

## SCHEDULE AT A GLANCE

### Thursday, September 24, 8:30 AM – 12:30 PM

- 8:30 AM Welcome & Opening Keynote: Can You Have Soul at Work?
- 9:35 AM Stretch Break
- 9:45 AM Test Your Professional Development Knowledge *with The Mather Group*
- 10:00 AM Ethical Listening: Do You Hear What I Hear?
- 10:30 AM LinkedIn and Lockdown: Tips to Elevate Your Profile
- 11:00 AM Meditation Break *with Rebekah Kaba, Lovesol*
- 11:15 AM The Last Temptation of Pandemic Marketing: Doubling-Down on Your Brand & Storytelling
- 12:00 PM Everybody TikTok Now: A Podcast About Podcasting & PR
- 12:30 PM Join us for a Quick Preview of Day 2
- 12:45 PM **BONUS** Lunch & Learn Sessions *(pick 1)*  
(A) Demystifying the APR  
(V) Running Virtual Meetings

### Friday, September 25, 1:00 PM – 5:00 PM

- 12:15 PM **BONUS** Lunch & Learn Session: Language as an Equalizer
- 1:00 PM Welcome Back & Transform Your Day: Tips From a Professional Organizer
- 1:45 PM Identifying and Communicating Quality Survey Research
- 2:30 PM Diversity, Equity & Inclusion: Drive to Action
- 3:30 PM Test Your Safety Knowledge (Win Prizes) & Break *with Chesapeake Employers Insurance*
- 4 PM Closing Keynote: Mission Possible: Lessons on Resilience From a Disaster Veteran
- 4:45 PM Wrap-up Celebration

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THURSDAY, SEPTEMBER 24 8:30 A.M.–12:30 P.M.

FRIDAY, SEPTEMBER 25 1 – 5 P.M.

## SESSION DESCRIPTIONS

### THURSDAY SESSIONS

#### 8:30 AM CAN YOU HAVE SOUL AT WORK? (Opening Keynote)

**Jardena London**, Business Agility Consultant, Founder of Souls@Work, Author & Blogger

What was the moment when work first crushed your soul? What would work look like for you to have soul at work? What would it look like if your organization had soul? Souls@Work believes we spend way too much of our lives at work to allow it to be soulless. In this talk we'll reckon with the reality of where we are today and look at a simple practice to bring soul to some of the soul-crushing activities that take place in our work lives every day. We'll examine the three conditions that need to be in place for you to flourish: freedom, power and connection. And, we'll distinguish together between the soulful and the practical aspects of work, connecting the dots between them.

#### 10:00 AM ETHICAL LISTENING: DO YOU HEAR WHAT I HEAR?

**Kirk Hazlett, APR, PRSA APR Fellow**; Ethics Committee Chair, Global Listening Centre; Adjunct Professor, University of Tampa

Ethical practice in today's mega-connected world has gotten more challenging and more complicated thanks to the ever-expanding number of channels through which our publics can...and DO...express their thoughts, ideas and concerns. In this session, we will examine the listening aspect of communication. We'll also look at how, as PR and communications professionals, we can ensure that what we hear our audiences say is what they want us to hear — and we respond for the right reasons.

#### 10:30 AM LINKEDIN AND LOCKDOWN: TIPS TO ELEVATE YOUR PROFILE

**Faith Wachter**, Faith Wachter Consulting, LLC

Pre-COVID, business networking meant attending events and conferences, exchanging business cards, and traveling near and far to meet potential clients. The pandemic lockdowns have forced nearly all business interactions online. Networking events have gone virtual, and Zoom meetings are a frequent daily occurrence. LinkedIn has always been an effective platform for B2B, but is your profile optimized for the current times? Local social media marketing consultant Faith Wachter will present ways to use various LinkedIn features and fine-tune your profile to maximize networking on that platform. Session to include Q&A.

#### 11:15 AM THE LAST TEMPTATION OF PANDEMIC MARKETING: DOUBLING-DOWN ON YOUR BRAND AND STORYTELLING

**Patrick Stone**, Director, Strategic Communications & Marketing, Cape Cod Community College; **Jon Fonseca**, Web Content Specialist, Bryant University

In higher education, the pandemic drove nearly all colleges and universities to online learning models, subsequently tearing down recruitment walls, creating a free-for-all of messaging opportunities and a nationwide battle for enrollment. With new audiences and limitless borders, everyone needed to start their brand messaging over...right? This presentation looks at case studies from both private and public institutions in New England that zigged when everyone else zagged, putting a heavy emphasis on authenticity and strategic thinking. Pairing homegrown storytelling with audience-driven social media tactics helped these institutions stay-the-course through the most challenging enrollment time in decades. The

results led to stronger branding and brand equity, deeper audience interactions and a clearer sense of what to do beyond COVID.

