

# 2012 Pre-Pay Luncheon Invoice

Dear Blue Ridge Chapter PRSA Member:

As a benefit of your membership, a pre-pay Professional Development Luncheon discount is offered to Blue Ridge Chapter members. Choosing the pre-pay option secures your registration for six Professional Development Luncheon programs in 2012. If for some reason you cannot attend a program, you are more than welcome to send a colleague, guest, or a student in your place. In addition to great food and networking, the luncheons will feature a variety of key speakers and topics as related to the public relations profession and ones that we feel will be most useful to you as a practitioner. **The deadline to pre-pay is Friday, February 1, 2012.**



To take advantage of the pre-pay option, register in one of two ways:

- Pay online by visiting [www.prsa-blueridge.org](http://www.prsa-blueridge.org) and click on the pre-payment link on the homepage, or
- Return this invoice with a check made payable to PRSA Blue Ridge

QTY	DESCRIPTION	UNIT PRICE	AMT
6	<p>PROFESSIONAL DEVELOPMENT LUNCHEONS*</p> <ul style="list-style-type: none"> <li>▪ <b>February 9, 2012 at the Sheraton Inn (Note Change in location)</b>                      "THE NEW RULES ON EFFECTIVELY COMMUNICATING TO BABY BOOMERS: TURNING SILVER INTO GOLD" <i>John W. Martin, CEO of the Boomer Project</i></li> <li>▪ <b>April 26, 2012 at the Inn at Virginia Tech (Note Change in location)</b>                      "PR STRATEGY FOR INFLUENCING PUBLIC OPINION"  <i>Jill Vaughan, APR, Director of Communications, Virginia Lottery</i></li> <li>▪ <b>June 21, 2012 at the Hotel Roanoke</b>                      "THE PSYCHOLOGY OF DECISION MAKING"  <i>Glenn Kent, Ph.D., Asst. Psychology Professor, Jefferson College of Health Sciences</i></li> <li>▪ <b>August 9, 2012 at the Hotel Roanoke</b>                      "PR STRATEGY AND THE INFLUENCE OF ELECTIONS"  <i>Bob Holsworth, Ph.D., Founder, Virginia Tomorrow</i></li> <li>▪ <b>October 11, 2012 at the Hotel Roanoke</b>                      "PR MESSAGING &amp; THE APPEAL OF SAFETY &amp; INNOVATION IN A DOWN ECONOMY"  <i>Mercedes-Benz USA, Director of Communications (This speaker is tentative)</i></li> <li>▪ <b>December 13, 2012 at the Hotel Roanoke</b>                      "ADVISING A 3-STAR ADMIRAL ON MEDIA RELATIONS"  <i>Joe DellaVedova, Public Affairs Director, Joint Strike Force</i></li> </ul> <p><i>Deadline to pre-pay is February 1, 2012. If you cannot process the request before the deadline, please notify Hospitality Chair Jen K. Ward at <a href="mailto:Jen@BlueFilly.com">Jen@BlueFilly.com</a> prior to the deadline.</i></p> <p><i>*Program speakers and titles are subject to change. Chapter Federal ID number is 54-1643833.</i></p>	\$20	\$120
		<b>TOTAL DUE</b>	<b>\$120</b>

## MEMBER RESERVATION

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

St. Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Email \_\_\_\_\_ Phone \_\_\_\_\_

**MAIL TO:** Jen K. Ward, PRSA Hospitality Chair, 1414 3<sup>rd</sup> Street, SW, Roanoke, VA 24016

*All cancellations must be received before 12 noon on the Monday prior to the luncheon to be accepted or eligible for a refund. If a cancellation is made after that deadline, you will still be responsible for the lunch payment and will be billed if you have not yet paid online. No-shows will automatically be billed for lunch. Questions? Call (540) 797-6836.*