



2022 PRSA SOUTHWEST DISTRICT CONFERENCE

THE POWER OF PR

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OKLAHOMA CITY, OK

JUNE 22-24

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SCHEDULE OVERVIEW

Wednesday, June 22

- 9:30 a.m.-12:30 p.m.....APR Prep Session (Optional Add-On)
- 3:00-6:00 p.m.....Registration (Convention Center 2nd Floor)
- 6:00-8:00 p.m.....Welcome Reception (Paycom Center)
Home of the Oklahoma City Thunder

Thursday, June 23

- 8:00 a.m.-12:00 p.m.....Registration
- 7:30 a.m.....Breakfast Buffet Opens (Convention Center 2nd Floor)
- 8:30 a.m.....Welcome (Room 209A)
- 8:45 a.m.....Keynote Speaker: **Roger Frizzell**
- 9:30 a.m.....Networking, Exhibits, and Break
- 10:00 a.m.....Breakout Session #1
- 11:00 a.m.....Breakout Session #2
- 12:00 p.m.....Lunch and Keynote Speaker: **Brandi Boatner**
- 1:45 p.m.....Breakout Session #3
- 3:00 p.m.....Breakout Session #4
- 4:00 p.m.....Exhibits, Vendors, and Networking
- 5:30 p.m.....OKC Dine Around (Register by 12 p.m.)

Friday, June 24

- 7:30 a.m.....Breakfast Buffet Opens
- 8:30 a.m.....Welcome
- 8:45 a.m.....Keynote Speaker: **Jon Harris**
- 10:00 a.m.....Breakout Session #5
- 11:00 a.m.....Breakout Session #6
- 12:00 p.m.....Lunch and Keynote Speaker: **Jay Russell**
- 1:30 p.m.....Conference Wrap-Up

KEYNOTE SPEAKERS

Thursday, June 23 8:45 AM



Roger Frizzell joined Carnival Corporation & plc as Senior Vice President of Corporate Communications & Chief Communications Officer on June 24, 2013.

Frizzell handles all corporate-level communications and public relations activities for the world's largest cruise company, which is the parent company of nine global cruise lines providing extraordinary vacations at exceptional value for millions of people around the world. He has responsibility for the corporation's local, state and federal governmental relations and the Carnival Foundation. Frizzell reports to Arnold W. Donald, President & Chief Executive Officer for Carnival Corporation.

Prior to Carnival Corporation, Frizzell was vice president of corporate communications and chief communications officer for Pacific Gas & Electric in San Francisco.

During the course of his 38-year career, Frizzell served as Vice President of Corporate Communications & Advertising at American Airlines for nearly a decade and held high-level communications positions at Hewlett-Packard, Compaq, Lucent Technologies and AT&T. He also played a leading communications role in the successful effort to keep wrestling in the Olympics.

Frizzell and his teams have won more than 300 awards for industry excellence including five Silver Anvils -- with two awarded in 2021 for crisis management and global communications -- by the Public Relations Society of America (PRSA) for the PR industry's most successful campaigns, as well as the National Golden Quill Award from the International Association of Business Communicators and PR Week's Corporate Public Relations Team of the Year. Frizzell was inducted into the PR News Hall of Fame in 2011 and named by the Holmes Report as one of the top chief communications officers in the public relations industry.

Frizzell is a Distinguished Alumni at the University of Oklahoma, where he was a four-time NCAA All-American in wrestling and an Academic All-American. While at OU, Frizzell set a new school record for the most career wins. He also was inducted into the National Wrestling Hall of Fame and currently sits on the Board. He is married and has five children.

KEYNOTE SPEAKERS

Thursday, June 23 12:00 PM

Brandi Boatner is an award-winning digital communication, public relations, social media professional and prolific public speaker based in New York City. As a member of the IBMer Communications team (employee/internal communications), Boatner supports key initiatives for the Transformation and Culture function, including social media support for the SVP of Transformation and Culture and digital engagement for diversity and inclusion channels while also leading initiatives that drive employee advocacy through social activation.



Prior to this most recent newly created role, Brandi led social justice communications for Emb(race) - IBM's response in combating implicit bias, discrimination and racial inequality.

And before leading Emb(race) communications, Boatner served as the social and influencer communications lead for Global Markets in IBM corporate communications with extended responsibilities serving as the Brand Communications Manager for IBM Marketing supporting external engagements including press, events and social media for IBM's former Senior Vice President of Digital Sales and Chief Marketing Officer.

