



## Session 5: Public Relations & Ethics

**Date:** December 8, 2011

**Location:** Fagan Studios, 324 S. Broadway, Rochester  
College of St. Scholastica, 221 1st Avenue SW, Ste 100, Rochester

### Agenda

**Session Chairs:** Amy Donahoe-Anshus, *Mayo Clinic* (2010), **Kristine Hernandez**, *Minnesota Dept. of Transportation* (2001)  
**Planning Committee:** Marissa Block, *Post-Bulletin* (2011), Wes Duellman, *Olmsted Medical Center* (2011), **Teresa Ipina**, *College of St. Scholastica* (2008), John McMahon, *Cannonball Consulting* (2007) and Noel Sederstrom, *KTTC-TV* (2009).

#### Overview:

**Ethics** – Explore what constitutes ethical behavior, best strategies of tackling ethical dilemmas and the importance of ethical leadership for you and your business.

**Public Relations** – Develop your personal brand and improve your communication. Explore how new technologies and social media constantly change the media landscape and how they impact the way we lead, communicate and connect.

<b>Breakfast and Community Impact Project</b>	<b>7:30 a.m.</b>
<b>Welcome</b>	<b>8 a.m.</b>
<ul style="list-style-type: none"><li>▪ Teresa Ipina, College of St. Scholastica (2008)</li><li>▪ Shawn Fagan, Fagan Studios</li><li>▪ Kristine Hernandez, Session co-chair (2001)</li></ul>	
<b>Ethical Decision-Maker's Toolkit</b>	<b>8:10 a.m.</b>
<ul style="list-style-type: none"><li>▪ Dr. Rebecca Bamford, assistant professor, <i>Center for Learning Innovation, UMR</i> (confirmed)</li></ul>	
<b>Break</b>	<b>9:10 a.m.</b>
<b>Ethics Panel</b>	<b>9:20 a.m.</b>
<ul style="list-style-type: none"><li>• Sara Clausen, DoubleTree by Hilton Hotel Sales manager</li><li>• Michael Dougherty, <i>Post-Bulletin Co.</i> Local News editor</li><li>• Lori Happel-Jarrett, College of St. Scholastica adjunct faculty member</li><li>• Frank Krahn, Mayo Clinic Internal Audit Services director, Investigative/Legal Discovery</li></ul>	
<b>Leadership Development Plan &amp; Mission Statement Check-In</b>	<b>10:10 a.m.</b>
<b>Community Impact Project</b>	<b>10:20 a.m.</b>
Organizing yourselves (continued) *Mission and goals of project	
<b>Lunch</b>	<b>11:30 a.m.</b>

*"Innovation distinguishes between a leader and a follower."* ~ Steve Jobs

<b>Media Relations 101</b>	<b>12:30 p.m.</b>
<ul style="list-style-type: none"> <li>• Kristine Hernandez, MnDOT Public Affairs team leader</li> <li>• John McMahon, Owner/President of Cannonball Consulting</li> </ul>	
<b>Media Panel</b>	<b>1:15 p.m.</b>
<ul style="list-style-type: none"> <li>• Noel Sederstrom, KTTC-TV News director</li> <li>• Mike Schram, KAAL-TV News director</li> <li>• Dave Berg, Clear Channel Program director</li> <li>• Marissa Block, <i>Post-Bulletin Co.</i> Life Section editor</li> </ul>	
<b>Personal Branding</b>	
<ul style="list-style-type: none"> <li>• Julie Hedlund, markit Strategy Gal</li> </ul>	<b>2 p.m.</b>
<b>Break</b>	<b>2:45 p.m.</b>
<b>Social Media and Virtual Worlds: Connecting with people in more effective ways</b>	<b>3 p.m.</b>
<ul style="list-style-type: none"> <li>• Brian Kaihoi, Mayo Clinic Global Products &amp; Services, Foundation web coordinator</li> <li>• Randy Schwarz, Mayo Clinic Center for Social Media, Public Affairs specialist</li> </ul>	
<b>(Walk to College of St. Scholastica)</b>	<b>3:45 p.m.</b>
<b>On-Camera Interviews</b>	<b>4 p.m.</b>
<ul style="list-style-type: none"> <li>• Noel Sederstrom and KTTC-TV team</li> </ul>	
<b>Wrap up and Evaluations</b>	<b>4:45 p.m.</b>
<b>Adjourn</b>	<b>5 p.m.</b>

*Thanks to our session sponsor: The College of St. Scholastica*



**REMINDER**

**2011-12 LGR Alumni Sociables**  
5:00-6:30 p.m.

- August 18 - Clarion Inn
- October 13 - Wicked Moose
- November 10 - Vino @ Marriott
- December 8 - Dooley's
- January 13 - Pappageorges
- February 9 - Sontas
- March 8 - Rochester on Tour
- April 12 - Whistle Binkies North
- May 10 - Martinis

Build your network and foster new relationships with current and alumni LGR participants





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