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Programs & Events

July 20

[South Sound Social](#)

Join the party at the July South Sound Social to hobnob with fellow professionals at The RAM in Tacoma. 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: July 20th; 4:45pm-6:45pm

Where: **The RAM**; 3001 Ruston Way; Tacoma, WA 98402

Cost: FREE – Attendees are responsible for their own food and beverages

Contact: **Jennifer Aalgaard**, 253-697-2029, **Karrie Spitzer**, 253-591-5790

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July 21

After hours: A crush on wine

Join Stephan Martinez, wine marketing consultant and label designer, for this evening networking social. Martinez, founder of Tryst Print Solutions, develops creative branding and PR approaches for winemakers. Find out how he does it and enjoy wine, nibbles and networking!



When: July 21 - 5:30 pm to 8:30 pm

Where: Edelman Public Relations, 2301 5th Ave, #500, Seattle, WA

Cost: \$12 members; \$17 non-members

Registration: **Register online** by 11 am July 20, or by calling 206-623-8632. Contact: **Bev Holland**, APR

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August 11

Ann Wylie at the Museum of Glass

Writing for today's web skimmers is tough. Let Ann Wylie give you latest tips on guiding readers through your Web site with as few headaches as possible. Wylie will present her popular half-day writing seminar at the internationally renowned **Museum of Glass** on the stunning new Tacoma waterfront. Entrance to the museum and discounted parking is included with registration. Priced at last year's rates. Register early.

When: August 11

Where: **Museum of Glass**

Cost: Early bird member rate: \$85

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

Contact: **Linda Farmer**, APR, 253-232-2891

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Early Warning!

October 20 Annual Meeting

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

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: Registration Information Coming Soon

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

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News

APR resources for you

If you decide that this is your year to earn APR accreditation, the chapter is committed to helping you achieve your goal.

Already several programs have been offered in 2010, including informational sessions, a writing workshop, and a three-week preparation course. The PRSA National office and North Pacific District are offering rebates on a limited basis to help APR candidates.

Special thanks to the following teachers and guest panelists who volunteered to assist chapter candidates during recent preparation courses: Jacque Coe APR, Tawny Dotson APR, Jocelyn McCabe APR, Neil Neroutsos APR, Kathryn Reith APR, Gary Sabol APR, Erika Schmidt APR, and Michelle Warmuth APR. Thanks also to Publicis Consultants for making its conference space available for the classes.

Watch for announcements of upcoming courses and workshops scheduled to help you. In the meantime, APR information is available on the chapter [Web site](#).

For other details, contact [Rich Murphy](#), Ph.D., APR, Accreditation Chair at 206-769-0831.

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Thanks to Totems judges!

Special thanks go out to all of the professionals that made judging the Hawai'i chapter's award entries a success! Each year, another chapter gathers their members to judge the Totem award submittals too. This year, PRSA Puget Sound judged the Koa Anvil Awards for the Hawai'i chapter. If you are interested in becoming a judge, please contact [Karla Slate](#). The next judging period will start May 2011. Entries for the 2010 Puget Sound Totem Awards are due Oct. 15 with the awards ceremony in February 2011. Visit our [Web site](#) for more information on our awards program.



Thank you to our 2010 judges:

Bev Holland, APR
Rich Murphy, Ph.D., APR
David Blandford, APR
Rebekah Anderson
Davina Gruenstein, APR
Linda Farmer, APR
Neil Neroutsos, APR
Amy Turner
Tonya Gustafson
Meli Duque
Kathryn Reith, APR
Terry LaBrue, APR
Suzanne Hartman, APR
Rita Brautigam, APR
Erika Schmidt, APR
Brenda South and Weber Shandwick Staff
Michelle Warmuth, APR and the City of Tacoma

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[Over 150 "opt-in" for Professional Development Seminar at SU](#)

Peter Shankman doesn't disappoint. For more than an hour, June's Professional Development keynote speaker Shankman engaged the crowd with his antics and anecdotes. He grabbed attention with his unorthodox approach to communications. Here are just a few take-aways from his talk:

- Don't think "traditional" media is going away. It should be a part of your arsenal.
- Relationships are key – and it's about your customer/audience, not you. Social media is merely a tool. Customers control the direction of your success – not you.
- In order to be successful, you need to prepare to succeed through transparency, relevancy, brevity and connectivity.