In July 2021, Boatner was recognized by PR News as one of the Top Women in PR as a Changemaker. Additionally, in December 2020, Boatner was named one of five finalists for Outstanding In-House PR Professional for the 2021 PRWeek Awards. In March 2021, during the virtual PRWeek Awards ceremony she was recognized as Honorable Mention in the category - an outstanding industry honor.

In July 2020, Boatner was named by TopRank Marketing as one of the top 20 B2B Influencer Marketing experts to follow. Boatner is a two-time Hall of Famer having been inducted into the Loyola University New Orleans School of Mass Communications Hall of Fame known as the Den of Distinction, the youngest member ever inducted. She was also inducted into the PRSSA Hall of Fame.

Brandi is a true advocate for diversity and inclusion serving as a member of IBM's Diversity and Inclusion Council and also serves as the former chair and current professional development chair of the IBM Black Network of New York. Given her efforts around diversity in the public relations industry, she is one of more than 40 PR leaders featured in the book *Diverse Voices: Lessons in Leadership* published by the PRSA Foundation. Boatner is very active in the public relations industry where she holds several leadership positions within PRSA on both the local and national level. She is the Chair of the PRSA Tri-State district, immediate past chair of PRSA Technology Section Chair, and a member of the Executive Committee for the PRSA Westchester/Fairfield chapter. Additionally, she is on the Board of Directors for New York Women in Communications (NYWICI), a member of the University of South Carolina Dean's Leadership Council and a member of the Advisory Board of Poster House, the first ever museum in the US dedicated exclusively to posters based in New York City.

She speaks all around the US and the world on a variety of industry and marketplace topics. She enjoys reading, music, traveling, shoe shopping, exploring Manhattan with friends and spending time with family in her hometown of New Orleans.

KEYNOTE SPEAKERS

Friday, June 24 8:45 AM



Jon Harris is Senior Vice President and Chief Communications Officer for Conagra Brands. He is responsible for the strategic development, direction and implementation of corporate communication and reputation management programs across the organization. Jon also oversees the Conagra Brands Foundation, as well as corporate giving efforts. Jon joined Conagra Brands, formerly known as ConAgra Foods, in August 2015.

Jon is the former Chief Communications Officer and Senior Vice President at Hillshire Brands where he oversaw all aspects of integrated communications. He had previously served as Senior Vice President, Global Communications for Sara Lee Corporation, where he was responsible for leading worldwide business and

marketing communications for the company's core food and beverage brands and oversaw the spin-off of the company into two pure-play, publicly-held entities. Prior to Sara Lee, Jon held leadership positions at Bally Total Fitness Corporation, PepsiCo, Ketchum Public Relations and Medicus Public Relations.

Jon holds a Bachelor of Arts degree in Communications from Rutgers University and is an adjunct professor for PR & Marketing at the University of Chicago's Graham School.

KEYNOTE SPEAKERS

Friday, June 24 12:00 PM

JayWRussell.com

IG: @DogSkip

TW: @DogSkip

Jay Russell began his journey as a writer/director at Columbia University in New York City, where he studied under the tutelage of Academy Award-winning director Milos Forman. After receiving his MFA in Screenwriting and Directing, Russell was invited to attend the famed Sundance Institute Film Workshop, working alongside Academy Award winner Robert Redford. It was there that Russell began development on what would become his first film, "End of the Line," a tale of two down-and-out railway workers played by Levon Helm and Wilford Brimley.



The cast also included Kevin Bacon and Academy Award winners Mary Steenburgen and Holly Hunter. "End of the Line" was well-received at Sundance and won a theatrical release by Sony Classics. After "End of the Line" Russell developed projects for Ron Howard and Brian Grazer's Imagine Entertainment, as well as TriStar Pictures. Russell also found success at that time in the world of reality television and documentaries. In the mid 1990's, Russell produced a number of documentary series and specials for NBC, CBS, The Learning Channel, and the Discovery Channel. In 1997, PBS approached Russell to write, produce and direct a five-hour miniseries on America's most famous highways. It was during the filming of the PBS series that Russell met Pulitzer nominated author, Willie Morris. At the time, Morris was working on an autobiographical memoir about his childhood. When "My Dog Skip", became a national bestseller, Russell - who had stayed in regular contact with Morris - secured the movie rights to the book.