### **12:00 PM EVERYBODY TIKTOK NOW: A PODCAST ABOUT PODCASTING & PR**

**Jeffrey Davis, APR**, J. Davis Public Relations, LLC; **Charlie Birney**, co-founder, Podcast Village; **Tammy Ortery** aka TikTok Tammy (Ramsgirl30)

TikTok viral sensation Tammy Ortery (Ramsgirl30) has appeared on GMA and her high-energy dance videos have been shared by Janet Jackson and Justin Timberlake as she climbed to more than 25 million views in just three months. Join Jeffrey Davis, APR, and Podcast Village co-founder Charlie Birney for a “live” recording of their weekly podcast, “Practically Social.” During this session, Jeff and Charlie will talk about how podcasting fits into today’s PR and marketing mix, how Jeff tracks trends in PR and social media, and they’ll answer questions by attendees. The highlight will be “TikTok Tammy,” a 59-year-old high school guidance secretary whose fun dance moves are winning hearts everywhere. She will share her insights into the crazy world of TikTok and answer your questions. The session will turn into a future podcast episode available on Apple Podcast, Spotify or wherever you get your podcasts.

### **12:45 PM BONUS LUNCH & LEARN SESSIONS (PICK ONE)**

#### **(A) DEMYSTIFYING THE APR: AN OVERVIEW OF THE ACCREDITATION PROCESS**

**Barbara Burfeind, APR+M**; APR Manager, PRSA National Capital Chapter Board of Directors; **Dianna Fornaro, M.A., APR, AINS**; APR Manager, PRSA Maryland Chapter Board of Directors; **Paola Vargas-Strassner, M.P.S., APR**

Learn exactly what’s involved in getting your APR as they break it down into three easy steps – (1) the application, (2) the Panel Presentation, and (3) the proctored exam. Join APR Chairs from the Maryland and National Capital Chapters for a brief overview of the accreditation process. Bring your questions! This is a 30-min presentation with plenty of time for Q&A at the end.

#### **(V) RUNNING VIRTUAL MEETINGS: PITFALLS & QUICK FIXES**

**Laurie Reuben**, Cheshire Consulting Group, LLC

Virtual meetings are here to stay! Let’s learn how to make them worth our time, in terms of productivity and interpersonal relationship building. We’ve been on those virtual sessions that spin, drag on, or get commandeered by the loudest voice (there’s only one live microphone!) and we’ve wished we knew what to do to fix those, and other common pitfalls. Join our Conference Facilitator for this bonus session to learn what the pros do to overcome the pitfalls of meeting virtually.

## **FRIDAY SESSIONS**

### **12:15 PM BONUS LUNCH & LEARN SESSION: LANGUAGE AS AN EQUALIZER**

**Carol Velandia, MBA, CHI, PMP, LMSW**

This Bonus Session is designed for anyone interested in learning more about cultural competencies and diversity training for their organizations. Carol Velandia, a social worker, interpreter and entrepreneur, will highlight the tools many PR and communications pros are seeking for their organizations (and clients) to improve the implementation and delivery of language services in different settings. Velandia is also the founder and CEO of Equal Access Language Services, LLC and an adjunct professor for the Interpretation and Translation graduate program at University of Maryland College Park.

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## **1:00 PM TRANSFORM YOUR DAY: TIPS FROM A PROFESSIONAL ORGANIZER**

**Amy Tokos**, Certified Professional Organizer & Productivity Consultant

Working from home can be a challenge. Have you ever sat down in the office to finish one task then find yourself quickly distracted by another? Do you struggle to set boundaries around your working time? If yes, then this session to help combat our gaps in productivity is for you. Amy Tokos will help you identify some of the obstacles that are keeping you from getting organized and identify opportunities to be more productive. You'll get tips and strategies to help you become more productive, including focus and time management brain hacks.

