



2013 Professional Development Luncheons



February 14, Hotel Roanoke
Linda McNutt Foster
Power Up Your Personal Brand
Sponsored by National College

What is a personal brand? Do you have one? Is it working for you? Lynda McNutt Foster, an executive brand coach and vice president of Voltage Leadership Consulting, will answer those questions and more. Foster is a dynamic, engaging speaker

who will keep you on the edge of your seat as she explains how to Power Up Your Personal Brand.

August 8, Hotel Roanoke
Brian Duvall
Using Google Analytics for Maximum Returns on Online Marketing Strategies
Sponsorship Still Available

Brian Duvall is the chief executive officer of Duvall Media. The Internet production company specializes in websites, web video production, content creation, and product creation for Internet marketers and businesses wanting to make money online. He will share his expertise on the latest methods for using Google Analytics to evaluate and maximize the success of your online marketing strategies.



April 11, The Inn at Virginia Tech
Ann Harvey, Ph.D.
The Influence of Branding and Cultural Messages on the Brain
Sponsored by Virginia Tech Department of Communication

Ann Harvey, Ph.D., is a research scientist at the Virginia Tech-Carilion Research Institute in the laboratory of Dr. Read Montague. She will share insights from the field of

neuroscience on the real, biological influence of branding and cultural messages. Her research is focused on human decision-making, and in particular how cultural messages (ideas, narratives, brands, social gestures) influence those decisions.

October 10, Hotel Roanoke
David Almacy
Social Media—The Big Picture
Sponsored by Access

David Almacy is a senior vice president in Edelman's public affairs practice in the Washington, D.C. office. A native of Bethesda, Md., he brings more than 15 years of experience at the intersection of government, media, public relations, marketing, politics and digital communications. As the White House Internet and E-communications director under President George W. Bush, he will share his insights on using a broad strategy for effectiveness with social media tools.



June 13, Hotel Roanoke
Joseph Cohen
Fearless Future for PR
Sponsored by ND&P

Joe Cohen, APR, is senior vice president at MWW and chair-elect of PRSA. He will discuss how practitioners and our industry must adapt to changing times, and the integration of marketing and communications in public relations. He will also talk about the fearless future for public relations and

how the lines between marketing and PR are becoming blurred. His presentation will explore how these separate disciplines can effectively collaborate and co-exist.

December 12, Hotel Roanoke
Chris Turnbull
Leadership Under Fire and the Implications for the Communicator
Sponsored by Appalachian Power

Though their goals may be the same, executives and communicators may be at odds on what to communicate, when to communicate, and how to communicate in a high-stakes scenario. Chris Turnbull, director of public relations and crisis management at ND&P, will talk about the most important aspects of leading an organization during a crisis, and what the implications are for communicators.

