

**CN WINTER SYMPOSIUM 2024**  
January 18-20 | Amelia Island  
A PROGRAM OF THE FLORIDA PUBLIC RELATIONS ASSOCIATION

## Agenda at a Glance

### Thursday, January 18

5:30 – 7:30 p.m. Welcome Reception — Courtyard Amelia Island, Harbor Room

### Friday, January 19

8 – 9 a.m. Breakfast — Courtyard Amelia Island, Lighthouse A

9 – 10 a.m. **Session 1 — Courtyard Amelia Island, Lighthouse B/C**  
**PASS THE FIG JAM: HOW MENTORS CAN INFUSE CREATIVITY INTO THEIR TEAMS**  
Ted Spiker, Professor of Journalism and Department Chair, University of Florida College of Journalism and Communications

10 – 10:15 a.m. Break

10:15 – 11:15 a.m. **Session 2 — Courtyard Amelia Island, Lighthouse B/C**  
**THE INTERSECTION OF AI, DISINFORMATION AND ETHICAL COMMUNICATIONS**  
Mark Stultz, VP, Communications, JEA

11:15 a.m. – 12 p.m. Lunch — Courtyard Amelia Island, Lighthouse A

12 – 2 p.m. **Session 3 — Courtyard Amelia Island, Lighthouse B/C**  
**AI OH MY: AI GUIDELINES WORKSHOP**  
Dan Farkas, Instructor of Strategic Communication, E.W. Scripps School of Journalism at Ohio University

2:30 p.m. **Drive to Fort Clinch — 2601 Atlantic Ave., Fernandina Beach, FL 32034**

3 – 5 p.m. **Guided Tour of Fort Clinch —** Comfortable shoes are recommended.

5 p.m. **Drive to The Crab Trap — 31 N 2nd St., Fernandina Beach, FL 32034**

5:30 p.m. **Group Dinner at the Crab Trap**

### Saturday, January 20

8:30 – 9:30 a.m. Breakfast and CN Business Meeting Courtyard Amelia Island, Lighthouse C

9:30 – 11:30 a.m. **Session 4 — Courtyard Amelia Island, Lighthouse C**  
**COMMUNICATING THROUGH AN ACTIVE ASSAILANT THREAT: BEYOND RUN, HIDE, FIGHT**  
Aaron Marks, MPA, NRP, MEP, Principal Consultant, One Thirty Nine Consulting

11:30 a.m. Adjourn



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# Thursday, January 18

## 5:30 – 7:30 p.m. **Welcome Reception** **Courtyard Amelia Island, Harbor Room**

Join your CN colleagues and LeadershipFPRA Class VIII attendees for a Welcome Reception featuring light appetizers and beverages. One drink is included, with a cash bar to follow.

**Dinner is on your own after the reception.**



# Friday, January 19

## 8 – 9 a.m. **Breakfast — Courtyard Amelia Island, Lighthouse A**

### 9 – 10 a.m. **Session 1 — Courtyard Amelia Island, Lighthouse B/C** **PASS THE FIG JAM: HOW MENTORS CAN INFUSE CREATIVITY INTO THEIR TEAMS**

Ted Spiker, Professor of Journalism and Department Chair, University of Florida College of Journalism and Communications  
Creativity, as we all know, is a fundamental skill for our professions, as we use it to develop new ideas, solve problems and reimagine the world. But how do we nurture that kind of thinking within our teams? Many early-career staffers have grown up in a rubrics-driven world, where rules, metrics and hard skills sit in a very crowded driver's seat (and creative development gets stuffed in the trunk next to a water bottle from 2019). Ted Spiker, the University of Florida Teacher of the Year in 2017, will discuss fostering creativity in early-career team members — to help you elevate your communications plans and facilitate growth.



**Ted Spiker** is a professor and chair of the Department of Journalism at the University of Florida College of Journalism and Communications. He primarily teaches Sports Media & Society and has authored books and articles focused on health and fitness. His work has been published in *The Washington Post*; *TIME.com*; *Esquire.com*; *Outside*; *O, The Oprah Magazine*; *Fortune*; and *Runner's World*. Before coming to UF, he was an articles editor, senior editor, and associate editor of *Men's Health*.

## 10 – 10:15 a.m. – **Break**

### 10:15 – 11:15 a.m. **Session 2 — Courtyard Amelia Island, Lighthouse B/C** **THE INTERSECTION OF AI, DISINFORMATION AND ETHICAL COMMUNICATIONS**

Mark Stultz, VP, Communications, JEA

Mark Stultz, VP of communications at Northeast Florida's not-for-profit community-owned utility, will lead an in-depth discussion on the current issues and pitfalls to avoid in relation to artificial intelligence and its use in PR.