## **1:45 PM IDENTIFYING AND COMMUNICATING QUALITY SURVEY RESEARCH**

**Mileah Kromer, Ph.D.**, Director, Sarah T. Hughes Field Politics Center, Goucher College; Principal, Federal Hill Research Group

Accessible software and the ability to collect responses easily through social media has resulted in the proliferation of "do it yourself" polls. These unscientific measures of opinion have managed to grab some national headlines simultaneously causing damage to the survey research industry. Now more than ever, public relations professionals must be able to quickly separate the junk from the science and effectively communicate reputable survey research to the public. This session will provide an overview of what to look for when consuming public opinion research, discuss standards for disclosure, detail how to communicate methodological information, and examine why it matters for public relations.

## **2:30 PM DIVERSITY, EQUITY & INCLUSION: DRIVE TO ACTION**

**Shaunna Payne Gold, Ed.D.**, Associate Provost for Diversity & Inclusion, Towson University; **Nneka Logan, Ph.D.**, Associate Professor, School of Communications, Virginia Tech University, **Tia Malloy** Communications strategist, Tiamalloy.com

In this moderated discussion, Drs. Shaunna Payne Gold and Nneka Logan will address how to build meaningful diversity, inclusion, and equity into organizational strategies. Dr. Gold will explore major diversity and inclusion concerns in organizations, and how those concerns might be addressed. Dr. Logan will then discuss how PR can take a leadership role in corporate social responsibility efforts, particularly how CSR programs can address social justice issues. Both speakers will also cover how companies can re-envision existing organizational practices to more ethically and authentically acknowledge and address diversity and inclusion. Communications strategist Tia Malloy will moderate the discussion, including a Q&A with attendees.

## **4:00 PM MISSION POSSIBLE: LESSONS ON RESILIENCE FROM A DISASTER VETERAN**

**Kathleen Koch**, Award-winning journalist; former CNN White House Correspondent

Most organizations have a crisis communications plan. But how many were designed for a global pandemic, widespread social unrest and a divisive presidential election? In this talk, you'll hear actionable advice for overcoming the many obstacles to communicating your message in these unprecedented times. You'll also learn what messages resonate best during a disaster. All this, interwoven with unforgettable personal stories from a disaster veteran who has been there. Time for Q&A will follow.

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## SPEAKER BIOS

[View speaker bios online.](#)

**Charlie Birney, Co-founder, Podcast Village ...** Co-founder of Podcast Village, an HD video and audio podcast production studio located in Glover Park, in NW Washington, DC., Charlie has helped to develop and launch dozens of business-oriented audio programs. He is also co-author of Podcasting Made Simple, with Hilda Labrador Gore (host of the "Wise Traditions" podcast). He is the host of the National Golf Course Owners Association's "Golf Business Podcast" and the co-host of "Practically Social" with Jeff Davis.

**Barbara Burfeind, APR+M, APR Manager, PRSA National Capital Board of Directors,** is a skilled communicator, strategic planner, manager, mentor and trainer. Her more than 40 years' experience included a Public Affairs career in the U.S. Navy, starting out as a photojournalist and becoming a Public Affairs Officer, and as a government civilian working in strategic and visual communication. She has a bachelor's degree from Syracuse University, and a master's degree from the University of Oklahoma.

Ms. Burfeind received her Accredited in Public Relations + Military Communication (APR+M) in 2010 and was the 2011 APR+M Council chair. She has been a chapter board member, APR committee chair, 2009 National Capital Chapter president and was inducted into the PRSA College of Fellows in October 2012, recognizing her career contributions to public relations.

**Jeffrey A. Davis, APR,** is principal of **J. Davis Public Relations, LLC**, a public relations, crisis communications and social media consultancy based in Baltimore. Jeff has more than 25 years of news media and national public relations experience following a career as a daily newspaper reporter. As a social media early adopter, Jeff started using Facebook, Twitter (and MySpace!) for clients in 2007 and the next year the Washington Business Journal wrote about Jeff's innovative use of Twitter for public relations. He is now a nationally recognized expert in social media, particularly how organizations can successfully integrate social media platforms into traditional communications and crisis management programs. Jeff returns to the chapter's leadership team after serving for three years as president (1998, 1999 and 2015).

