

## In the Spotlight: Spokesperson Training

In this two-hour session you will hear case studies that tested the mettle of communications professionals that come from these industries: Consumer, Technology, Government and Public Policy, Healthcare, Education, Automotive, Financial, Media, Sports.

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- Robin Carr, Kaiser Permanente, Gap, EA, Nike, SF Giants
- David Vossbrink, Mineta San José International Airport, former Press Secretary for San José Mayor Ron Gonzales
- Sam Singer, SF Zoo, 49ers, Chevron, Levi Strauss
- Susan Siravo, Santa Clara Valley Water District

### SPEAKER AND PANELIST BIOS



**Robin Carr**  
**Director, National Public Relations, Kaiser Permanente**

Robin Carr joined Kaiser Permanente in June, 2008, as Director of National Public Relations. She is a member of the brand strategy and communications leadership team, with a focus on social media, consumer press (broadcast, print and online) and a variety of branding PR for Kaiser Permanente including strategic partnerships and speakers bureau.

She comes to Kaiser from Gap Inc., where she worked for three years as media relations director, responsible for brand awareness and media relations strategies for Banana Republic, Old Navy, The Gap and the online businesses. Most notably, she managed launched strategies for Gap (PRODUCT) RED™ – the limited collection of clothing and accessories for men and women designed to help eliminate AIDS in Africa.

Prior to Gap Inc., Carr worked at Ubisoft, a Paris, France-based interactive entertainment company, where she was director of public relations; and at Electronic Arts, where she was public relations director for the EA SPORTS brand (strategies for interactive entertainment and video games such as *Madden Football*, *Tiger Woods Golf*, *NBA Live*, *NHL*, *NASCAR*, among others).

Before joining EA SPORTS, Carr was senior public relations manager at Nike, Inc. (1994-1998), supervising product and sports marketing publicity for golf (including the launch of the Tiger Woods footwear and apparel line), tennis, cross training (running, baseball and football), soccer, women's sports and fitness, and P.L.A.Y. (Participate in the Lives of America's Youth), Nike's national sports and fitness initiative for kids. In addition, she directed communication with national and global media for footwear and apparel launches, NIKETOWN openings, athlete brand marketing and the 1996 Olympic Games in Atlanta.

Carr began her public relations career at the San Francisco Giants in 1985, working as an assistant in the public relations department. She was promoted to Assistant Media Relations Director in 1988, compiling team notes and statistics and becoming one of the first women to travel with a Major League sports team as an official team media representative.

In 1990, Carr was named director of communications, serving as media liaison for Giants' community services, business affairs, marketing and other non-baseball operations. Some of the projects Carr orchestrated included the Giants' uniform unveiling (featuring guest model Christy Turlington), the team's participation in "Take Our Daughters to Work Day," media relations during the earthquake-interrupted World Series in 1989 and the publicity surrounding "Until There's A Cure Day."

Carr is a graduate of San Jose State University (B.A. Public Relations) and a Bay Area native (born in San Mateo, CA). Her father, the late Howard Carr, covered tennis and other sports for 25 years at the *San Francisco Chronicle*.

Robin and her husband, Los Angeles Times sports columnist Thomas Bonk, reside in the North Beach area of in San Francisco.

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**Sam Singer**  
**President, Singer Associates**

Sam Singer has been dubbed “The Fixer” by the San Jose Mercury News, a “Top Gun for Hire” by the San Francisco Chronicle, and one of the most powerful people in California by 7X7 Magazine for his ability to turn the news around when things look dire for his clients. Most recently, his agency helped the San Francisco Zoo tell its story to the world, represented the Bar Pilots Association after the Cosco Busan hit the Bridge, and provided counsel to the legal team representing the estate of actor John Ritter.

Singer is president of Singer Associates public affairs and public relations agency in San Francisco and Los Angeles. His 24 person agency has more than 20 years experience working with corporations, governments and trade associations in developing their public affairs, public relations, corporate communications and crisis strategies.

One of the nation’s leading corporate reputation and communications strategists, Singer is a former journalist and political campaign manager.

Singer is nationally known for handling some of most significant public affairs and crisis communications issues of the day. His agency’s clients include Fortune 500 companies and other well-regarded corporations, including Chevron, Lennar, Stanford University, Viz Media, Levi Strauss & Co., The Gap, Ford Motor Co., the State of Nevada, AIMCO, Pabst Blue Ribbon Beer, the Anschutz Investment Corp., The San Francisco Examiner, Bay Area Rapid Transit District, Transbay Joint Powers Authority, Norcal Waste Systems and other prominent corporations, non-profits, political issues and candidates.