In 2000, Warner Bros. released the Russell Produced and Directed film adaptation of "My Dog Skip", which starred Kevin Bacon, Frankie Muniz, Luke Wilson and Diane Lane. The film was a hit with critics and audiences alike and eventually went on to score numerous awards, including the 2001 Critic's Choice Award for Best Family Film. Russell followed up with Disney's "Tuck Everlasting" - starring Alexis Bledel (Gilmore Girls. Handmaid's Tale) along with Academy Award winners, Sir Ben Kingsley, William Hurt and Sissy Spacek. The well-received fantasy was also nominated for a Critic's Choice Award in 2002. In 2004, Russell tackled his most commercial project yet with Disney/Touchstone Pictures "Ladder 49." The film, an ode to the heroism of firefighters, starred Academy Award nominee John Travolta and Oscar winner, Joaquin Phoenix, as a pair of Baltimore firemen who share a father-son relationship that forges the backbone of this emotionally satisfying film. "Ladder 49" remains as one of the top October weekend openers of all time and went on to make over \$100 + million in worldwide box office.

Next, Sony Picture's "Water Horse: Legend of the Deep," was one of the best-reviewed family films of 2008. Starring Alex Etel (Millions) and Academy Award winner Emily Watson, the film was also nominated by the Visual Effects Society for the groundbreaking digital work of the world-famous New Zealand FX company, Weta Workshop. Worldwide, "The Water Horse," became Russell's second \$100 + million dollar money maker in a row. In 2014, Russell directed Hallmark Hall of Fame's "One Christmas Eve" for television, and in 2015 Produced the Hartford Stage Production of "Rear Window", which starred Kevin Bacon and was directed by Tony winner, Darko Tresnjak. Currently, Russell is developing the thriller, "You're Not Real," as well as the true story of Nashville singer/songwriter, Doug Seegers, with Kevin Bacon and is having his first graphic novel, "Black Sparrow," published by John Carpenter's Storm-King Productions.

BREAKOUT SESSION SPEAKERS

Session 1 - Thursday, June 23 10 AM

207B:

It's On Your Shoulders! Why Your Planning Sucks

Sam Sims, APR, Fellow PRSA

Ever wondered why the planning process is such a chore? Now, add in your colleagues and clients and watch the confusion accelerate. Learn where to start, how to proceed and incorporate ideas from all angles and most importantly achieve results that matter. Invite colleagues to YOUR table. Impress your mom.

207A:

Planning for a Chapter Crisis When You Aren't a Crisis Communicator

Pamela Thompson, APR and Kathleen Sams

For a local PRSA chapter, there's nothing more exciting and challenging than transitioning a new board of directors. Who has time to prepare for a crisis that's not likely to happen. Until it does. In January 2020, PRSA Dallas faced a financial mishap with no plan in place. In this session, find out how a crisis plan was put in place, what was learned and how to prepare in advance of a crisis.

206B:

The Future of Creator and Affiliate Marketing: A PR Pro's Nightmare Turned Best Friend

Kristen Nicholson, APR and Mary Claire Hill, APR

Influencer marketing is top-of-mind for all communications professionals. In the coming years, the PR landscape will continue to face the “problem” of affiliate marketing, which is where an online retailer pays commission to an external website for traffic or sales generated from its referrals. To an open-minded, research-based professional, this may be a PR solution, because it works! In this session, walk through the misconceptions of creator and affiliate marketing, identify how to utilize this tactic and be enabled to influence behavior, attitudes and opinions.



BREAKOUT SESSION SPEAKERS

Session 2 - Thursday, June 23 11 AM

207B:

The Universe of Curiosity & Vulnerability

Jason Bodin, M.Ed.

As PR pros, we understand the importance of using cutting-edge tools, research and best practices to do our jobs. But we often overlook one of the most powerful factors: our whole, authentic self. In this session, you'll learn how curiosity and vulnerability can elevate your leadership, personal brand and organization's PR strategy.

207A:

Diversity, Equity and Inclusion: PR Doesn't Work Without Cultural Competency

Kristelle Siarza

PR professionals tasked with DEI initiatives are struggling to connect with communities of color. As CEO of Siarza Social Digital, Kristelle Siarza founded the Asian Business Collaborative during the pandemic. She shares her findings in relation to cultural competency, public relations challenges and key challenges managers must overcome to connect with communities of color.

206B:

Pay it Forward: Becoming a PR Educator

Debbie Davis, EdD, ABC, APR, Fellow PRSA and Kristie Aylett, APR, Fellow PRSA

Public relations is one of the fastest growing majors at many universities and colleges. As a result, there are simply too many open teaching positions and too few full-time instructors to fill them. Practitioners in PRSA play an invaluable role in the development of the next generation of public relations leaders by becoming full- or part-time faculty members. Learn about resources to help you find a position, develop a course and manage a classroom. Also discuss how online and on-campus opportunities differ. Either way, your experience is in great demand in a PR classroom!