A Silver Anvil and Best in Maryland award winner, he holds a degree in journalism from Ohio Wesleyan University and was a reporter for daily newspapers in Ohio, New Jersey and Maryland before he entered public relations. He also serves as Baltimore editor for the Capitol Communicator and is co-host of Practically Social, a podcast about the use of social media in PR campaigns.

**Jon Fonseca, Web Content Specialist, Bryant University,** is a nationally recognized videographer working at Bryant University in Rhode Island. Jonathan started his career as an invaluable part of the news operation at ABC6 News in Providence, Rhode Island, doing everything from reporting on breaking news to editing long-form documentary style videos for broadcast. After his time in the news, Jonathan went on to expand his creativity as the videographer and graphic designer at Fellowship Health Resources, Inc. in Lincoln, Rhode Island.

Jonathan took his experiences with him to Bristol Community College in Fall River, MA, using it to produce a myriad of well-received and lauded videos. It was here that Jonathan fell in love with higher education and telling the incredible stories of its faculty, staff, and students. Currently, Jonathan works a Web Content Specialist at Bryant University in Smithfield, Rhode Island. Jonathan is charged with telling the kind of stories that help define what makes Bryant such a valuable resource in higher education.

**Dianna Fornaro, M.A., APR, AINS, APR Manager, PRSA Maryland Chapter Board of Directors,** is a Senior Communications Specialist with Towson-based Chesapeake Employers' Insurance. She has worked in corporate communications for many years, primarily in the insurance and financial services industry. She currently serves on the Board of Directors of PRSA's Maryland Chapter and serves as the group's

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Accreditation Manager. Dianna has a B.S. in Journalism and a Bachelor of Fine Arts (B.F.A.) from the University of Maryland, College Park, and an M.A. in Integrated Design from the University of Baltimore. She also possesses the Accreditation in Public Relations (APR) and the Associate in General Insurance (AINS) designations.

**Shaunna Payne Gold, Ed.D., Associate Provost for Diversity & Inclusion, Towson University,** has served at large public, small public, large private, and small private institutions in roles ranging from residence life to multicultural student programming, from campus ministry to academic support programs. On-boarding, and retention of diversity faculty of all ranks across 7 colleges. For almost a decade at the University of Maryland, Dr. Gold served as the Associate Director of undergraduate multi-ethnic academic support programming, affiliate staff for the LGBT Equity Center, and instructor in the Cultural Competence Course Development Program. At The George Washington University, Dr. Gold served as a professorial lecturer in a masters of educational leadership program for 8 years.

Dr. Gold is a sought-after keynote speaker, workshop presenter, and facilitator concerning issues of diversity, inclusion, and equity in numerous settings. Her most recent clients include the The Town of Cheverly/Cheverly Police Department, Maryland Department of Natural Resources, the Eastern Association of Student Financial Aid Administrators, The College of William & Mary, DE-DC-MD Association for Financial Aid Administrators, The George Washington University Office of Education Abroad, The Red Cross, and the University of Baltimore Schaefer Center for Public Policy to name a few.

**Kathleen Koch, Former CNN White House Correspondent, Award-winning journalist,** is an award-winning journalist and author who for 18 years was a CNN Washington correspondent covering the White House, Pentagon and Capitol Hill as well as numerous disasters including 9/11 and Hurricane Katrina. She is an international speaker on disaster and resilience and founder of LeadersLink, the first nonprofit to harness and share elected officials' disaster lessons learned to help other communities better prevent, prepare for and recover from similar crises. Koch currently writes op-eds for CNN.com, USA Today, U.S. News & World Report and other publications. Her best-selling book, *Rising from Katrina*, which traces her Mississippi hometown's recovery from Hurricane Katrina, won the gold award for Best Non-fiction in the Southeast Region in the Independent Publisher Book Awards.

Koch's other awards include three silver and one bronze Telly for a 2010 Astrocast.TV report on the construction of Spaceport America in the New Mexico desert. She also won a Peabody Award for her moving reports from the Mississippi Gulf Coast following Hurricane Katrina. Her two documentaries on the recovery of Bay St. Louis – *Saving My Town* and *The Town That Fought Back* – received a New York Festivals gold medal. She is chair of Howard County, Maryland's Community Organizations Active in Disaster, a network of more than 60 organizations working to speed and coordinate crisis preparation, response and recovery efforts in the region.

