Pathways To Your Future

2018 Fall Forum

Dewberry Hall - Johnson Center
Tuesday, October 23, 2018

Use hashtog #COMMFORUM2018 to share your experiences, comments, and photos from the forum.

Purpose

This event is sponsored by George Mason University's Insight Committee of the Department of Communication, a volunteer advisory board of experienced leaders in professional communication. This group annually sponsors an on-campus event to provide students access to and advice from leading professionals.

Schedule

8:30 AM	Registration Opens
8:45 AM	Networking Reception and Refreshments *Sponsored by Northop Grumman Corporation*
9:15 AM	Welcome and Introductions
9:30 - 10:00 AM	Keynote Address: Lindsay Czarniak, Sports Anchor
10:05 AM - 11 AM	"Why COMM" High School Program Johnson Center Gold Room
10:05 AM - 12:30 PM	Mentoring Roundtable Sessions*
12:45 PM	Adjourn

*There will be six rounds of 20-minute mentoring sessions.

Keynote Speaker

Lindsay Czarniak

Sports Anchor

Lindsay Czarniak, sports anchor, has roots here in Northern Virginia. Her career began as an intern at WUSA-TV in Washington, D.C. In 2005, she joined WRC-TV, Washington, DC, as a sports anchor and reporter, where she co-hosted the George Michael Sports Machine. She joined ESPN as a SportsCenter anchor in 2011. She has covered major sporting events such as the 2006 Winter Olympics and the 2008 Summer Olympics. She currently works as a digital content producer for Joe Gibbs Racing, a stock car racing team.

Pathways to Your Future Mentors

Table 1 Internal Communication/Interpersonal Communication

Paige Healey, Manager of Internal Communications, *Northrop Grumman Corporation*

Table 2 Federal Government/Social Media

Lori Lawson-Dischner, Digital Engagement Specialist, *U.S. Department of State*

Table 3 Local Government/State Government

Matt Guilfoyle, Associate Superintendent for Communications and Technology Services, *Prince William County Schools*

Tables 4/5 External Relations/Corporate Communications/Strategic Marketing

Logan Rice, Employee Communications Representative, *Northrop Grumman Corporation*

Cameron Batten, Vice President, US Card Communications, *Capital One*

Table 6 Non-Profit

Lauren Lawson-Zilai, Senior Director of Public Relations, *Goodwill Industries International*

Table 7 Trade Associations

David Greer, VP Communications, *National Association of Realtors*

Table 8 Political Communications

Jeff Sadosky, Partner, *Forbes Tate Partners*

Pathways to Your Future Mentors

Tables 9/10 Media Relations

Andy Cuneo, Senior Manager, Corporate Communications, *Polycom*

Karlene Koh, News Bureau Lead, *Northrop Grumman Corporation*

Table 11 Media Production

Laura Neal, Post Production Manager, *Smithsonian Channel*

Tables 12/13 Journalism

Angie Goff, Broadcast Journalist, *NBC4*

Bill Lord, formerly News Director at *WUSA-TV*

Table 14/15 Public Relations

Julie Murphy, Partner and Vice President, *Sage Communications*

Rebecca Ballard, Managing Director, Head of Communication & Culture, *Hill+Knowlton Strategies*

Table 16 Human Resources

Amy Derrickson, HR Manager, *Hill+Knowlton Strategies*

Table 17 Advertising/Marketing

Suann Lee, Sr. Account Manager, *WTOP News, FederalNewsRadio.com*

Table 18 Sports

Tony Wyllie, Senior Vice President, Communications, *The Washington Redskins*

Mentor-in-Reserve

Clay McConnell, Head of Communications at *Airbus Group, Inc.*, and Vice President of *Airbus Americas, Inc.*

