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Programs & Events

August 11

[Last chance to catch Ann Wylie in the Northwest](#)

Popular presenter Ann Wylie will give a half-day Web writing seminar on August 11 at the Museum of Glass in Tacoma. This is your last chance to catch her in the Northwest at absolutely rock-bottom prices. Our Web audiences are more task-oriented and less forgiving than ever before. Let Wylie show you how to cut the marketing

fluff and get to the point. Hurry, registration is filling up. Entrance to the museum, refreshments and discounted parking are included. You won't want to miss this event.

When: August 11, 2010, 9 a.m. to Noon

Where: **Museum of Glass**

Cost: \$95 Members; \$145 Non Members; \$75 Students

Registration: **Register online** or by calling 206-623-8632

Registration closes 5 p.m. Aug. 9. \$10 more to register at the door.

Included: Continental breakfast, snacks & beverages; Entrance to the Museum; Discounted parking



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August 24

Cold Pavement @ Cyclops

An exercise in meeting and talking with people you may or may not know in the communications field. Networking with fellow professionals shouldn't be difficult or expensive. All we ask is you pay your own tab.



When: August 24, 6-8 p.m.

Where: **Cyclops** - 2421 First Ave. Seattle

Cost: Pay for your own food & drink

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September 9

South Sound: Fall kick-off program

Save the date and join the South Sound Group for its fall kickoff of a new program year with timely topics, engaging speakers and networking opportunities. Look for details about the Sept. 9 program and a yearlong list of topics in the next issue of Newsflash.

When: September 9, 8 a.m.

Where: Metro Parks Tacoma headquarters, 4702 S. 19th St., Tacoma

Cost: \$5 PRSA members; \$8 nonmembers (refreshments included)

Contact: **Jennifer Aalgaard**, 253.697.2029 or **Karrie Spitzer, APR**, 253.591.5790

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October 20 Annual Meeting

Amanda Knox, airline crashes & more: Dave Marriott on crisis management

Join communications veteran Dave Marriott to learn how he's advised high-profile clients during their most critical moments in the international spotlight. He'll focus specifically on the Italian murder trial of former Seattleite Amanda Knox and her impending fall appeal. Marriott, a recognized expert in crisis communications, is a 35-year PR professional, former Emmy-winning TV news reporter for KIRO-TV and past press secretary for former Seattle Mayor Wes Uhlman. It's a program you won't want to miss!



When: October 20 – 7:30 to 9 a.m.

Where: Harborside Restaurant on Lake Union

Cost: \$30 members; \$45 non-members

Registration: **Register online** or by calling 206-623-8632

Registration closes 5 p.m. October 18. \$10 more to register at the door.

Contact: **Neil Neroutsos, APR**, 425-783-8444

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News

Members get a crush on wine

More than 40 members and guests got a flavor of the ins-and-outs of wine marketing and label design during a recent PRSA July summer social. Special thanks to Edelman for hosting the event. Look for other special networking opportunities in the coming months!



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Know someone doing outstanding work? Nominate them for a PRSA professional award

Each year PRSA Puget Sound recognizes the many professional achievements of individual PR professionals in the Puget Sound area with the following awards:

- **Jay Rockey Lifetime Achievement Award**
- **PR Professional of the Year**
- **President's Award for Volunteerism**
- **Outstanding New Member of the Year**
- **Hugh Smith Community Service Award**

Nominations (forms available online) are due September, 20, 2010. Non-PRSA members are eligible for some awards as well (Professional of the Year and Hugh Smith Community Service Award).

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Join the Discussion!

APR and National PRSA Leadership

Should APR accreditation be required for national officers and national board members of the Public Relations Society of America? Visit the Puget Sound Chapter [blog](#) and add your perspective to the conversation. On the local front, for questions about your own accreditation, contact Rich Murphy, PhD, APR, Accreditation Chair, at rich@rjmurphy.net. Or call 206-769-0831.



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Volunteering an ideal way to get involved

Our volunteers are the lifeblood of our chapter. PRSA Puget Sound is one of the busiest chapters in the country with a whopping 19 committees (professional development volunteers pictured at right). Chances are if you have an interest in PR, we're already there. If you're interested in special events, **the chapter is now recruiting members for its Totems Awards Committee**. Want to join the fun? Contact Volunteer Coordinator **Linda Farmer, APR**, 253-835-2411 or visit our newly updated [web page](#) which lists committees and contact information.



