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## Programs & Events

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### June 8

#### **Second Tuesday social @ Twist: Marty Riemer on podcasting**

Join regional communicators for an informal, after-work networking event at Twist in Seattle's Belltown neighborhood. Former KMTT-FM ("The Mountain") radio host Marty Riemer will talk about his transition from radio to online podcasting. Catch up with representatives from the PRSA chapter board and other members at this June

event.

When: June 8, 2010 – 5:30 p.m. to 7:30 p.m.

Where: Twist - 2313 1st Ave Seattle, WA, 206-44TWIST

Cost: No-host happy hour

Contact: **Ryan Crowther** at 206-679-0848 or **Neil Neroutsos, APR** at 425-783-8444

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**June 10**

### **South Sound: Ask the PR Professional**

What public relations questions do you want answered? Maybe you're interested in the best phone pitching techniques, internal relations, landing the job you want, the best social media tools or what to do when your client is in a rough spot. Please send your questions to **Karrie Spitzer, APR** by Wednesday, June 2. We will put them to a panel of PR professionals at the June 10 meeting. It will be a wide open discussion to allow you to get some solid answers from others who have "been there."

When: June 10, 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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**June 10**

### **PRSA special event: A night at the ballet**

Creativity and inspiration are drivers in our success as communicators - influenced by new ideas and experiences. PRSA is partnering with the Pacific Northwest Ballet for a series of firsts. Join us for hors d'oeuvres and drinks at McCaw Hall. Gary Tucker, media relations manager for PNB, will share how PNB uses traditional and social media to build awareness, audience and support for this world-class dance company.



**Program** – 5:30 p.m.

Hors d'oeuvres buffet/No-host bar

\$45 members and students; \$52 nonmembers

Tickets are also available through PNB for its production "Coppelia" following the program. For more information, see the [PNB Web site](#).

Date: June 10, 2010

Time: 5:30 - 7:00 p.m.

Refreshments: Hors d'oeuvres buffet, coffee/tea/soft drinks, no-host bar

Where: McCaw Hall, 2nd level mezzanine, 321 Mercer St., Seattle, WA 98109

Cost: \$45 PRSA members and students; \$52 nonmembers

Program Registration: **Register online** by 12 noon June 7, or by calling 206-623-8632.

An additional \$5 will be charged at the door for unregistered attendees.

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**June 23**

## Communicating in a world of opt-in media Professional Development Conference - Seattle University

Learn from some of the best minds in the business at the 2010 Professional Development Seminar on June 23 at Seattle University. The seminar features social media guru Peter Shankman, founder of HARO (Help a Reporter Out); Lori Hunter from mGive, a company that recently developed a method to use texting on cell phones to raise millions of dollars in aid for earthquake-devastated Haiti; Rod Brooks from PEMCO who will share stories from the frontline of consumer social media efforts; and local new media pros Josh Feit of Publicola and Tracey Record of the West Seattle Blog. Other speakers include David Postman from Vulcan and formerly with the Seattle Times; TJ Kelly, vice president of Digital at Edelman; and Mark Briggs of Journalism 2.0. The last seminar sold out, so register early!



Peter Shankman, keynote for the 2010 Professional Development Seminar

Sponsored by Microsoft, Verizon and Edelman.

When: June 23 – 7:30 a.m. to Noon

Where: Seattle University LeRoux Room, Student Center

Cost: Early Bird Rate: \$75 members & students/\$85 non-members by June 9

**Register online** by noon June 21, or by calling 206-623-8632

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### Early Warning – July 21

#### After Hours: A Crush on Wine

Join Stephan Martinez, wine marketing consultant and label designer, for this evening social event. 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!

More details on location and registration coming soon.