Rebecca Ballard

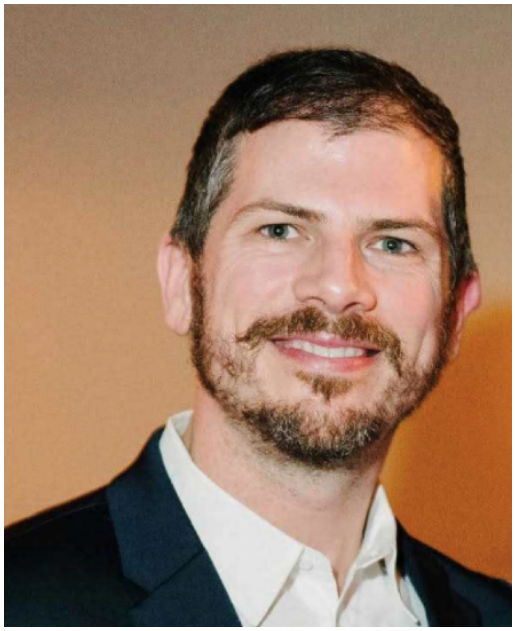
Managing Director, Head of Communication and Culture, Hill+Knowlton Strategies

Rebecca Ballard is managing director, head of communication and culture, at Hill+Knowlton Strategies, a global strategic communications consultancy. She leads the function responsible for communication, marketing, employee engagement, and key people and cultural initiatives in the U.S. Rebecca also serves as executive director of the firm's women's network, HER (Helping Executives Rise), which she founded in 2015. Previously, Rebecca was a communications counselor for H+K and Public Strategies clients across a broad spectrum of industry sectors, including automotive, retail, manufacturing, health care, energy, and financial and professional services. Rebecca currently serves as co-chair of the PR Council's shadow board of directors of next-generation industry leaders, PRC Next.

Cameron Batten

Vice President, US Card Communications, Capital One

Cameron Batten is vice president for US Card Communications at Capital One, a bank holding company specializing in credit cards, auto loans, banking and savings products headquartered in McLean. Capital One is one of the largest banks in the United States. Batten is responsible for developing and implementing strategic communications to drive change and accelerate the company's vision, strategy, and goals across the domestic credit card business, the company's largest line of business. He has held previous senior positions with Johnson & Johnson and American Express.



Andy Cuneo

Senior Manager of Corporate Communications, Polycom

Andy Cuneo is senior manager of corporate communications at Polycom, an American multinational corporation that develops video, voice and content collaboration and communication technology. A graduate of Northeastern University, Cuneo is skilled in communications planning, press release writing, crisis communications, and media relations.

Amy Derrickson

U.S. Benefits HR Manager, Hill+Knowlton Strategies

Amy Derrickson is the benefits manager for all of Hill+Knowlton Strategies' U.S. offices. She also manages the firm's day-to-day HR management function in H+K's Washington, D.C., and Florida offices. Prior to assuming this role in August 2015, Derrickson served as the benefits and human resources manager for a community management association that supports over 60,000 members. She has worked in financial services, engineering, non-profit and public relations industries. Derrickson received her bachelor's in health science from George Mason University and a master's in human resource management from Marymount University.

Lori Lawson-Dischner

Digital Engagement Specialist, U.S. Department of State

Lori Lawson-Dischner is a digital engagement specialist with the U.S. Department of State Bureau of Consular Affairs. She specializes in crisis communication, informational social media campaigns, and social media analytics. During a large international crisis, her messages reach millions of social media users worldwide. She uses her skills to advise U.S. Embassies and Consulates on how to effectively engage with the public online, provide support to other government agencies in the wake of a crisis, and manage the Bureau's Facebook and Twitter with a combined following of 957,000 people.

