

Taking Charge of Change

3RD ANNUAL Portland Communicators Conference

**Thursday
September 10, 1998**

**Portland State University,
School of Business
Administration**

**631 SW Harrison
Portland, Oregon**

Presented by:

- Public Relations Society of America
- International Association of Business Communicators
- Portland State University / School of Business Administration

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REGISTER NOW FOR THE 3RD ANNUAL PORTLAND COMMUNICATORS CONFERENCE!

TAKING CHARGE OF

In the new Information Economy, *communications* isn't just another box on the org chart— *it's the way business works*. And, it's the way such world class organizations as Levi Strauss, Intel, Southwest Airlines, CNET and more are bringing people and information together to create value.

Hear the success stories of three inspiring keynote speakers and choose from nine breakout sessions in three conference tracks:

STRATEGIES—Big Picture ideas for taking organizations to the Next Level

TECHNOLOGY—How to be master of, not slave to, the Digital Universe

BEST PRACTICES—Proven solutions for the toughest communications challenges

In addition, this year's conference wraps up with a **networking reception** designed to keep the dialogue flowing. So, mark your calendar, select your breakout sessions and return your completed registration form right away.

Don't wait to register—seating is limited.

There's never been a better time to be a professional communicator—IF you've got what it takes to Take Charge of Change!

KEYNOTE SPEAKERS



MORNING:
Happy employees... happy customers... happy shareholders— is this any way to run an airline?
Sherry Phelps, Director, Corporate Employment, Southwest Airlines

Southwest Airlines loves to fly—and it shows all the way from their friendly skies, to the bottom line. Now, Sherry Phelps, Southwest's director, corporate employment, tells how the company has achieved its long-running success story by bringing out the best in people at every level of the organization. The secret? Something Southwest calls "Management By Fooling Around."

Sherry Phelps grew up with Southwest Airlines, signing on in 1972. A self-described "marketeer," Sherry led the airline's advertising efforts prior to moving to Southwest's People Department. Now, Sherry's marketing savvy is directed toward the future employees who will sustain Southwest's culture of positively outrageous customer service.



LUNCH:
Quantum Career Leaps— How To Leverage The Convoluted Resume
Jack McGowan, Executive Director, SOLV

Wall Street broker...local on-air personality... TV news correspondent... mayor's assistant...

public relations entrepreneur... non profit agency director... zoo spokesperson... jazz festival producer. What do all these occupations have in common? They grace the resume of Jack McGowan, one of Portland's most respected communicators. Now, Jack shares his insights on finding fulfillment off the beaten career path.

Jack McGowan is executive director of SOLV (Stop Oregon Litter and Vandalism), a coalition of business, government and community organizations working to preserve Oregon's quality of life.



AFTERNOON:
Feeding The Beast — Communicators and the New Media
Chris Barr, Vice President and Editor in Chief
CNET: The Computer Network

The Net's insatiable appetite for news and information is redefining communicators' roles. Watching it all at Ground Zero is Chris Barr of CNET: The Computer Network—premier New Media channel for technology news and unique interactive content. From this vantage point, Chris will share his insights on communicating effectively in the global on-line community.

Chris Barr is vice president and editor in chief of CNET: The Computer Network. Chris directs the editors, reporters, writers and producers who create CNET's up-to-the-minute news and information about computers, technology and the Internet.



S TRATEGIES

STRATEGIES 1:

Richard Owens, President, The Design Company

Image Is Everything—Using A Brand Strategy To Improve the Bottom Line

Global branding, packaging, naming and design have become make-or-break factors in today's marketplace. Using examples of The Design Company's work with Fortune 500 clients, Richard Owens discusses specific ways companies can build on the brand concept to help them stand out in a cluttered and confusing marketplace while boosting profits.

Richard Owens is founder and president of TDC - The Design Company, an award-winning, San Francisco-based design firm specializing in corporate and brand identity, packaging design and advertising.



STRATEGIES 2:

Byron Sabol, Sabol Consulting

From Backroom to Boardroom—Becoming A Strategic Advisor to Senior Management

A major step in any communicator's career is the move from tactician to strategist. Byron Sabol is a senior communicator who has made that transition a permanent one, regularly consulting with clients at the highest levels of management. His presentation will help communicators to assess their skill sets and experience and begin to position themselves for the career move of a lifetime.

Byron G. Sabol is an Arizona-based strategic business development consultant to professional service firms in the United States, Australia and the United Kingdom. His clients range from small boutique PR firms to large, multi-practice international law firms.

STRATEGIES 3:

Jeff Molander, Molander & Associates, Inc.

Business Before Technology: Building the Web-based Business Model

What separates those overnight success stories from the majority of mediocre attempts at on-line business? In a word - strategy. Jeff Molander goes beyond simple "Web promotion" or "Web marketing" tactics to provide genuine insight into building successful websites based on business intelligence and strategic planning.

Jeff Molander is President of Chicago-based Molander & Associates, Inc., a consulting practice that focuses exclusively on strategy development for new on-line ventures and for organizations turning to Internet, intranet or extranet technologies.

T ECHNOLOGY

TECHNOLOGY 1:

Patty McCourt & Jim Steele, Intel Corporation

Wired and Inspired: Using An Intranet to Connect a Global Company

With operations scattered around the world, chip maker Intel depends on instantaneous communications. Discover what Intel's Patty McCourt and Jim Steele have learned while managing the company's "electronic grapevine" for the Information Age.

Patty McCourt, manager of information technology marketing for Intel in Silicon Valley, helps to ensure that the company's diverse IT projects are solidly linked to Intel business strategies. **Jim Steele**, manager of Intel's Worldwide Site Communications Network based in Portland, ensures that the corporate Intranet offers up-to date content reflecting both global and local interests of its users.