Keynote speaker Peter Shankman and Professional Development Board Liaison Suzanne Hartman, APR

Three stellar panels focused on: Audience and Building Trust; Messaging and Targeting; and Effectiveness and Evaluation. We learned that the "rules of engagement" are continuing to be written when it comes to social media and the more you listen to your audience, the more successful you will be. The number of hits you receive on your Web, Twitter or Facebook, doesn't necessarily mean you are successful. You need to define success and what success means for your customer.

Panelists included: Stephanie Camp, Microsoft Kin; Rod Brooks, PEMCO; Josh Feit, Publicola; Aaron Starkey, KEXP; David Postman, Vulcan; Tracy Record, West Seattle Blog; Brad Nelson, Starbucks; TJ Kelly, Edelman; Lori Hunter, mGive; and Mark Briggs, Journalism 2.0.

The program was sponsored by Windows Phone, Edelman, and Verizon. Committee members included Debra Carnes, Neil Neroutsos, APR, Josh Halpin, Jason Hunke, Kate Whitman, Brian Seitz and Suzanne Hartman, APR.

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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. Chances are if you have an interest in PR, we're already there. 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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Chapter Web site gets extreme makeover

If you haven't been to our **web site** recently, do it now! We've undergone a dramatic redesign including new navigation, all new content and a new calendar feature. We also re-launched our social media functions and updated the blog. We need Web-savvy types to help keep the site dynamic. Join the Marketing and Communications Committee and help us engage the PR community using our new tools. Contact the committee's Board Liaison **Jacque Coe**, APR, for more information

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Membership

PRSA membership promotion: July/Aug

Great News! During July and 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 June 16:

New members:

- David Brine, Washington State School Directors' Association
- Christian S. Folk, Outdoor Research, Inc.
- William Heisel, The Institute for Health Metrics and Evaluation

Renewing members:

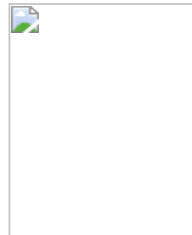
- Julie A. Colehour, Colehour+Cohen
- Jason Hagey, Association of Washington Business
- Karina A. Jennings, APR, Providence Health & Services
- Betsy McFeely, Seattle Goodwill
- Rich Murphy, Ph.D., APR, Rich Murphy Consulting
- Jennifer L. Nibley, Washington State Microenterprise Association
- Gary D. Sabol, APR
- Robin L. Shapiro, Health Advocacy Strategies, LLC
- Karla L. Slate, City of Covington
- Rita Cipalla, Cipalla Communications

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A few good words from members:

"The June ballet program was well worth the risk you took to present a new format for our PRSA members. It attracted new faces and involved individuals who have not traditionally attended events in the past. Some great conversations took place at the reception and it was fun to see so many new connections being built among the group."

-Chris Bridenbaugh
Principal, Bridenbaugh Communications



"There's no question that PRSA membership improves my game. The publications and resources available are second to none for our profession. I've enjoyed my association with the Puget Sound Chapter by getting involved with professional development seminars and membership outreach in recent years — both critical to our association's success, as well as my own."

Kevin Lavery, MCDM
Verizon Media Relations
Broadband & Small Business

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Other Local Events/Opportunities

June 30 – 6 to 7:30 pm

[City Club: Revenue Models in a Changing Media Landscape](#)

Join the City Club, for a networking/happy hour followed by a panel of presenters, including Pat Balles, *Seattle P-I*; David Boardman, *Seattle Times*; Cory Bergman, *Next Door Media*; David Brewster, *Crosscut*; Josh Feit, *Publicola*; Rita Hibbard, *Investigate West*; and Greg Huang, *Xconomy*. Moderated by Hanson Hosein, Director, *UW Digital Media*.

[More Details](#)

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July 20 – 6 to 8 pm

Cold Pavement Meetup

Lot No. 3 in Bellevue

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.

[More Details](#)

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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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