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## January 14

### South Sound: You're Invited...Using Events as a PR Tool

In a world that's increasingly filled with advertising and promotional messages, PR professionals are always looking for new and creative ways to help their organizations and their messages stand out from the crowd, strengthen their brand, drive messages home and influence consumer or social behavior. Join the South Sound Group for a panel of experts to see how they have been successful using events as a PR tool, what could be most effective for your organization and what were the lessons learned. Please sign in at the door. Refreshments are included, no reservations necessary. See full listing of South Sound programs at [www.prsapugetsound.org/south-sound.html](http://www.prsapugetsound.org/south-sound.html).

**When:**

Thursday, January 14, 8:00 a.m.

**Where:**

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

**Cost:**

\$5 PRSA members and students; \$8 nonmembers (Refreshments included)

**Contact:**

Jennifer Aalgaard, 253.697.2029  
Karrie Spitzer, APR, 253.591.5790

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## January 19

### [January Networking Social at Jillians](#)

Jumpstart your year by joining other regional communicators for an informal, after-work networking event at Jillians in Seattle. Catch up with other PRSA chapter members, meet board members, offer ideas about our programs and learn about volunteer opportunities.

**Date:**

Tuesday, January 19, 2010 – 5:30 p.m. to 7:30 p.m.

**Location:**

Jillians – 731 Westlake Avenue North, Seattle

**Price:**

No-host happy hour

**Contact:**

Neil Neroutsos, APR, 425-783-8444

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## January 27

### [South Sound Social](#)

Join the party to hobnob with communications professionals at the South Sound Social on January 27. You don't actually have to live or work in the South Sound to come to the event--you're all invited to join this famously involved, really fun group of folks.

**When:**

January 27; 4:45pm-6:45pm.

**Where:**

Chevy's Fresh Mex; 3702 S. Fife St. Ste B-100-A, Tacoma

**Cost:**

FREE (Attendees are responsible for their own food and beverages)

**Contact:**

Jennifer Aalgaard, 253.697.2029  
Karrie Spitzer, APR, 253.591.5790

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**February 11****Totem Awards: Celebrating the Impact PR Creates**

Join fellow communications professionals at the Totems Awards banquet to honor the best campaigns of the past year. The event is a great opportunity to mingle, network, and see how communications professionals are impacting the Puget Sound region and PR industry.

You'll be able to see this year's entries and vote on your favorite campaign. The most popular entry will win the People's Choice Award. If you entered work for this year's awards, you'll want to make sure that you, your team, and your clients are present to be honored!

**Totem Awards Banquet****Date:**

February 11, 2010

**Time:**

Cocktail hour begins at 6 p.m. with dinner and program to follow at 6:45 p.m.

**Location:**

Bell Harbor International Conference Center, Pier 66

**Price:**

\$95 by February 5 / \$105 after February 5

**RSVP:**

Register online by 10 a.m. February 9, or by calling 206-623-8632

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**February 17****February Lunch Program – Social Media 201 Success Stories**

Social media marketing, brand analysis, social shopping...social media are morphing the communication landscape. PR practitioners Melissa Tizon, communications director for Swedish Medical Center, Clay McDaniel, principal of Spring Creek Group, and Ricardo Rabago, "buzz agent" for PCC Natural Markets, show how they're incorporating a variety of social media into their communications arsenal to engage target audiences in health care, business, public and non-profit settings. Attend and engage!

**When:**

February 17, 2010, 11:30 a.m. to 1 p.m.

**Where:**

Washington Athletic Club, 1325 6th Ave, Seattle

**Cost:**

Members \$40, Non-members \$52, Students \$40

**Registration:**

Register online by 10 a.m. February 15, or by calling 206-623-8632  
An additional \$5 will be charged at the door for unregistered attendees.