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Ethics

Will your contribution to PR be washed away by the tide?

By Linda Farmer, APR

Hey! We've reached the end of the PRSA ethics code. Now, that wasn't so bad, was it? We're on provision six of six, enhancing the profession.

The intent of the provision is to build respect and credibility with the public for the profession of public relations, and to improve, adapt and expand professional practices.

This means you don't become a PR practitioner and sit on your hands. You actually have to contribute to society. I know, I know. If your to-do list looks anything like mine, it's hard to think beyond the most pressing concerns of the day. However, as this provision states, PRSA members have an obligation to better themselves, the organization and the profession itself.



While the other five Ethics Code provisions tilt toward the practical, I find this one rather inspiring. Being a member of PRSA means wearing that badge proudly. It means figuring out what you can do in your own corner of the world to both protect the integrity of the profession and push it to expand beyond its boundaries.

If every member did just one or two things a year to enhance the profession, just think of the impact we could have. What will your contribution look like?

Read the whole code over again, you know you want to: www.prsa.org/ethics.

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Membership

PRSA membership promotion: August

Great News! Through the end of August, **PRSA is waiving the \$65 Initiation Fee for new members and the \$35 Reinstatement Fee** for dropped members. Why join and remain a PRSA member?

Stay on top of emerging trends and industry news:

- Award-winning publications
- News monitoring service
- Database featuring case studies, articles, blogs and podcasts
- Free and discounted events and programs

Enhance your membership when you join our Puget Sound Chapter:

- Expand your circle of colleagues and contacts in our local public relations community
- Attend local seminars, meetings, luncheons, receptions and programs
- Learn about local business development and job opportunities
- Earn recognition through industry awards

Join today at www.prsa.org/membership. Use promotion code CHI2010.

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New & renewing members as of July 22

New members:

- Jason Beard, Seattle University
- Aarti Bhargava
- Amy Susan Cziske, Yakima Valley Credit Union
- Justin Dyke
- Bonnie Jo Middleton, Presbyterian Retirement Communities Northwest
- Janet Nichols O'Neil, ETS-Lindgren
- Linda Robson, King County Council D8
- Michael Rubbinaccio, Seattle Bank
- Jennifer A. Tice, Russell Investments
- Barbara J. Turney, Sound Physicians

Renewing members:

- Heather Ann Bryant, Seattle Convention & Visitors Bureau
- Nancy A. Carpenter, State Farm Insurance Companies
- Jacque Coe, APR, Washington Lottery
- Debra Graham Coyne, The Boeing Company
- Linda Farmer, APR, City of Federal Way
- Michael G. Foley, APR, Group Health Cooperative
- Patricia-Aileen Cook Graesser, APR, United States Department of the Army
- Simon Green, Laird Norton Tyee
- Marion A. Haithcox, APR
- Karina A. Jennings, APR, Providence Health & Services
- Ellen B. Langley, FLT Consulting, Inc.
- Susan Martensen, Guaranteed Education Tuition Program
- Colleen M. Moffitt, Communique PR
- Neil S. Neroutsos, APR, Snohomish County Public Utility District
- Rhonda R. Rosenberg, King County Housing Authority
- Mary Grace Roske, APR, The Seattle Foundation
- Kathryn A. Sugiyama, City of Seattle
- Claire E. Acey, Northwest Harvest
- Matthew T. Fast, APR
- Todd E. Kelley, Kelley Strategies
- Alicia Lawler, City of Tacoma
- Linda A. Mullen, EnviroIssues

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Stay Connected

Join our online communities

Don't forget you can find us on Facebook, Twitter and the Chapter Blog. Check out our PRSA Puget Sound Facebook group page brimming with program info, event dates, discussion threads, wall posts and more. But, that's not all! We are now on Twitter too! Follow us on Twitter @PRSApugetSound for great updates on programs, events and more. And, last but not least, hit up our blogspot at prsapugetsound.wordpress.com for recaps on events, PRSA news and more.

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Get LinkedIn to PRSA Puget Sound

Network. Network. Network. Expand your LinkedIn network by adding Puget Sound PRSA to your LinkedIn Profile. Connect with fellow PRSA members and participate in related discussions. To add the group to your profile, search for Groups and type in Puget Sound Public Relations Society of America.

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Interested in Submitting an item for *Newsflash*?

Members interesting in submitting content for *Newsflash* should please send it to **Neil Neroutsos** by the middle of each month.

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