Lauren Lawson-Zilai

Senior Director of Public Relations, Goodwill Industries International

Lauren Lawson-Zilai is the senior director of public relations at Goodwill Industries International and vice president of the Public Relations Society of America, National Capital Chapter. She also serves on the Advisory Council for Washington Women in Public Relations. She has overseen and managed a range of strategic communications initiatives focused on new movements in social innovation. Lauren enjoys collaborating with Goodwill's 161 community-based organizations by helping people "reach their full potential through learning and the power of work." A distinguished contributor to the PR field, she is grateful for the opportunity to use her communications expertise to support an organization that serves as voice for people with disabilities and disadvantages.

Angie Goff

Broadcast Journalist, NBC 4

A George Mason alumna, Angie Goff has been reporting the news in DC for almost a decade. She is also a TODAY Show contributor and writes about family matters for Northern Virginia Magazine. As an anchor at NBC4 Washington, DC, she loves engaging her audience on and off the air. Tens of thousands join her every week for her Facebook LIVE sessions. Angie enjoys sharing interesting stories and events around town on her blog “Oh My Goff.” When she is not working or taking part in community events, Goff is likely to be found planning the next little adventure with her kids Adora and Bob.

David Greer

Vice President of Media and Consumer Communications, National Association of Realtors

David Greer is vice president of media and consumer communications at the National Association of Realtors, the nation’s largest professional trade association with 1.3 million members. In this position, he leads 20 of the most talented communications professionals on NAR's media communications, social media, executive communications and member engagement teams. He provides strategic creative direction for the association's $40 million annual national advertising campaign, which most recently launched the Get Realtor campaign.

Matt Guilfoyle

Associate Superintendent for Communications and Technology Services, Prince William County Schools

Matt Guilfoyle is the associate superintendent for communications and technology services for Prince William County Schools (PWCS). He was appointed to the position in September 2018. In this role, he is responsible for the strategic leadership and oversight of PWCS communications services, information technology services, SPARK Educational Foundation, and government relations. Previously he served as Fairfax County Public Schools (FCPS) Executive Director for Communication and Community Relations. Before FCPS, Guilfoyle also held roles with the Architect of the Capitol, the U.S. House of Representatives, Ketchum Public Relations, American Management Systems, and Computer Sciences Corporation.

Paige Healey

Manager of Internal Communications, Northrop Grumman Corporation

Paige Healey is manager of internal communications at Northrop Grumman Corporation, a global security company providing innovative systems, products and solutions in autonomous systems, cyber, C4ISR, space, strike, and logistics and modernization to customers worldwide. Through her career in communications, Healey has contributed to brand creation and company marketing initiatives. Her work focuses on employee communications, change management, and internal organizational communication strategies.

Karlene Koh

News Bureau Lead, Northrop Grumman Corporation

Karlene Koh is the news bureau lead in Northrop Grumman's corporate office where she manages the company's newsroom, works closely with media relations professionals, and helps guide the company's media measurement practices. She has a bachelor's degree in communication with a concentration in public relations and a minor in business from George Mason University. At Mason, she was vice president of Mason's chapter of the Public Relations Student Society of America, and she served as community service director of the Filipino Cultural Association.

Suann Lee

Marketing and Sales Specialist, WTOP News

Suann Lee is the new business, marketing, and sales specialist for WTOP News, Federal News Radio, and 2060 Digital in Washington, D.C. For the past 17+ years, she has worked in sales, marketing, advertising and media solutions. At WTOP, she specializes in strategic on-air messaging, online media placement and production of all elements including script writing and web design. She has also worked as an account executive for CBS Radio and Comcast Spotlight.

Bill Lord

Former News Director WUSA-TV, Washington, DC

Bill Lord retired in 2017, after more than 45 years in the news industry. At the time of his retirement, he was the news director at the CBS affiliate, WUSA in Washington, DC. Previously, he served as the general manager at WJLA, the ABC television affiliate in the nation's capital. His track record in news allowed him to work as a news director in other major cities including Los Angeles, Nashville and Seattle and for all three major networks. Follow Lord on Twitter @blordnews.

Clay McConnell

Head of Communications at Airbus Group, Inc., and Vice President of Airbus Americas, Inc.