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### April 3

#### [Jumpstart Your Way into the New Year!](#)

Mark your calendars for the Puget Sound PRSA Jumpstart, April 3, 2010, at Seattle Pacific University. Jumpstart, the chapter's annual daylong professional development and networking conference for new PR professionals, provides an inside look at public relations, an opportunity to network with industry pros, and insights on how to get a job in today's business climate. If you're interested in sponsorship or speaking opportunities, contact Rhea Quintanilla or Diane Nguyen.

**When:**

April 3, 2010 9:00 am-3:30 pm

**Where:**

Seattle Pacific University - 3307 3rd Avenue West Seattle, WA 98119

**Cost:**

\$30 registration by March 30; \$45 after March 30 or at the door; \*\$15 for optional session

**Contact:**

Rhea Quintanilla

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### News

#### **2009 Holiday Gala a success!**

More than 100 public relations professionals toasted the holiday season, honored award-winning colleagues and recognized scholarship recipients at the 2009 Holiday Gala. Due to the generosity of our donors and guests, we raised more than \$4,000 for the PRSA Puget Sound scholarship program.



Special thanks go to this year's Gala committee: Melissa Duque, Joshua Halpin, Anusha Raman, Amy Turner and Katherine Vander Ark.

A big thank you to our sponsors:

Oliver Crowell, 99 Lives Design  
Ray Liao, RPL Photography  
Minuteman Press on Union

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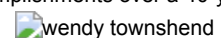
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#### **2009 Award Winners:**

##### [Wendy Townsend, APR, wins Lifetime Achievement Award](#)

PRSA Puget Sound named Wendy Townsend, APR, winner of our 2009 Jay Rockey Lifetime Achievement Award at the chapter's Holiday Gala.

Townsend was recognized for her professional, community and volunteer accomplishments over a 40-year career, especially her involvement in public relations education and mentoring.



Townsend has been a chapter member since 1975 and served as President,

Delegate and APR instructor. The award is named after Jay Rockey, a pioneer in public relations in the Pacific Northwest.

Townsend joined five other PRSA Puget Sound chapter award recipients who were recognized for their contributions, including:

Soon Beng Yeap, Seattle University, co- Public Relations Professional of the Year

Barry Mitzman, Seattle University, co- Public Relations Professional of the Year

Erika Schmidt, APR, Frause, Hugh Smith Community Service Award

Simon Bowers, New Member of the Year

Carrie Wiste, President's Award for Volunteerism

Special thanks to this year's Jay Rockey Lifetime Achievement Award committee chair, Terry LaBrue, APR, and his committee of past winners. Thank you also to Board member Katherine Boury, for her work on the professional awards committee.


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### **When was the last time you read the PRSA Ethics Code?**

*By Linda Farmer, APR*

*Past President/Ethics Officer*

I've been a member of PRSA for 15  years but the last time I read the Ethics Code was, er, well, let's just say it was awhile ago. As your new Ethics Officer for 2010, I'd like to go back to basics.

PRSA revamped its Ethics Code in 2000. The emphasis on enforcement is gone, but PRSA retains the right to bar from membership or expel from the Society people who are sanctioned by a government agency or convicted in a court of law of an action that is in violation of the code.

So the code is important. In fact, PRSA believes it's the most important obligation of its membership.

The code itself is refreshingly short. It starts with a Statement of Professional Values which include advocacy, honesty, expertise, independence, loyalty and fairness. These values are the fundamental beliefs that guide our every day work. Not only are they integral to the code, PRSA believes they are vital to the integrity of the profession as a whole.

Next month we'll look at the provisions that make up the bulk of the code. Meanwhile, check out the wealth of resources on ethics at [www.prsa.org/ethics](http://www.prsa.org/ethics).

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### **Master's Group**

If you have 15 or more years in the public relations field, you're probably interested in strategic planning, scholarly research, leadership training and other high-level topics. Senior communicators who have a seat at the management table will be pleased to see master's level programs geared to their interests in 2010. If you'd like to help plan these programs, please contact Chris Bridenbaugh.