**Mark Stultz** is responsible for leading and directing JEA's communication strategy, brand management and brand reputation. He oversees departments focused on internal and external communications, including employee communication, branding, consumer education, digital media and media relations. Stultz has led strategic policy and communications management for energy companies throughout his career. Prior to joining JEA, he was managing partner for EVC Insights LLC, a policy, communications and public affairs consulting firm specializing in natural gas and electricity. Before that, he held vice president roles for BP, Natural Gas Supply Association and Electric Power Supply Association in Washington, D.C. He started his career as a reporter and anchor for TV stations in Harrisburg, Pennsylvania and Baltimore, Maryland.

11:15 a.m. – 12 p.m. **Lunch – Courtyard Amelia Island, Lighthouse A**

12 – 2 p.m. **Session 3 – Courtyard Amelia Island, Lighthouse B/C**

**AI OH MY: AI GUIDELINES WORKSHOP**

Dan Farkas, Instructor of Strategic Communication, E.W. Scripps School of Journalism at Ohio University

Whether you work for a large corporation or own your own agency, a comprehensive policy for using artificial intelligence technologies is as essential as a crisis communications plan. Dan Farkas will address the three questions any communicator must consider before incorporating AI into their work:

- What can AI do really well?
- Where does AI struggle?
- How do I create an ethically responsible process that keeps me out of trouble?

This workshop will help you create an AI policy for your organization. You will leave with a template to create an ethically responsible AI policy for your business, as well as an understanding of how AI can help you with strategic communication planning and delivery and, perhaps more importantly, how to make sure using AI doesn't get you sued, fired or both.



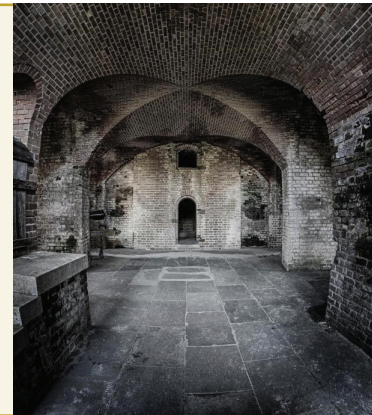
**Dan Farkas** is an instructor of Strategic Communication at the E.W. Scripps School of Journalism at Ohio University. Dan teaches writing, social media, content marketing, video, strategy and campaign classes. He also owns Dan Farkas Interactive, which does all those things along with podcasting and blogging. Dan spent more than a decade working as a reporter in Iowa, Michigan and Tennessee. His work on air and online earned nearly two dozen appearances on CNN, SI.com, TVTalk and other forums. He has also been quoted by the BBC, Mashable, Tech Republic, The Street and Monster.com.

2:30 p.m. **Drive to Fort Clinch – 2601 Atlantic Ave., Fernandina Beach, FL 32034**

Transportation is on your own. Carpooling is highly recommended. Drive time is approximately 15 minutes. Say you are with FPRA at the guard gate.

3 – 5 p.m. **Guided Tour of Fort Clinch**

History, nature and beauty will combine in this guided tour through Fort Clinch, a brick 19th-century fort. We'll learn the strategic importance of Fort Clinch during the Civil War and the life of a Union soldier as we explore the fort's many rooms, galleries and grounds. The tour will last one hour and leave time for exploring on our own before heading to dinner. Comfortable shoes are recommended.