BREAKOUT SESSION SPEAKERS

Session 3 - Thursday, June 23 1:45 PM

207B:

Moving Beyond Demographics to Better Understand Your Audience

Landis Tindell, APR

In an ever-changing world, demographics have become outdated. While surveying hard data may work for the census, better understanding your audience means moving past age, race and gender. In this session, you'll understand what persona factors are outdated, how to better identify your target markets and understand why personas shouldn't be built on demographics alone.

207A:

Effective PR Begins with Effective Listening

John Hoffmann

As PR professionals, we take great pride in how we communicate. We work hard to write concisely and creatively and to speak with authority and passion. Yet, most of us rarely put that kind of focus on the most important aspect of communicating: listening. In this session, discuss why most of us aren't very effective listeners, examine the barriers that prevent effective listening and consider some tips to become a better listener.

206B:

There's (Almost) Always Another Way

Megan Boyd

In this session, Megan will talk you through your company's PR strategy and how your lack of "outside the box" thinking just may be what's holding you back. Are you willing to explore beyond pitching just your services/products? How far "off" key messaging will you stray? Is "stunt PR" too scary? What is "brand journalism" and is it for you? How can you take minimal dollars to land big UVMs? And most importantly, make measurable traction in brand awareness and even traffic or leads.



BREAKOUT SESSION SPEAKERS

Session 4 - Thursday, June 23 3 PM

207B:

The Building Blocks of Branding

Kealey Dorian, APR and Laura Noland

A strong and consistent brand can boost awareness, create media opportunities, generate sales leads and drive the bottom line for nonprofits, B2B, and B2C organizations of all sizes. This session offers steps communications pros can take to identify when it's time for a brand refresh or rebrand, as well as how to conduct a branding session and implement key findings.

207A:

Leadership and Self-Care for PR Professionals

Eric M. Wilson

Given the frenzied pace and constant adaptations required in responding to a pandemic and sweeping changes to the work environment, PR professionals may neglect their own self-care – which can lead to burnout, mental health declines and decreased job performance and satisfaction. This interactive session includes lessons from young content creators, young- and mid-career PR professionals, coaches, flight attendants and more and explores a new approach to managing difficult situations deploying curiosity and emotional intelligence.

206B:

AI, ML, and More - The Future of Tech in PR & Communications

Annie Scranton

Since the mid-2010s, PR practitioners have written hundreds of articles on how AR/VR, chatbots, artificial intelligence, and machine learning are evolving the industry. The PR industry has and always will be rooted in building relationships between clients, media, and other practitioners - and no amount of tech can replicate that. Annie will discuss why PR practitioners can forget big tech and focus on SEO, organic video marketing, podcasts, and virtual events. Using her agency as a case study, Annie dives into each strategy, her struggles and how to effectively incorporate them into your PR tactics



BREAKOUT SESSION SPEAKERS

Session 5 - Friday, June 24 10 AM

207B:

Media Writing for an Inclusive World

Chad Perry, APR, Fellow PRSA

Dr. Chad Perry has been researching trends in how writing is taught, especially with the current effort to create an antiracist pedagogy in the classroom. He will explore how that pedagogy influences the language we use in messaging to publics in the public relations industry. Examples will be provided from the AP Stylebook as well as from trends in storytelling in the media landscape. Diversity, equity and inclusion are here to stay.

207A:

Media Relations in 2022: 5 Steps to Reach Your Reporter Targets

Felicia Perez

Proactive media relations is key to landing press coverage, especially during a pandemic when organizations struggle to break through the breaking news cycle. Regardless of how compelling or persuasive your story is, it's only going somewhere if the right people hear it. This presentation will provide insight to developing deep and broad relationships to leading members of the media and explain how to create a strategy that drives your larger communications plans and elevates your brand's messaging.



BREAKOUT SESSION SPEAKERS

Session 6 - Friday, June 24 11 AM

207B:

Communicating Statewide Initiatives: How to Drown Out Negative Noise

Melissa Richey

Melissa will present how integrated communications efforts were effective in enrolling more than 200,000 Oklahomans in Medicaid Expansion, as well as the disenrollment efforts during the public health emergency. Key takeaways include how to manage statewide media to ensure messaging is concise, how to use integrated communications to educate hard to reach populations, and how to drown out the noise from those who don't believe in your initiatives.

207A:

Capitalize on Virtually All Possibilities with a Remote Team

Stafford Wood

Recently featured in the Baton Rouge Business Report for her creative management during COVID-19, Stafford Wood will lead this interactive presentation on how she was able to transition her team to 100% remote work, gaining efficiencies, improving employee satisfaction and engagement while maintaining profits, collaboration and customer relationships. Resistant to work-from-home models for 15 years, learn how the necessity of the past two years made her a believer and discover some tips and techniques you can put to use immediately in your own business enterprise.