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### **Chapter Volunteer Opportunities**

Want to help design one of the region's most informational and educational professional development programs? Are you interested in working with regional practitioners to bring in leading speakers for monthly programs? How about gaining valuable experience promoting PRSA Puget Sound events and programs to other members? Key volunteer opportunities are available in the Professional Development, Programs and Marketing/Communications committees. The time commitment is flexible and volunteers should be creative team players! Contact Linda Farmer, APR.

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## Membership

### Welcome New & Returning Members

#### New Members

- Megan Chelsea Marquett

#### Renewing Members

- Rebekah Louise Anderson, Puget Sound Energy
- Bart Becker, Bellevue Community College
- Jay M. Becker, APR
- Megan J. Behrbaum, APR, Recreational Equipment, Inc.
- David Blandford, APR, Seattle's Convention and Visitors Bureau
- Katherine D. Boury, American Red Cross
- Susan Bowe
- Dorothy C. Bracken, APR, Puget Sound Energy
- George N. Bukota, APR
- Robert D. Calkins
- Dominic Carr
- Shauna Stephanie Causey, Comcast
- Pamela A. Cone, APR, Milliman
- Jennifer L. Cook, AAA Washington
- Kathleen G. Deakins, APR, JayRay
- Nora Doyle, Tacoma Public Utilities
- Erik Ronald Elvejord, Holland America Line
- Amy Elizabeth Enright, Bill Melinda Gates Foundation
- Matthew Jonathan Erlich, Tacoma Goodwill
- Patricia P. Fearey, APR, The Fearey Group, Inc.
- Kathleen Fearn-Banks, University of Washington
- Bob Frause, APR, Fellow PRSA, Frause
- Jacqueline E. Goodwill, APR, Franciscan Health System
- Cary A. Greenwood, APR, Fellow PRSA
- Walter B. Greenwood, APR, Greenwood Public Relations
- Davina R. Gruenstein, APR, Puget Sound Energy
- Lynnel A. Hampton
- Kay Herring, APR, Fellow PRSA, K. Herring Communications
- Beverly J. Holland, APR, Boeing
- Lorraine S. Howell, Media Skills Training
- Randy T. Hurlow, APR, Downtown Seattle Association
- Natalie Beth Kozimor, Swedish Medical Center
- John Kvasnosky, APR, Boeing Capital Corporation
- Karen J. LaFlamme, APR, KJL Communications
- Kevin Robert Laverty, Verizon
- Tom Layson, New Media Solutions
- Lorie K. Lee, Parametrix
- Julie K. Leydelmeyer, Providence Health & Services
- Samantha L. Lipoma, Approach Management Services
- Jocelyn Ann McCabe, APR, Association of Washington Business
- Eileen A. McSherry, Social Security Administration
- Arthur P. Merrick, APR, Fellow PRSA
- Susan Catherine Messier
- Daniel Kevin Miller, DDB
- Martha Monfried, Puget Sound Energy
- Karin L. Munger, APR, Symetra Financial
- Michael D. Munson, APR, Michael Munson Communications
- Laurie Myer, Myer Communications
- Joanna C. Norwood, Evergreen Speech & Hearing Clinic
- Roger F. Nyhus, Nyhus Communications LLC

- Laura H. Paskin
- Mark Andrew Rigby
- Jay Rockey, APR, Fellow PRSA, Rockey Hill & Knowlton
- William J. Seil, APR, The Boeing Company
- Deborah G. Shawver, APR. Providence Health System
- Shirley Skeel, University of Puget Sound
- Monica Lynn Sylte, Valley General Hospital
- Shaun Vinyard, System Communications Providence Health & Services
- Kathleen T. White, Port of Olympia
- Peggy A. Witham, APR, Peg Witham Consulting, Inc.
- Jean A. Wooldridge, St. Cloud Communications
- Rachel Young, Physical Therapy Association of Washington
- Charles Anthony Zaragoza, Avanade Inc

If we missed your name, please contact Membership Director Michelle Warmuth, 253-591-2005.