He has led some of the nation’s top corporate communications programs. In 2008, he spearheaded the successful “Yes on Proposition G” initiative in San Francisco that will result in the construction of 10,000 new homes and a possible new stadium for the San Francisco 49ers. Previously, he handled the largest sex scandal in San Francisco history, involving Mayor Gavin Newsom, his campaign manager and his campaign manager’s wife. His work helped avoid legal issues for all three individuals.

Additionally, he has worked on the communications team on some of the largest real estate and transportation development projects in California, including the re-development of Hunters Point Naval Shipyard; Mare Island Naval Shipyard; the \$2.4 billion redevelopment of San Francisco's Transbay Terminal; BART to the Airport; California High Speed Rail, and the redevelopment of the former military bases in southern California.

In 1997, he led the corporate reputation agency handling Levi Strauss & Company’s largest layoffs and plant closures in its history. PR News, a trade industry weekly, praised the effort as the “best handled crisis of the year.”

In 1995, Mr. Singer received the Bronze Anvil, the highest national award for public relations projects granted by the Public Relations Society of America (PRSA), New York, for his work for the State of Nevada in opposing a nuclear waste repository near Las Vegas. His work in creating a series of print advertisements on the issue of homelessness in San Francisco was selected for permanent display in the U.S. Library of Congress.

Prior to forming the agency, Mr. Singer was Communications Director and Press Secretary to Nevada Governor Richard Bryan in his successful 1988 bid for the U.S. Senate. He was credited by a national political journal with rejuvenating the campaign and was called “a master spin doctor” by the Las Vegas Review-Journal after Bryan’s victory.

He served as State Campaign Manager of Los Angeles District Attorney Ira Reiner’s campaign for State Attorney General in 1990. Mr. Singer served as campaign manager for Miriam Shearing, the first woman to be elected to the Nevada Supreme Court in 1992.

His previous agency experience includes positions at three of California's leading public relations and advertising agencies. Mr. Singer was a Senior Account Executive at The PBN Co. and News Manager at Solem/Loeb & Associates. Immediately prior to re-forming Singer Associates, he was President and Western Region Director of GCI, a division of Grey Advertising, New York.

Mr. Singer began his career as a newspaper reporter for the Richmond Independent and Berkeley Daily Gazette. Later, he became a Washington-based television and radio correspondent with CBS News. He also served as editor of the Berkeley Daily Gazette and managing editor of the Berkeley Voice.

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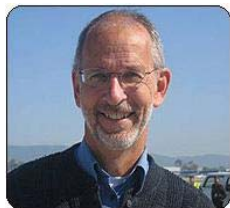
**Susan Siravo**  
**Public Relations & Communications Manager, Santa Clara Valley Water District**

Ms. Susan Siravo has been working as the public relations and communications manager for the Santa Clara Valley Water District since April 2007. As manager, Susan is responsible for media relations, marketing, brand management, and the external web.

Susan is a communications professional with more than 16 years of work experience in media and public relations.

Prior to joining the water district, Susan was a news reporter for KNTV Channel 11 News, an NBC affiliate. Her experience includes reporting and producing news in Bakersfield and Las Vegas. She holds a marketing degree from California State University in Sacramento and has also worked as a media and marketing buyer.

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**David Vossbrink**  
**Communications Director, Mineta San Jose Airport**

David Vossbrink is Communications Director for Mineta San José International Airport, where he manages public information, media relations, and communications planning. Before joining the Airport, he served as communications director and press secretary for San José Mayor Ron Gonzales for nearly eight years.

David has been a spokesman for local governments in the Bay Area for more than three decades, including East Bay Municipal Utility District in Oakland and the City of Sunnyvale. A graduate of Stanford University, he began his career in public service as a community organizer with VISTA in South Florida working to improve living conditions for residents in poverty neighborhoods and "doing PR for poor people."

He currently serves as treasurer and accreditation co-chair for PRSA Silicon Valley. He is a life member of the California Association of Public Information Officials, and in 2002 he received the Paul B. Clark Award from CAPIO in recognition of his career contributions to the public communications profession.

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