

Women Executives in Public Relations

Reply to:

WEPR

April 21, 1983

Dear Members and Guests,

Welcome to the Creativity in Communications seminar.

Throughout this meeting, each of us will explore the basics of inventive thought and problem-solving strategies.

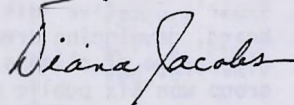
The seminar consists of two segments, a workshop and a panel discussion. The workshop is participatory: it involves you, your intellect, your feelings--and your pencil. Jean Farinelli, our member and senior vice president of Tracey-Locke/BBDO, will guide us through a series of creativity exercises.

We will break at 5:15 p.m. Cocktails will be served across the hall at 5:30; dinner at 6 p.m.

The panel begins immediately after dinner, at 7 p.m. Its members, who represent the agency, the corporation and the media, will focus on inspiring creativity among staff and within groups. Houda Samaha, senior associate, Synectics, Inc., a Cambridge-based research and consulting firm, will moderate.

Materials for both sessions are in your folder.

Sincerely,

A handwritten signature in cursive script that reads "Diana Jacobs".

Seminar Coordinator

WORKSHOP LEADER

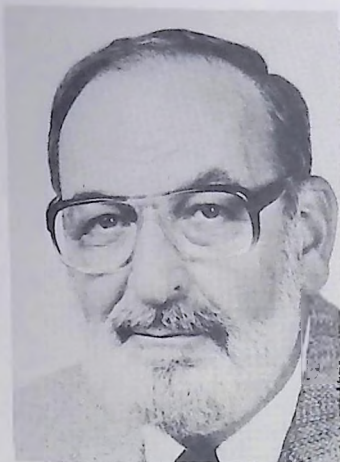


JEAN FARINELLI

Jean Farinelli, senior vice president, Tracey-Locke/BBDO, Dallas, will lead the creativity seminar workshop.

Farinelli, who is a WE/PR member, joined her present firm in 1982. She was previously senior vice president of Carl Byoir & Associates, where she was responsible for an account group that produced annual revenues of nearly \$1 million. In addition, she directed Byoir's Creative Task Force and Plans Board, developing creative work for a wide range of clients. Her account group won six public relations awards, including two Silver Anvils.

CREATIVITY SEMINAR PANELISTS



ROBERT (SHAD) NORTHSHIELD

Robert (Shad) Northshield is Senior Executive Producer of "CBS NEWS SUNDAY MORNING" (9:00-10:30 AM, ET) which has earned the 1981 Alfred I. duPont-Columbia University Award, a 1979 George Foster Peabody Award, a 1980 Ohio State Award, and Odyssey Institute Third Annual Media Award, and received citations from Overseas Press Club of America and Alfred I. duPont-Columbia University Jurors.

Northshield joined CBS News as a producer of CBS News documentaries from CBS Sports, where he had been an executive producer. From 1960 until 1977, he produced the "Today" program, more than 75 instant specials and 25 documentaries at NBC News.

Prior to CBS, he was a reporter, picture editor and columnist for the Chicago Sun-Times.



MARTHA MOORE SYKES

Martha Moore Sykes is Senior Vice President/Management Supervisor, Ogilvy & Mather Public Relations. Before joining O&M, she was executive vice president of Boone and Company, heading the firm's consumer products division. Prior to that, she was executive vice president and partner of McDavid/Sykes Associates.

Ms. Sykes has been responsible for a wide range of consumer accounts from automotive and household products to beauty, fashion, food and beverage accounts as well as performing arts organizations and festivals.

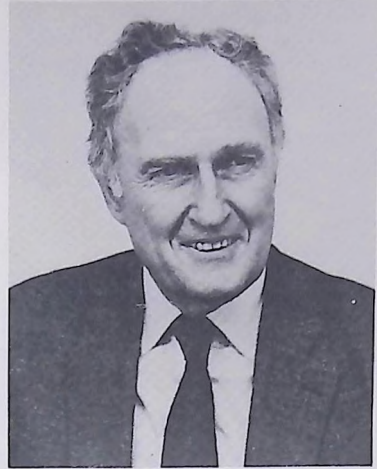
She serves on the Board of Directors of Women Executives in Public Relations and the New York City Opera. On April 16, 1977 her hometown of Birmingham, (AL) honored her with a Mayoral proclamation of Martha Moore Sykes Day.



JANE UETZ

Jane Uetz has been director of the Consumer & Culinary Center of Dudley-Anderson-Yutzy for the past five years. She also supervises the Foodservice Department and is responsible for the creative direction of all recipe development, food photography and new product development in the agency.

Prior to joining D-A-Y, she was associate food editor for American Home Magazine. She is a member of the American Home Economics Association and has served on the national board for the Home Economists in Business, and is a member of the Executive Board for New York City HEIB group.



HARRY LEVINE

Harry Levine, Vice President-Corporate Communications of Bristol-Myers Company began his career as a reporter with The Pittsburgh Post-Gazette; he was a copy editor for The Wall Street Journal and after that a writer for a number of publications including Parade, The New York Times Magazine and others.

Mr. Levine was account executive for Ruder & Finn, Inc. from 1954 until 1957. He left in 1957 to join the firm of Fred Rosen, Inc., as account executive and he rejoined Ruder & Finn in 1958 as a Senior Vice President. Mr. Levine joined Bristol-Myers in June, 1974 as Director of Corporate Communications. He was named Vice President in April, 1975.



HOUDA E. SAMAHA

Houda Samaha is a Senior Associate at Synectics, Inc., an international consulting firm located in Cambridge, Mass. where she holds Bachelor's and Master's degrees from Boston University in Psychology.

Synectics, Inc. was started in 1960 to research the causes of creative successes and failures. The skills, strategies and procedures that make up the Synectics-brand body of knowledge are designed to generate more innovative ideas for problems and opportunities and to develop these into implementable and feasible action plans.