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## APR

### Make a Goal in 2010 to Earn your APR

The Puget Sound chapter helps you plan your accreditation preparation. Colleagues provide the mentorship you need. If you're looking for a study group, the chapter also can connect you with other candidates. With the guidance that's available for both the readiness review and the national accreditation examination, all you need to do is decide that now's the time. In addition, there are reimbursement programs from the North Pacific District and PRSA National to offset the fees. For more information, contact Rich Murphy, Ph.D., APR, Vice President for Education & Accreditation.

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## Board & Committees

### Get to Know Your Assembly Delegates

Four longtime regional PR leaders represented the Puget Sound Chapter at the Assembly this year: David Blandford, APR, Terry LaBrue, APR, Linda Wang-Stewart, APR, and Candy Young, APR.

#### David Blandford, APR



David Blandford, APR, is Vice President of Communications for Seattle's Convention and Visitors Bureau, where he oversees the public relations department and directs many aspects of organizational communications. He has served in Seattle's tourism industry for more than 15 years. Previously, Blandford held communications positions in Seattle and in Washington, D.C. In 2007, he served as Chapter president, and in 2008, he began a two-year term as Associate Council Vice Chair for the Society of American Travel Writers, having previously served on the organization's Western Chapter board. Blandford earned a bachelor's degree in editorial journalism and political science from the University of Washington in 1987. Today he serves on the UW Communications School Alumni Club board.

#### Terry LaBrue, APR



Terry LaBrue, APR, has more than 25 years experience in communications, marketing and public relations. His achievements and skills include creating and implementing award-winning strategic communications and marketing plans; global communications efforts for various technology companies; and media relations for more than 70 successful political and public affairs campaigns. LaBrue is the founder and principal of LaBrue Communications and handles internal and external communications for a wide range of corporations, public agencies and private firms. As the team leader of the LaBrue Communications agency, LaBrue has overseen award-winning audio, video and graphic design productions, directed media outreach plus full-spectrum communications campaigns. He holds a bachelor's degree from California State University, Fresno, with honors. LaBrue was the long-time chairman of the PRSA Seniors/Masters special interest group and has been awarded five Totem awards by the chapter.

Linda Wang-Stewart, Ph.D., APR  
Assembly Delegate



Linda Wang-Stewart, Ph.D., APR, is an Adjunct Faculty in Public Relations at the University of Washington - Tacoma. Prior to joining the faculty at UWT, she taught at Pacific Lutheran University, Washington State University, and worked as a consultant for international businesses. Her work has spanned strategic planning, consumer relations, marketing communication, event planning and public relations research. Wang-Stewart holds a M.A. in Leisure Studies and a Ph.D. in Communication and Business Administration from Washington State University. Her main research focuses on public relations and advertising for tourism destinations, especially after crises. In addition to teaching and research, Wang-Stewart also worked to help local organizations in creating public relations campaigns. As a role model for her students, she actively participated in PRSA events and volunteered in community activities. Wang-Stewart served on the PRSA Puget Sound Board of Directors before accepting a position as Assembly Delegate.

Candy Young, APR  
Assembly Delegate



Candy Young, APR, is principal of Synchro Creative Communications and manages communications programs for a wide range of companies in both consumer and business-to-business markets. In addition to public relations agency work, previous experience includes management at AT&T headquarters public relations and marketing as well as at U.S. West serving the Pacific Northwest. Journalistic experience includes a stint as television news producer and newswriter at KIRO-TV in Seattle. Young has received numerous awards from the International Association of Business Communicators, Women in Communications, Washington Press Women and the National Federation of Press Women. Young is a past president of the Chapter and she also served on the board of the MIT Enterprise Forum of the Northwest. She has an M.B.A. from Fairleigh Dickinson University in Rutherford, New Jersey and a B.A. in communications from the University of Washington.

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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 [prsapugetsoundchapter.blogspot.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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