



## WELCOME TO THE ROCKET CITY.

We're glad you're here. PR Distilled is PRCA's annual professional development event. It's how we advance the practice of public relations among our peers and the community that depends on strategic communicators for success.

## MAKE THE MOST OF YOUR CONFERENCE EXPERIENCE.



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#PRDistilled

WiFi Access: Garden Public No password is needed.

Keynote sessions take place in the Grand Salon.  
Breakout sessions take place in the Conservatory, which is adjacent to the Grand Hall.

Your conference registration includes full access to the Botanical Garden. Explore the Purdy Butterfly House, the children's garden, the fern trail or the peaceful pagoda. This is the perfect season to enjoy the beauty of the Garden in full bloom. Conference attendees receive a 20% discount at the gift shop.

## THANK YOU TO OUR SPONSORS.



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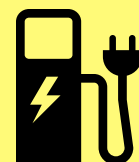
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event.



# MONDAY

**1:00 PM WELCOME & OPENING REMARKS - GRAND HALL**  
**OPENING KEYNOTE - STAYING STRONG: Lessons from an SEC Legend**  
Andrew Maraniss

**2:45 PM BREAK - Snacks courtesy of the North Alabama Chapter of PRCA**

**3:00 PM WORM GRUNTING, MONKEY FISHING & THE POWER OF CURIOSITY - GRAND HALL**  
Eric Dusenbery, Florida Photographer

**APR PANEL - CONSERVATORY**  
Josh Till, APR; Abby Guasti, APR & Sabrina Alexander, APR; Moderated by Melissa Warnke

**5:45 PM MEDALLIONS AWARDS NIGHT - GRAND HALL**  
Emcee: Clay Coleman, Vice President, Huntsville Havoc  
Enjoy cocktails, appetizers and networking beginning at 5:45pm. A hot buffet and carving station at 6pm. Please be seated by 6:30pm for the program.

# TUESDAY

**7:00 AM REGISTRATION & CONTINENTAL BREAKFAST**

**8:00 AM OPENING REMARKS & STATE OF PRCA - GRAND HALL** Amanda Gonzalez, PRCA State President  
**MORNING KEYNOTE - PASSPORTS & PRESS RELEASES - SIX THINGS I LEARNED DOING TRAVEL MARKETING**  
David Zapata, President and Founder Zapwater Communications & Jennifer Lake, Sr. Vice President

**9:30 AM CONFERENCE SESSION - GRAND HALL**  
**More Than a Paycheck: Cultivating a Cause for Employees**  
Lauren Reed, President - Reed Public Relations

**10:45 AM HARNESSING THE POWER OF NON-TRADITIONAL MEDIA - GRAND HALL**  
Heath Clark, Tennessee Whiskey Trail; Matthew Maxey, Visit Franklin; Kristin Luna, Camels & Chocolate; Moderated by Kristen Pepper, Huntsville/Madison County Convention & Visitors Bureau

**STRATEGIC COMMUNITY RELATIONS: CORPORATE GIVING WITH A PURPOSE - CONSERVATORY**  
Jim Diehl, Torch Technologies, Inc.; Patricia Lloyd, Redstone Federal Credit Union; Michele Armstrong, ERC, Inc.; Moderated by Melissa Thompson, Community Foundation of Greater Huntsville

**Noon STUDENT MEDALLION AWARDS LUNCHEON - GRAND HALL**  
Emcee: Toni Eberhart, Executive Director, Urban Engine.

**1:45 PM NASA'S STRATEGY BEHIND THE SOLAR ECLIPSE - GRAND SALON**  
Kim Newton, Molly Porter, Public Affairs; Mitzi Adams, Solar Scientist; Renee Weber, Manager Heliophysics and Planetary Science Office; Moderated by Christopher Blair, Public Affairs

**TAKING THE LEAP OUT ON YOUR OWN - CONSERVATORY**  
Lauren Reed, Reed Public Relations; Laurie Heard, Move Digital; Laura Huckabee-Jennings, Transcend, The Fearless Company; Moderated by Erin Bloxham-Curtis, Canvas, Inc.

**2:45 PM BREAK - Snacks**

**3:00 PM CLOSING KEYNOTE - GRAND SALON**  
**PR 2.0: USING PESO TO GROW CORPORATE & PERSONAL BRANDS**  
Frances Reimers, CEO, Firestarter