BREAKOUT SESSION SPEAKER BIOS

Kristie Aylett

Kristie Aylett, APR, Fellow PRSA, provides strategic counsel and senior-level expertise to clients throughout the United States as an agency principal with The KARD Group Public Relations and Marketing. In addition to her consulting work, she has been an adjunct instructor for more than 20 years, currently teaching at Tulane University and the University of California at Irvine.

During her 30-year career, Aylett has been elected to leadership positions with several communications organizations, including president of the Greater Fort Worth chapter of PRSA and chair of the PRSA Southwest District. She currently serves as chair of PRSA's Association Nonprofit Section and co-chair of the College of Fellows' Educational Initiatives Committee. She is a member of the Universal Accreditation Board, a governing body with representatives from nine PR organizations charged with oversight of the APR, APR+M and other PR credentials. She earned undergraduate and graduate degrees from Texas Christian University.

Jason Bodin

Jason Bodin brings more than a decade of strategic communications experience to Paycom, one of Fortune's fastest-growing companies. Beginning as a public relations manager in 2012 to his current role as senior director of marketing and communications, Jason has helped secure coverage on Forbes, The Wall Street Journal and Business Insider, while leading efforts to land partnerships for Oklahoma City's Paycom Center and with brand ambassadors Barbara Corcoran and Shemar Moore. He oversees the brand, sales enablement, public relations, internal communications and culture-building teams within Paycom's award-winning marketing department. Prior to Paycom, he worked at the University of Oklahoma in the public affairs and athletics departments. A two-time graduate of the University of Oklahoma, Jason enjoys living his best Ted Lasso life, being curious and adventuring with his family.

Megan Boyd

Megan currently serves as the board secretary for the Central Texas PRSA chapter, and has been privileged to serve as board treasurer, president, past president and nominating committee chair. In January, she accepted a role as the marketing and communications manager for STOP Restoration, a leading residential and commercial property restoration franchise. With 15 years' experience in the communication and marketing fields and nine years in franchising, she realizes how important it is to keep learning every day. Megan earned her bachelor's in broadcast journalism from the University of Texas. She's worked as a news reporter and anchor at a local CBS station, in public relations for a school district, as a PR agency account manager and then as a communications manager for Neighborly, serving multiple home services franchise brands. Megan earned her Masters in Business Administration from West Texas A&M, with a focus in marketing and management. She and her husband Dwayne have been married nearly eight years, and have a two sons: Blayne who is 3 ½ and Jackson who is 1 ½. Her greatest joy is her family, and her greatest challenge at present is potty training. She can't wait to build relationships with you, and is so grateful for the privilege to be a part of the Southwest District PRSA conference.

BREAKOUT SESSION SPEAKER BIOS

Debbie Davis

After nearly two decades as an award-winning television news producer and health care public relations professional including stints at multiple Fortune 500 companies, Davis made a mid-career change into academia. Initially Davis began as an adjunct faculty member, moving into full-time roles including contract, tenure line and now an assistant dean and professor of practice at Texas Tech University.

In her health care career, Davis oversaw the successful PR launch of a life changing medicine, won global attention for the world's first infertility procedure performed live on the internet, and helped guide advocacy efforts in a \$20 billion merger. She is currently co-chair of the College of Fellows' Education Initiatives Committee, serves on the Educators Academy Executive Committee and on the Commission of Public Relations Education.

Kealey Dorian

Kealey Dorian has more than 15 years of public relations and broadcast journalism experience. She applies a strategic and integrated approach to all clients, allowing businesses to maximize awareness and potential reach. As a media relations manager at JSA, Kealey enjoys helping clients find stories about their companies that will appeal to journalists and potential customers. Kealey earned her APR in 2019.

Kealey's public relations career includes implementing integrated marketing and communications strategies and securing media coverage in outlets across the country for clients at an agency, and for one of the largest privately held companies in the U.S. During her six years working in corporate communications, Kealey also drove video strategy to help the company reach its audience with compelling messages in a different way, as part of a truly integrated approach.

Prior to transitioning to public relations, Kealey spent 10 years in broadcast journalism. She covered local news at stations in Iowa, Texas, and Oklahoma. She, her husband and their two sons now call Edmond, Oklahoma, home.

