

**40<sup>th</sup> Anniversary  
The Raymond Simon Chapter  
of the  
Public Relations Student Society of America**

Beginning Friday, September 28 and continuing through breakfast on Sunday, September 30, Utica College's Public Relations and Journalism alumni, faculty, and current students will celebrate with an array of activities.

**FRIDAY, SEPTEMBER 28, 2007**

**Professional Development Conference Day: "The New Era in Public Relations and Journalism"**

- *Conference cost of \$30 includes registration, continental breakfast, lunch, and an afternoon snack.*
- *Registration deadline is September 17, 2007.*
- *First 50 paid registrants for the professional development conference will receive a PRSSA Anniversary commemorative gift.*

- 8:30 a.m. - 9:30 a.m.** Registration (w/coffee & tea) in the Bell Hall foyer (ground floor)
- 9:30 a.m.** Welcome: Bell Hall Board Conference Room (ground floor)
- 9:45 a.m.** Keynote Address: "The Social Media Revolution," by alumnus Gary F. Grates '81, President & Global Managing Director, Edelman Change and Employee Engagement
- 10:15 a.m.** Break
- 10:30 a.m. - Noon** Panel discussions with various UC Alumni: Susan Craig '93, Renee Gamela '04, Dorree Gurdak '92 & Richard Puff '81
- 12:30 p.m. - 1:30 p.m.** Lunch
- 1:45 p.m. - 3:00 p.m.** "Alumni College" Back to Classroom with Professor Kim Landon '75 (in 106 Hubbard) and former UC Professor Joe Zappala (in Willard Conference Room, DePerno)
- 3:15 p.m. - 3:45 p.m.** Dedication ceremony for the Raymond Simon Media Convergence Center, the Faculty Center
- 4:00 p.m. - 5:00 p.m.** Dessert reception in DePerno Hall, Willard Conference Room
- 4:00 p.m. - 9:00 p.m.** Registration for the rest of Homecoming Weekend in Strebel
- 7:00 p.m.** Brewery/Casino events (see Homecoming schedule and register at: [www.utica.edu/homecoming](http://www.utica.edu/homecoming) for remainder of events)

**SATURDAY, SEPTEMBER 29, 2007**

**Other recommended PRSSA activities include:**

*(Register for these at the UC Homecoming Web site: [www.utica.edu/homecoming](http://www.utica.edu/homecoming))*

- 9:00 a.m. - 10:00 a.m.** PRSSA Officers' Breakfast for past members of the Chapter's Executive Board
- 10:30 a.m. - Noon** Pre-game Tailgate Party and BBQ Tailgate party (connect with one another at the PRSSA table under the tent)
- 12:30 p.m.** UC Football vs. Springfield College

**SUNDAY, SEPTEMBER 30, 2007**

*(Register early for the Alumni Awards Breakfast at: [www.utica.edu/homecoming](http://www.utica.edu/homecoming). Last year's event sold out a week in advance)*

**9:30 a.m.**

Alumni Awards Breakfast where John H. Costello III '66, Professor Kim Landon '75, Salina (Goggins) LeBris '80, and Michael B. Levine '61 will receive alumni awards

*MCK 9/4/07*