**Kirk Hazlett, APR, PRSA APR Fellow; Ethics Committee chair, Global Listening Centre,** is Adjunct Professor of Communication at the University of Tampa (FL). A long-time and actively involved member of the Public Relations Society of America, Kirk was appointed in January 2018 as PRSA Tampa Bay's first Ethics Officer and has launched an active awareness program to help guide members through ethical challenges. In addition, he is Director and Chair of the Ethics Committee, Global Listening Centre, an international non-profit organization promoting the noble cause of listening worldwide and encouraging individuals, organizations and institutions to work together to meet the urgent challenges of society.

Before moving into academia, Kirk practiced nonprofit and government public relations and marketing for more than 35 years in the US as well as Asia. Kirk has served as a member of PRSA's national Board of Directors and has held leadership positions with PRSA's Board of Ethics and Professional Standards, as

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well as PRSA's Educators Academy, Northeast District, and the Boston, Hawaii and Tampa Bay PRSA chapters.

**Mileah Kromer, Ph.D., Principal, Federal Hill Research Group**, currently serves as the **Director of the Sarah T. Hughes Field Politics Center at Goucher College** which conducts the Goucher College Poll. Federal Hill Research Group is a survey research consulting firm. Her commentary regularly appears in statewide media and she is a frequent guest on local public affairs programming. Her opinion writing has appeared in Baltimore Sun, The Hill, Maryland Matters and CNN. She was recently named to The Daily Record's Most Influential Marylanders.

**Nneka Logan, Ph.D., Associate Professor, School of Communications, Virginia Tech University**  
See bio on [LinkedIn](#).

**Jardena London, Business Agility Consultant, Founder of Souls@Work**, is a Transformation Catalyst, Author, Speaker, Agility Consultant, Certified Dare to Lead Facilitator and Founder of Souls@Work' ([SoulsAtWork.org](#)). Her mission is to help organizations become healthy, productive and fun. She is out in the field consulting to the Fortune 50 on Enterprise Business Agility. Jardena's diverse background, starting as a programmer, project manager and then launching multiple startups, has created a dynamic lens through which to view organizations.

Her most recent successes have been transforming a large legacy organization into a modern workplace with breakout results. Jardena has also served as co-founder and CEO of Rosetta Technology Group since 1997. To learn how Jardena can help your company, or to check out her blog, go to [www.rosettatg.com](http://www.rosettatg.com)

**Tia Malloy, Communications Strategist**, works with companies to build meaningful relationships with stakeholders. She has diverse experience in corporate communication, employee engagement, and consulting. Tia partners with leaders to translate business priorities into creative solutions to drive change. Throughout her career, she has led global communication efforts and made an impact at organizations such as NASA, Booz Allen Hamilton, and T. Rowe Price. Tia has served as a company spokesperson and is a certified change management professional. When Tia is now consulting, the Baltimore, Maryland native enjoys singing loud at concerts, tweaking food recipes, and traveling to new places.

**Laurie Reuben, Cheshire Consulting Group, LLC**, has been coaching and consulting with leaders since 2002, when she "jumped off the cliff" into self-employment, and she's never looked back. She coaches individual leaders, and leadership teams, with a vision that they learn to be intentional in their leadership, enabling them to create cultures where productivity thrives, and people are truly engaged, by choice rather than in exchange for external rewards.

Laurie is a Professional Certified Coach with training from the NeuroLeadership Institute, a global organization focused on bringing neuroscience findings to leadership; a Certified Professional Facilitator (CPF); and a Certified Appreciative Inquiry Practitioner (AIPT). She has a BS in Psychology (cum laude) from the University of Maryland, Baltimore County (UMBC), and an MS in Organization Development from Johns Hopkins University.

**Patrick Stone, Director, Strategic Communications & Marketing, Cape Cod Community College**, is the Director of Strategic Communications and Marketing for Cape Cod Community College in Massachusetts. With a passion for utilizing powerful storytelling to drive enrollment, he arrived on Cape in Summer 2018 with a goal of dramatically reshaping the College's marketing strategies. In just two years, and with a team of just two other communicators in the department, 4Cs launched an award-winning recruitment and retention campaign, overhauled all recruitment and retention materials, established a nationally recognized Brand Standards package, and set in motion a strategic communications initiative that has led to the College's first turnaround in enrollment in more than a decade. During the 2019 National Council for Marketing and Public

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Relations (NCMPR) District One Conference, Patrick and the 4Cs team brought home eight Medallion awards for marketing and communications, the most of any community college in New England.