BREAKOUT SESSION SPEAKER BIOS

Mary Claire Hill

Mary Claire Hill is the public relations director at MHP/Team SI, and has filled a variety of roles requiring increasing responsibility since joining the firm in 2017. Her expertise lies in media relations, thought leadership, and strategic counsel. Mary Claire holds a bachelor degree in corporate communications from Baylor University. She serves on the Arkansas Chapter of the PRSA Board and is Accredited in Public Relations (APR) by the Public Relations Society of America – the industry's standard for professionalism and ethics. A former event planning professional, she spends her time outside of work helping nonprofits and charitable organizations plan fundraisers and events. She is a member of the Centers for Youth and Families Emerging Leaders Young Professionals Group and chair of the organization's 2022 Brunchfest Event. Hill also serves on the board of the Rotaract Club of Little Rock and is a graduate of Leadership Greater Little Rock Class XXXIX.

John Hoffmann

John Hoffmann is an accomplished communication professional who lives in Keller, Texas. He is currently Vice President of Content and Communication Strategy for Exeter Finance, an automobile finance company in Irving, Texas. He also teaches Speech Communication courses at Tarrant County College and the University of Texas at Dallas.

John has worked in broadcast journalism, corporate communication and public relations for more than 30 years. His areas of professional expertise include media relations, media training, crisis communication and strategic communication planning. He has consulted corporations, non-profit organizations, municipalities, political candidates and elected officials.

He is a past-president of the board of directors of the Keller ISD Education Foundation and a former member of the Keller (Texas) City Council. John earned a Bachelor of Arts degree in Political Science and Communication from the University of Michigan and a Master of Science degree in Strategic Communication from Purdue University. He has been a member of the Public Relations Society of America since 1993.

BREAKOUT SESSION SPEAKER BIOS

Laura Noland

Laura has more than two decades of experience as a marketing and communications leader, including a background in creating and executing strategic integrated marketing, communications and media strategies for telecom companies around the world.

Prior to JSA, Laura managed external communications for one of the largest private companies in the U.S. She partnered with national brands, professional sports teams and executives on brand marketing initiatives, developed a centralized social media infrastructure and established content marketing and lead generation processes across the entire organization. As an accomplished speaker, Laura has shared best practices for digital marketing, public relations, media relations and social media with major companies across the U.S.

In addition, Laura has an extensive background as a television news anchor/reporter and radio news anchor at stations from Florida to Texas. Before picking up the microphone, she enjoyed a stint as a Walt Disney World publicist during its 25th anniversary celebration in Orlando.

Laura grew up in Florida and holds a bachelor's degree in Radio/Television from the University of Central Florida. She currently resides in the Oklahoma City metro with her family and enjoys traveling, beach vacations and cheering on the Oklahoma Sooners.

Kristen Nicholson

Kristen Nicholson is the vice president of public relations at MHP/Team SI. She is a national award-winning communications professional with more than a decade of experience in strategic public relations planning and implementation. Kristen holds bachelor degrees in journalism and political science from UA Little Rock. She is often a guest speaker at her Alma Mater where she mentors students. She is Accredited in Public Relations (APR) by the Public Relations Society of America – the industry's standard for professionalism and ethics.

A former nonprofit communications professional, Kristen has volunteered her time for numerous nonprofit organizations in central Arkansas, most recently she served as president of PRSA (Public Relations Society of America) - Arkansas chapter and served on the Rotaract Club of Little Rock board of directors. She also spent several years on the marketing committee for Riverfest where she volunteered her PR expertise to promote the festival. Kristen currently holds a board position with Junior Achievement of Central Arkansas, is an alumnus of Leadership Greater Little Rock (Class XXXI), serves on the Leadership Greater Little Rock Advisory Board and is a member of PRSA's past presidents council.

BREAKOUT SESSION SPEAKER BIOS

Felicia Perez

Felicia Perez has nearly two decades of communications experience - from producing newscasts at two of the top TV stations in Houston, to writing award-winning communications campaigns for international and local clients.

At FAR PR, Felicia develops media relations campaigns and initiates market research strategies. She crafts media kits, sponsorship packets, articles and news releases, preps clients for media interview, organizes community outreach events and analyzes campaign data for measurable results.

Felicia is the 2022 President of PRSA Houston. She connects members with media partners, fundraises for scholarships, organizes programming and mentors young communications professionals. She also has taught a broadcast journalism class at the University of Houston for the past two years.

Chad Perry

Dr. Chad Perry, Fellow PRSA, is an associate professor of strategic communication in the Department of Mass Communication at the University of Central Oklahoma. He conducts research on intercultural communication, diversity, race relations and race portrayal in media. His dissertation was a three-year study of an adult ESL program in New Mexico. He is a member of the Good Trouble Task Force in the UCO College of Liberal Arts and is the advocacy officer for PRSA-OKC.

