



John Martin
Boomer Project

Feb. 9

*Turning Silver into Gold:
New Rules for Communicating
with Baby Boomers*

**Presented by
National College**



Glenn Kent, Ph.D.
Jefferson College of
Health Sciences

June 21

*What Makes Americans Super Size:
Are You Part of the Reason?*

**Presented by
Carilion Clinic and ND&P**



Speaker tba
Oct. 11

*PR Messaging & the Appeal
of Safety & Innovation in
a Down Economy*

**Presented by
Access**



Presenting
**The 2012
Anniversary
Luncheon Series**

In Partnership with
The Blue Ridge Chapter
Public Relations Society of America
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In Celebration of
**20 Years of Advancing
the Profession and
the Professional**



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registration, visit
www.prsa-blueridge.org



Jill Vaughan, APR
Virginia Lottery

April 26

*A Winning Combination:
Innovative Partnerships,
Effective Measurement
& Social Media*

**Presented by the Department of
Communication, Virginia Tech**



Bob Holsworth, Ph.D.
Virginia Tomorrow

Aug. 9

*PR Strategy and the
Influence of Elections*



Joe DellaVedova
Joint Strike Fighter Program
Dec. 13

*Advising a 3-Star Admiral
on Public Affairs*

**Presented by the
The Becher Agency**