



South Carolina Chapter



2008 SPRING CONFERENCE
APRIL 11, 2008 | CHARLESTON MARRIOTT | EMERALD ONE BALLROOM

CONFERENCE SCHEDULE

- 8:30 A.M. **REGISTRATION & NETWORKING BREAKFAST**
- 9:00 A.M. **OPENING REMARKS**
PJ Norlander | Arcadia Publishing | 2008 SCPRSA Lowcountry Board Member
FEATURED MERCURY AWARDS ENTRY PRESENTATIONS
- 9:20 A.M. **BREAK**
- 9:30 A.M. **KEYNOTE ADDRESS | A CASE STUDY IN GOING GREEN**
Laura Varn | Vice President of Communications, Santee Cooper
- 10:20 A.M. **BREAK**
- 10:30 A.M. **PANEL ONE | SUCCESSFUL PLANNING & ROI CASE STUDIES**
MODERATOR:
Marcia Purday, APR | S.C. Chamber of Commerce | 2008 SCPRSA Assembly Delegate
PANELISTS:
Lee Bussell, APR | CEO, Chernoff Newman
Melissa Flynn, APR | VP of Public Relations, Rawle Murdy Associates, Inc.
Kelly Davis, APR | President, Davis Public Relations and Marketing
- 11:20 A.M. **BREAK**
- 11:30 A.M. **PANEL TWO | EMERGING TECHNOLOGIES & BEST PRACTICES**
MODERATOR:
Reed Byrum, APR | Byrum Innovation Group | 2008 SCPRSA President
PANELISTS:
Chad Norman | Internet Marketing Manager, Blackbaud
Randy Covington | Director, Newsplex
Chris Simpson | Digital Marketing Director, Blue Ion
- 12:20 P.M. **CLOSING REMARKS**
Allison Skipper | S.C. State Ports Authority | 2008 SCPRSA Vice President &
2008 Mercury Awards Committee Chairman

OPTIONAL LUNCH | CHARLESTON MARRIOTT | SAFFIRE DINING ROOM