Melissa Richey

Melissa Richey is a public relations professional and marketing specialist who currently is the Chief of Communications for the state's Medicaid agency. Melissa develops high-performing teams, while overseeing multiple strategic advertising and media relation campaigns aimed at increasing awareness of Medicaid benefits for more than one million Oklahomans. She recently navigated the state's Medicaid expansion communications plan enrolling more than 250,000 Oklahomans, in which her team won an award from the National Association of Government Communicators. Moreover, Melissa has been invited as one of 5 communications professionals in the country to sit on the National Association of Medicaid Directors Advisory Team for the NAMD Communications Affinity Group. Melissa has extensive experience in healthcare nonprofit communications where she oversaw multiple strategic, branding and public relations campaigns bringing in more than \$2 million dollars in only two years. Melissa has been named a 21st Century Influential Woman in Healthcare, Achiever Under 40, as well as Professional of the Year by the OKC Chapter of Public Relations Society of America.

BREAKOUT SESSION SPEAKER BIOS

Kathleen Sams

Kathleen Sams graduated with a Bachelor's degree in International Relations and French from Austin College in 2013. Since then, she has consulted and worked in both the private and nonprofit sectors on a variety of projects ranging from market research to nonprofit communications to marketing and public relations. She graduated from American University with a master's degree in Strategic Communication in 2020. Kathleen serves on numerous nonprofit boards and is Marketing Chair for the Dallas Symphony Orchestra Young Professionals, Digital Communications Chair for the Gendercide Awareness Project and Programs Co-Chair for PRSA Dallas. She also serves on the board of the Trinity River Audubon Center. In 2021, she was awarded one of PRSA Dallas' 40 Under 40 Honorees. Kathleen currently works as the Director of Communications for Preston Hollow Presbyterian Church.

Annie Scranton

Annie Scranton is President & Founder of Pace PR. She has 8+ years experience as a TV producer at major networks including CNN, Fox News, CNBC, MSNBC & ABC, where she booked guest appearances for popular shows like Good Morning America. For the past 10 years, Annie has been leveraging this experience and expertise to grow her own agency, Pace PR, where she focuses on getting her clients regular TV and media coverage to build their brands. Working with a range of tech executives and entrepreneurs - many of who are women - Annie is passionate about helping them get their message and build their brands and thought leaderships.

Annie is a graduate of Smith College where she served as the Editor-in-Chief of the weekly newspaper, The Sophian. She previously served on the Board of Directors for the New York Smith College Club and as an Executive Committee member of Catholic Big Sisters & Big Brothers, New York Women in Communications, The Step Up Network, and Ladies who Launch. She is currently an Executive Council Member of the Ellevate Network.

BREAKOUT SESSION SPEAKER BIOS

Kristelle Siarza

Kristelle is a business executive, non-profit founder and entrepreneur with over a decade of experience in digital communications and leadership. In 2014, she founded Siarza Social Digital – a 360-degree digital marketing firm that pivots on innovation, curation and creativity. The company has grown to more than 20 team members working globally for the agency. Kristelle has consulted for and assisted several organizations with digital marketing and communications strategies for various industries, like health, finance, cannabis, retail and government. Her team has helped clients generate millions of impressions and SiarzaSD's award-winning campaigns have received local and national recognition.

As a proud Filipina, Kristelle founded the Asian Business Collaborative to support Asian business owners – an often-underrepresented group in the business community. After identifying a lack of small business support to Asian owned businesses during the 2020 pandemic, the “non-profit in the making” was formed to focus on prosperity with a cultural competency lens. ABC programs provide advocacy and support, and the organization has helped over 300 Asian owned businesses in New Mexico and Texas.

Kristelle believes in giving back to the community with time and effort. Civic leaders like Mayor Tim Keller of Albuquerque and Mayor Gregg Hull of Rio Rancho have trusted Kristelle with serving the community on economic development task forces. She currently serves as a board member for the New Mexico Foundation for Open Government and the Domestic Violence Resource Center, the president of the Bosque School parent association, and a member of the United Way of Central New Mexico's marketing committee. In 2016, Kristelle was honored as one of NM's 'Forty Under 40,' and in 2019 she received the “Women of Influence” award.

In her spare time (what is that?), she's a sub-par competitive golf and kickball player. Kristelle's social media feed is loaded with hot air balloons, as she crews for several Albuquerque balloon pilots. She has a baritone-playing, anime-loving son named Johnathan, an incredibly patient and loving boyfriend named Spencer, and a cat innovatively named... Kitty.