TECHNOLOGY 2:

Kent Lewis, KVO & Marjorie Yap, Tektronix, Inc.

Beyond Banner Ads— Microsites, The Next On-line Branding Tool

Beyond banner advertising and search engine promotion, microsites have emerged as cost-effective communications and branding tools. Kent Lewis of KVO and Marjorie Yap of Tektronix Inc. will discuss the development of Analog2Digital.com, a microsite designed to educate the television industry regarding digital conversion issues.

Kent Lewis, intercom group manager, KVO Advertising and Public Relations, works to ensure that the firm's clients are fully leveraging the Web for marketing communications. **Marjorie Yap**, director of worldwide public relations, Tektronix' Measurement Business Division, directs strategic planning and implementation of global public relations programs.

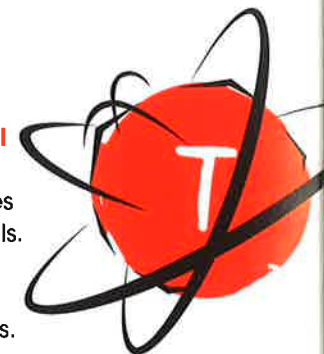
TECHNOLOGY 3:

Ron Ricci, Cunningham Communications

Momentum Management™ — Communicating Market Leadership

Want to know what truly defines market leadership? Just ask your customers. That's the principle of Momentum Management™, developed by Ron Ricci and Cunningham Communications. Through a comprehensive survey methodology, Momentum Management helps the world's foremost high technology companies solidly establish themselves as market leaders.

Ron Ricci is a principal of the Silicon Valley firm of Cunningham Communications which has created successful positioning strategies and message programs for IBM, Hewlett-Packard, Motorola, Cisco, 3Com and Novell, among others.



BEST PRACTICES

BEST PRACTICES 1:

Linda Butler, Levi Strauss

When The Company Leaves The Company Town

Learn how the world's premier apparel maker used a genuine and heartfelt communications approach to manage the impact of 11 plant closings on the lives of workers and their communities—and enhanced its reputation in the process.

Linda Butler is senior manager of communications, Levi Strauss, the Americas based in San Francisco. During the plant closings, she managed communications in support of the company's U.S. manufacturing sector.

BEST PRACTICES 2:

Delayne Giardini, Principal, OneMoreMind

Try Creativity For A Change—Tapping Creative Intelligence To Navigate Change

As Einstein noted, "We cannot solve problems by using the same kind of thinking that created them." To improve your problem-solving abilities, Creativity Coach Delayne Giardini promises a playful but practical, hands-on journey of discovery. Learn how to regularly ignite your innate resources of unlimited creative intelligence, maximize your imagination and develop your intuition for new insight into all your business challenges.

Delayne Giardini, principal, OneMoreMind Consulting, has inspired technology companies with her enthusiasm, creative intelligence and business problem solving for nearly 20 years.

BEST PRACTICES 3:

Mark Johnson, The Understanding Business

Onward Through The Data Fog: The Power Of Information Design

In today's Knowledge Economy, there is no more insidious threat to the bottom line than information overload. Information Architect Mark Johnson demonstrates strategic ways to organize, design and package complex business information to make it more meaningful, accessible and useful to employees and customers — and deliver bottom line results in the process.

Mark Johnson is president and creative director of The Understanding Business, an information design and consulting firm headquartered in San Francisco. TUB creates custom business solutions for Fortune 500 clients and publishes its own award-winning print and electronic information resources.



Produced by Transform Communications / Kim McLoughlin Designs.

Registration

Communicators Conference SEPTEMBER 10, 1998

Name: _____

Title: _____

Company: _____

Business address: _____

Business telephone: _____

E-mail: _____

Business fax: _____

☐ Check enclosed (payable to Portland State University) Amount \$ _____

☐ Check to follow FAX Registration
(Enclose copy of application with check)

☐ Invoice my company using this purchase order # _____

☐ Credit Card (PSU accepts Visa® and MasterCard® only)

☐ MasterCard® ☐ Visa®

Card #: _____

Expiration date: _____

Signature: _____

Printed name: _____

☐ Please include my name on the class roster which is distributed to all participants.

Registration includes conference registration, lunch and materials:

☐ \$125 for members of PRSA or IABC

I am a member of: ☐ PRSA ☐ IABC

☐ \$150 for Nonmembers

☐ Private nonprofit organization discount.

Representatives may apply for a discount rate of \$75 for members, and \$110 for nonmembers (limited to 5). For information call Anne Dickason at (503) 725-4842.

After September 1, please call in or fax your registration to assure timely processing. Registration is limited. Cancellations received in writing on or before September 3, 1998, will be charged a \$25 processing fee before a refund is issued. No refund will be given if cancellation is received after September 3, 1998. Substitutions may be made at no cost. Split registrations are not allowed.

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School of Business Administration,
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Portland, OR 97207

For more information, call: Anne Dickason
(503) 725-4842

Parking: All day parking is usually available in one of PSU's parking structures for \$6.50 per day. A parking map will be sent with registration confirmation.

Conference Agenda Check-Off - Choose one breakout session in each time period.

7:30—8:00	Registration			
8:15—9:00	Sherry Phelps, Southwest Airlines: Management By Fooling Around			
	S	T	B	Repeats
9:15—10:15	☐ S1	☐ T1	☐ B1	☐ S3
10:30—11:30	☐ S2	☐ T2	☐ B2	☐ T3
11:45—12:45	Jack McGowan: Quantum Career Leap			
1:00—2:00	☐ S3	☐ T3	☐ B3	☐ B2
2:15—3:30	Chris Barr, CNET: Feeding The Beast - Communicators and the New Media			
3:30—4:30	Networking Reception (complimentary snacks, cash bar)			