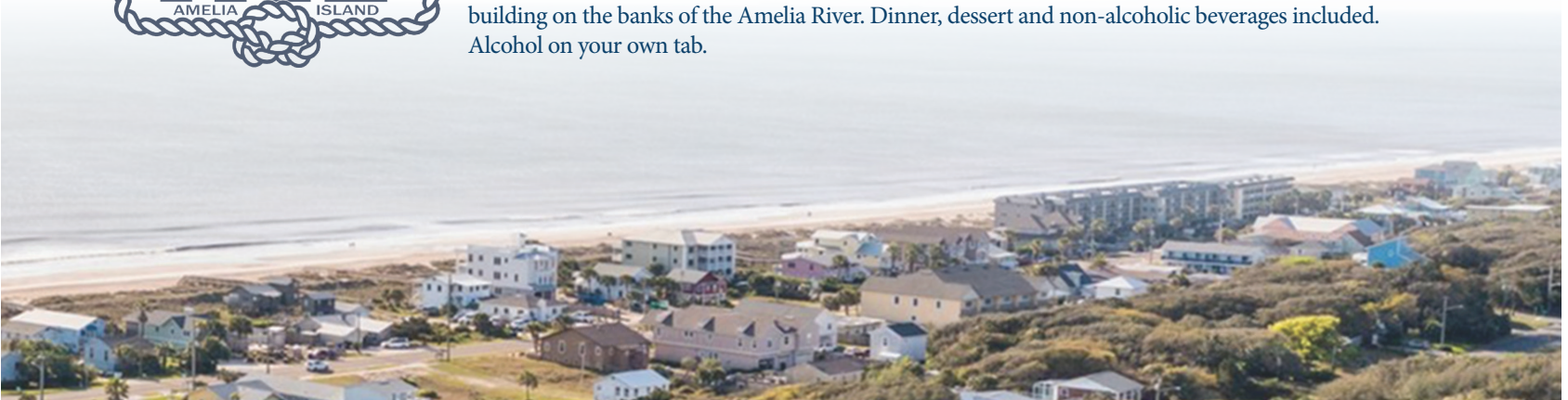


5:00 p.m. **Drive to The Crab Trap – 31 N 2nd St., Fernandina Beach, FL 32034**

Transportation is on your own. Drive time is approximately 17 minutes. Parking is available in public lot across from the restaurant.

5:30 p.m. **Group Dinner at The Crab Trap**

Relax and unwind with your CN and LeadershipFPRA colleagues. Select your choices for a three-course meal from an abbreviated menu at this bustling, wharflike restaurant housed in an 1876 building on the banks of the Amelia River. Dinner, dessert and non-alcoholic beverages included. Alcohol on your own tab.



Saturday, January 20

CN ONLY

8:30 – 9:30 a.m. **Breakfast and CN Business Meeting, Courtyard Amelia Island, Lighthouse C**

9:30 – 11:30 a.m. **Session 4 – Courtyard Amelia Island, Lighthouse C**

**COMMUNICATING THROUGH AN ACTIVE ASSAILANT THREAT: BEYOND RUN, HIDE, FIGHT**

Aaron Marks, MPA, NRP, MEP, Principal Consultant, One Thirty Nine Consulting

This immersive experience focuses on proactive strategies for preventing and managing active assailant incidents and being ready to respond to and communicate appropriately through these events when prevention fails. In a world where 45% of such threats occur in commercial businesses, those charged with communications and reputation management must be ready. Drawing on insights from the Secret Service National Threat Assessment Center (NTAC), the Federal Bureau of Investigation (FBI) and the Cybersecurity and Infrastructure Security Agency (CISA) Active Assailant Security Branch (AASB), this training goes beyond conventional approaches, offering crucial systems and measures to prevent and prepare for targeted violence and determine what internal and external communication is necessary during the crisis.



**Aaron Marks**, principal consultant at One Thirty Nine Consulting, is a globally recognized risk, crisis and consequence management expert. With more than 30 years of experience, he collaborates with government and private sector clients, employing data-driven approaches to enhance readiness and resilience. His consulting career includes impactful work with the U.S. Department of Defense, the Department of State and multiple Agencies within the Department of Homeland Security, where he has acted as a senior subject matter expert and instructor for topics around the threat of targeted violence. This includes developing and supporting the implementation of tools, techniques and procedures focused on insider threat, active assailant and active shooter incidents. He also supports international clients, including the European Union, the European Defence Agency, the North Atlantic Treaty Organization and the United Nations. He is a frequent speaker at the NATO Joint Chemical Biological Radiological and Nuclear Defence Center of Excellence, where he lectures on consequence management and civil-military coordination. A seasoned paramedic, Aaron has served in both career and volunteer departments, specializing in hazardous environment medicine, contributing to critical areas like Tactical Medicine, Hazardous Materials response and Weapons of Mass Destruction medical surveillance and countermeasures.

11:30 a.m. **Adjourn**



LeadershipFPRA is designed to provide FPRA members with the tools they need to strengthen their leadership in their organizations, their communities and within FPRA. This program draws on successful leaders in fields ranging from government to law, ethics and governance, economic development, higher education, corporate finance and more.

Each year, the current LeadershipFPRA class is invited to participate in a portion of the CN Winter Symposium.



Membership in the Counselors' Network is open to any FPRA member in good standing who has earned the Certified Public Relations Counselor (CPRC) credential. Members must be actively engaged in providing counseling service as a principal, officer, partner or employee of a public relations firm, corporation, organization or agency. Visit [FPRA.org](http://FPRA.org) to learn more.



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