Clay McConnell is head of communications at Airbus Group, Inc., and vice president of Airbus Americas, Inc. He previously worked as director of corporate communications for Delta Air Lines. Airbus is a commercial aircraft manufacturer and the largest aeronautics and space company in Europe. McConnell received his bachelor's degree in music and European history at Furman University.

Julie Murphy

Partner & Senior Vice President, Sage Communications

Julie Murphy is partner & senior vice president at Sage Communications where she leads the Public Relations and Social Media disciplines. She brings particular strength in helping enterprise technology organizations improve their acceptance in the public sector, including Amazon Web Services, Splunk, Dell, Lookout, and many more. Julie is a regular convener of industry conversation within cybersecurity, cloud computing, network management, artificial intelligence, and big data. She sits on the March of Dimes board, and speaks regularly at conferences and academic gatherings. Her professional expertise includes high-impact campaigns, analyst relations, and crisis communication. She gained her public communications degree from Syracuse University in 2000.

Laura Neal

Post Production Manager, Smithsonian Channel

Laura Neal is post production manager for the Smithsonian Channel. She produces reels for film festivals, sales distributions with Showtime and CBS, and manages all aspects of post-production. A native of Washington, D.C., and a graduate of the Corcoran College of Art and Design, she has years of experience in network television production including “Undercover Boss,” “Hell’s Kitchen,” and “Biggest Loser.” Using her skills in graphic design, digital media, and photography, she has worked for NBC, CBS, Discovery Channel, and 20th Century Fox.

Logan Rice

Employee Communications Representative, Northrop Grumman Corporation

Logan Rice earned his undergraduate degree in communication from George Mason University and is currently at Northrop Grumman Corporation serving as an employee communications representative. Rice is now a graduate student at Georgetown University where he is studying public relations and corporate communication. He previously served as the News Bureau Lead for Northrop Grumman where he led a team of media relations professionals and the organization's media measurement practices. Rice stands by his George Mason education and says that he prides himself "in being an ambitious, strategy-driven communicator who specializes in writing, media relations and measurement, and social media."

Jeff Sadosky

Partner, Forbes Tate Partners

Jeff Sadosky is a partner at Forbes Tate Partners, a government affairs firm. For nearly 15 years, he has worked with Capitol Hill on political communications, presidential and gubernatorial campaigns, and as a consultant to political action committees, companies and advocacy organizations. He has advised Republican senators, governors, and presidential candidates, including Rob Portman, John McCain, and Jeb Bush. At Forbes Tate Partners, he leads the firm's strategic communication practice while also representing clients in the U.S Senate.

Tony Wyllie

Senior Vice President, Washington Redskins

Tony Wyllie is a sports executive with 24 years of experience in branding, promotion, sales, marketing, public relations, and communications. He received his Masters of Business Administration (MBA) from Rice University's Jones Graduate School of Management. Wyllie has managed the Super Bowl XXXVIII in Houston-1995, the 1996 NFC Championship games, and the 1999 Pro Bowl in Hawaii. He also introduced and implemented strategies to produce market penetration of new team brands in St. Louis, Tennessee and Houston.

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Special Thanks

The Department of Communication would like to extend special thanks to Kate Sweeney and Christina Wenks for helping to make this year's Forum a success.

Additionally, we thank the Mason Chapter of the Public Relations Student Society of America and the Mason Communication Ambassadors.

We also thank Mason's Contemporary Public Relations and Social Media students for original content, posts and management of a social media campaign supporting the forum, as well as the PR Practicum students for creating and managing the "Why COMM?" student-to-student mentoring event for our high school guests.

This program was developed and designed by students in Mason's Advanced Principles of Public Relations classes, instructed by Katherine Rowan and Julia Hathaway.

Finally, we especially thank Megan Edmondson for her patience with our numerous requests and her hard work to ensure the Forum's success.