpartner.com/blog/bid/50655/Change-Management-101-Communication-Skills-That-Help-People-Change>.

David Grossman, ABC, APR, Fellow PRSA is founder and CEO of The Grossman Group, a Chicago-based communications consultancy focused on organizational consulting, strategic leadership development and in-

**sunshine 2012 is coming to Tampa Bay!** *early registration is now open – attendance is limited*

june 21-23

[sunshine2012.com](http://sunshine2012.com)



- A leader coaching an employee
- A leader managing-up with his or her boss
- A communications professional counseling a leader
- An executive coach working with a client
- Almost any situation where there’s an opportunity to teach or coach

From a communications perspective, here’s what you can do to try and create an openness to learning or change:

- Select the right time for a coaching conversation, when the listener’s “mood elevator” is at least neutral to positive
- Ensure your communication is receiver-focused and conveys clear benefits to the receiver
- Speak in terms of a specific behavior and consequence so your coaching is not perceived to be personal but rather about a situation

ternal communications. He’s one of America’s foremost authorities on communication inside organizations, and he’ll present a keynote session at Sunshine2012: Navigating New PR Channels. Learn from him, in person, on Friday, June 22!

Note: This article first appeared on The Grossman Group’s leader communicator blog, where Mr. Grossman shares his insights on the importance of meaningful leadership communication in today’s business climate. It was reprinted with permission from The Grossman Group.

Mr. Grossman is a scheduled keynote presenter at sunshine2012, the Sunshine District Conference hosted by PRSA Tampa Bay June 21-23, 2012.

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Vanessa Fox  
Author, "Marketing in the Age of Google"



Sarah Skerik  
Vice President, Social Media, PR Newswire



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# Tampa Bay Times



# PRSA Tampa Bay Takes Over Social Fresh East

story and photos by John Siebenthaler

Tampa is one of two national stops on the critically acclaimed social media conference tour that is Social Fresh, and the Tampa Bay chapter turned out in force as a media partner to the prestigious event.

The two-day star-studded seminar featured nationally known social media authorities like Scott Monty from Ford, Nordstrom's Shauna Causey, and WhatCount's high octane presenter Chris Penn.

Social Fresh attendees left with a fresh perspective on social media, its strengths and successful strategies.

(clockwise from top left) Jay Baer, PRSA sunshine2012 table, photo opp, Scott Monty/Ford, Jay Baer, Jay Baer interview, Chris Penn/WhatCounts, Adrian Parker/Intuit, Jay Baer & Scott Monty, event attendees, Chris Penn blogging, PRSA Tampa Bay leadership.

# Member News



## Welcome New Chapter Members

The Tampa Bay Chapter would like to welcome the following new members who joined during January and February.

**H. Roy Adams**

*All Children's Hospital*

**Jeremy Canody**

*Berkeley Preparatory School*

**Jeffrey Carlson**

*American Red Cross*

**Mary Margaret Cripe Hull**

*Southwest Florida Water Management District*

**Sean Kelly**

**Jennifer Velasquez**

*Golden Sun Marketing*

## Member Spotlight

Bobby Eagle, Secretary



Since joining the Tampa Bay chapter of PRSA in 2007, Bobby has been involved intermittently in the programs committee, assisting with the planning of various programs.

ous programs.

In 2012, he assumed his first officer role as secretary and looks forward to serving the chapter this year and beyond.

Bobby is public relations manager for Tampa-based mobile technology firm Syniverse, where he is responsible for global media and analyst relations and employee communications, as well as the publication of the company magazine.

While earning his degree in public relations from the University of Florida, Bobby was selected to participate in PRSSA's national Bateman Public Relations Case Study Competition, serving on a five-person team that represented the university. Competing against universities across the country, the team earned an honorable mention.

Bobby met and married his wife, Kaity, (also a chapter member) in Gainesville, and the two bleed orange and blue.

## APRs Share Knowledge At Candidate Mixer

APRs and potential APR candidates mingled at the Centre Club this month. During the annual mixer Karen Frashier, APR and chair of the Tampa Bay PRSA Accreditation Committee, explained the renowned six-month preparation course for the accreditation in public relations exam.

Candidates spent time questioning committee members Mary Haban, APR, Suzanne Grant, APR, and other accredited chapter members.

The course and mentoring are free benefits for PRSA Tampa Bay members. Practitioners who are members of other Universal Accreditation Board organizations are also welcome to apply for the PRSA Tampa Bay course. Admission is based upon available space and payment of a \$100 fee.

Visit [www.praccreditation.org](http://www.praccreditation.org) for more information about the



Accreditation process. If you have additional questions contact:

*Karen Mess Frashier, APR  
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# Join the April Meeting at Tampa Bay Times Forum

*Managing Media Globally: What It Takes To Herd The World's Press Corps*



Join us for Tampa Bay's media event of the year! Two months before November's presidential election the Republican National Convention will take the Tampa Bay area by storm. The job of coordinating the world's media falls to James Davis, RNC's Director of Communications, whose job is to oversee communications for the weeklong event.

Expected to draw 45,000 attendees and 15,000 journalists, that makes it the world's single largest media event outside of the Olympic Games, according to the RNC

Mr. Davis served as associate director of communications at the 2008 RNC and as deputy director of media affairs at the Republican National Committee.

Following lunch, Mr. Davis will lead a tour of the Tampa Bay Times Forum, pointing out critical areas of the forum's convention coverage capabilities.

A native of Vidalia, Georgia, Mr. Davis holds a Bachelor of Science in History from Georgia College and State University. He lives in Tampa with his wife, two daughters and the family dog.

Cost: \$30 members and students

\$45 non-members and guests

\$50 at the door

When: Friday, April 13th

11:30 a.m.: Registration and Networking

Noon- 1 p.m.: Program

Where: Tampa Bay Times Forum

401 Channelside Drive | Tampa

\$10 parking/cash only

Please RSVP by Wednesday, April 11th to Tanya Meyers or register online at [www.prsatampabay.org](http://www.prsatampabay.org).

# February Speed Networking Mixer At Brio



## MEETING SCHEDULE

Month	Topic	Speaker	Time	Location
April 13th	Mega Media Press Relations	James Davis RNC Communications Dir.	Lunch 11:30 – 1:00 p.m.	Brio Tuscan Grille
May 10th	Olympics PR	Robert Wright, Davies Tanner	Breakfast 8:00 – 11:30 a.m.	Brio Tuscan Grille
June 21-23	Sunshine 2012	District Conference	June 21- 23	Poynter Institute for Media Studies