BREAKOUT SESSION SPEAKER BIOS

Sam Sims

Sam has more than 23 years of public relations and marketing experience in architectural, engineering, energy, medical, science, automotive, technology, and arts industries where he has realized successes in strategic planning, communication, development, media relations and crisis situations.

He is heavily involved in the public relations industry and is the 2021 Co-Chairman of PRSA's Technology Committee and former member of the Strategic Planning Committee. Sam is a former National PRSA Board Director and Past President of the Oklahoma City Chapter.

Sam's commitment to his career was accentuated in 2021 when he was inducted into PRSA's College of Fellows, which is considered the pinnacle of one's career. He also achieved national accreditation in public relations (APR) in 2005.

He received the Paul E. Dannelley Harmony Award for his commitment to positively impact and further the public relations industry in 2015. He was named one of the "Achievers Under 40" by Journal Record magazine in 2007, one of the "Forty Under 40" by OKCBusiness in 2005 and selected "Outstanding Young Professional in Public Relations" in 2003.

Sam is committed to growing and developing his community, where he serves in leadership capacities among the board of directors for the United Way of Canadian County, Central Oklahoma Ballet and State Capital Publishing Museum. Sam is also a former board member for the Oklahoma City Philharmonic and Heartline, and a former marketing committee member for the Arts Council of Oklahoma City and for the United Way of Central Oklahoma.

Pamela Thompson

Pamela Thompson, MBA, APR is a seasoned practitioner with 28 years in public relations. She is the manager of internal communications for AllianceRx Walgreens Prime, a specialty and home delivery pharmacy.

She has a bachelor's degree in journalism from Texas A&M University, an MBA with an emphasis in marketing management from the University of Dallas, and her Accreditation in Public Relations from PRSA. Over the course of her career, Pamela has provided strategic planning, writing, executive counsel, change management, media relations and project management for corporate, education and nonprofit organizations.

She was president of the PRSA Dallas Chapter in 2021 and the Greater Fort Worth Chapter in 2004.

BREAKOUT SESSION SPEAKER BIOS

Landis Tindell

Landis Tindell, APR, is the Manager of Corporate Communications for the Oklahoma City Thunder. In his role he oversees external and internal communication strategy, media relations, the Thunder Speakers Bureau, and the communications internship program.

Landis is an avid member of the Public Relations Society of America having served at the chapter, district, and national levels. In 2021, Landis was inducted into the PRSSA Hall of Fame for his service to public relations students across the country.

Landis has also been honored by other organizations, being named an American Business Awards "Communications Professional of the Year", PRNEWS "30 Under 30 Rising Star", and PRSA-OKC "Young Professional of the Year." Landis has a master's degree in Strategic Communication from Texas Tech, and a Bachelor's in Public Relations from Harding University. In his free time, Landis is a chef and food photographer, multi-instrument musician, and local trivia host.

Eric M. Wilson

Eric M. Wilson is a senior public relations educator at Wichita State University in Kansas, an experienced regional and national conference presenter, and founder of media training and consulting firm V1 Communications. His research and speaking interests are intercultural communication, leadership, reputation management and Generation Z PR talent. He is a past president of the PRSA Kansas Chapter and Southwest District, multiple-time Silver Anvils judge and veteran PRSSA adviser who is currently serving on the PRSA National Communications Committee. Wilson has 15 years of teaching and media training experience, in addition to a PR internship at Southwest Airlines and two national business journalism fellowships at the Donald W. Reynolds Center at Arizona State University. Wilson has conducted professional development sessions for hundreds of students, communicators, government officials, Division I student-athletes, and financial and aviation professionals. He is a proud husband and dad, cat-butler to Vivaldi, aspiring BBQ pitmaster, travel and airline junkie, and long-suffering Kansas City Royals fan.

Stafford Wood

As the Founder and President of Covalent Logic since 2005, Stafford leads a team of twenty corporate communications experts in internal and external communications, investor relations, graphic design, web development and public relations from her home in Austin, Texas. She's comfortable in every business environment from high heels in a New York Boardroom to steel-toed boots in a refinery. Covalent currently serves global and regional clients like Shell Chemical, Cleco Power, Hilton Worldwide, Setpoint Integrated Solutions and the Office of the Governor of Louisiana. As an Accredited Senior Practitioner of Public Relations, she's received two lifetime achievement awards from the American Advertising Federation and the Public Relations Association of Louisiana and has been inducted into the Southern Public Relations Federation Hall of Fame. She is also a Public Relations Instructor at the Manship School of Communications at LSU.