A former NCMPR National Rising Star, Patrick has also overseen award winning marketing projects for the Community College of Rhode Island and Bristol Community College in Massachusetts. He resides in Fairhaven, MA with his wife, five-year old son Marshall, two-year old daughter Maple, and 7-year old dog who eats the kid's breakfasts when they aren't looking, Hooper.

**Amy Tokos, Certified Professional Organizer & Productivity Consultant**, is a Certified Professional Organizer and Productivity Consultant. She is the founder of [Freshly Organized](#) in Omaha, NE and serves as the President-Elect of the [National Association of Productivity and Organizing Professionals](#) (NAPO).

Amy's background is in engineering and she previously worked making manufacturing processes simpler and more efficient, also known as lean manufacturing. The "lean" thinking just naturally carried over into her life. In 2008, she founded Freshly Organized and began bringing the lean thinking approach to the homes and offices of her clients. Amy's organizing tips have been featured in Good Housekeeping, Entrepreneur, New York Times, HGTV Remodels, Today Show, USA Today and much more. She is a regular presenter of sessions on productivity and organizing. Her audience sizes range from a team of 5 people to a conference room with 200 people.

**Paola Vargas-Strassner, M.P.S., APR, Strategic Communications | Public Relations | Spanish Interpreter**, holds a Master of Professional Studies in Strategic Public Relations from the George Washington University in Washington, DC, and a Bachelor of Arts in Social Communication with an emphasis in Audiovisual Production from the Pontificia Universidad Javeriana in Bogotá, Colombia. Skilled at generating strong creative content, she can positively impact worldwide audiences in all media platforms (digital, radio, tv, and print) covering private, nonprofit, and public sectors. She joined the Public Relations Society of America in 2017 and has volunteered with the Maryland Chapter in event planning. She earned her Accreditation in June of 2020. Her most recent highlights include content curation, public affairs, and audiovisual production for Defense Media Activity with the Department of Defense (DoD), (OSD) level initiatives.

**Carol Velandia, MBA, CHI, PMP, LMSW, Adjunct Professor at University of Maryland of Social Work**, is the founder and CEO of **Equal Access Language Services LLC**. She is an expert in the topics of language access policy and negotiation and conflict resolution. She provides advise to companies and organization seeking to make meaningful cultural changes in their diversity and inclusion policies. Carol helps organizations navigate federal and state specific regulations and become compliant with key elements of service delivery to the limited English proficient population. She assists in the design, planning and execution of language access plans that are accessible to companies of all sizes so that they can meet the culturally and linguistically appropriate standards and current regulations driven by civil rights. As a social worker, interpreter, academic and entrepreneur, she has the mission to end language based discrimination, improve healthcare, justice, and education outcomes for the Limited English Proficient population by providing equal access to essential public services through equal access to language services. She advocates for the rights of the limited English proficient population.

She serves as adjunct faculty for the Graduate Program in Interpretation and Translation at the University of Maryland College Park, and for the Master's Program in Social Work at University of Maryland in Baltimore. She is the creator of "Language as an Equalizer Program", and the award winning video "Saving Lives in Many Languages".

**Faith Wachter, Faith Wachter Consulting**. Like so many of us, Faith initially joined Facebook to keep in touch with friends and family members near and far. This was back in 2008, just as the business world was beginning to discover social media marketing. Since then, she's helped folks just like you get the most out of social media, both professionally and personally. Faith founded Faith Wachter Consulting, LLC in 2015 to

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help other businesses elevate their brand's social presence. She draws from her Ivy League background as a musician and educator to orchestrate intelligent social marketing campaigns with impact. She understands the power of social media to build relationships and to connect the world. In fact, Faith dreams of traveling the world, eating well, and posting about it. Follow her [Instagram](#) for foodie travels a bit closer to home. And follow Faith on [Twitter](#) and [Pinterest](#).

***Thanks for attending from your 2020 Conference Team***

Laurie Ann Farrell | Mission Street Communications

Lisa Coster | Coster Communications

Jeff Davis, APR | J. Davis Public Relations, LLC

Melanie Formentin, Ph.D. | Towson University

Tia Malloy | tiamalloy.com

Danita Terry | Girl Scouts of Central Maryland

Paola Vargas-Strassner, APR

Laurie Reuben | Cheshire Consulting