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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

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

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## News

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### Members pursue APR

Puget Sound APR candidates are at work this spring in pursuit of accreditation. At a May writing workshop at JayRay, they drafted Readiness Review questionnaires, followed by a series of prep courses at Publicis for the computer-based exam. Classes continue through June 3, facilitated by chapter APRs Jacque Coe, Tawny Dotson, Jocelyn McCabe, Neil Neroutsos, Kathryn Reith, Gary Sabol, Erika Schmidt and Michelle Warmuth. Check out some photos on the [PRSA Puget Sound Facebook page](#), and consider putting accreditation on your calendar, too!



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### Want to volunteer? We've got a match for that

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? Check the [committee listing](#) on our brand new site to see what interests you. Or contact [Linda Farmer, APR](#), to discuss other options.

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### Chapter revamps its Web site!

Been to [www.prsapugetsound.org](http://www.prsapugetsound.org) lately? We have a brand new look. The site, designed by Tacoma's [Business Internet Systems](#), features cleaner lines, a revamped navigation system and a specialized calendar of events. Parts of the site are still a work in progress, but all in all we hope you'll be happy with the upgrade. Huge thanks to [Linda Farmer, APR](#) for her Herculean efforts launching the new site!

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### Local student leaders meet for third annual Leadership Retreat

Thirteen leaders from the PRSSA chapters at Central Washington University, Seattle University and the University of Washington attended the third annual PRSA/PRSSA Leadership Retreat held May 15 at Publicis. Students talked about membership, fundraising and other issues, and shared their successes for the year. PRSA President Neil Neroutsos, APR gave the introduction. Special thanks to Publicis for providing the meeting space.



First Row, L-R: Emily Nauseda (president-elect), Iki Tsuneyama and Jordan Symington of Seattle U; Michelle Tanaka, Nicole Lieburn-Diaz, Zoe Saur, Elena Caldwell (president-elect), Tameka Lampkin and Nicole Breitenstein

of UW. Back row, L-R: Steven Landry and Brendan Hughes, UW; Stefanie Burger and Matthew Ballantyne, CWU.

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## How's your vision? Are you seeing conflicts of interest?

By Linda Farmer, APR

Would you believe we're almost done with our look at the six provisions of the PRSA Code of Ethics? We're on provision number five, conflicts of interest.

Fire up Google and you'll note that policies and procedures for dealing with conflicts of interest abound for financial institutions, universities, medical research and the government at all levels. I'm guessing you don't need Google to think of a recent conflict of interest in your workplace or personal life.

According to the PRSA Web site, PR practitioners should avoid real, potential or perceived conflicts of interest between ourselves, clients, employers and society at large. That pretty much covers, well, everything.

If you abide by the ethics code, you will:

- Act in the best interests of the client or employer, even subordinating your own personal interests
- Avoid actions and circumstances that may appear to compromise good business judgment
- Disclose promptly any existing or potential conflict of interest to affected clients or organizations
- Encourage clients and customers to determine if a conflict exists after notifying all affected parties

Learn more at [www.prsa.org/ethics](http://www.prsa.org/ethics).

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## Membership

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### New & renewing members as of May 17:

New members:

- Vicki Foley, Capers/Whole Foods Market
- Shelley Ann Kudelka
- Chelsea R. Lindquist, Bates Technical College
- Martin Christopher Pearce, Porter Novelli
- Robin Rees, Varolii Corporation
- Kevin L. Stark
- Stephanie Mae Waters

Renewing members:

- Jennifer Leigh Aalgaard, Good Samaritan Hospital
- Bruce Amundson, APR, Weyerhaeuser Company
- Cheri L. Brennan, APR
- Kathy A. Budinick, APR, Plum Creek
- Melissa Cafiero
- Judith Cushman, Judith Cushman & Associates
- Melissa Duque
- Joshua Kelly Halpin, LaBrue Communications,
- Sherry L. Hill, DSHS
- Lisa Willis Holmer
- Joe Jimenez, APR, Jimenez & Associates
- Terry J. LaBrue, APR, LaBrue Communications
- Teresa Ann Loo, Port Blakely Tree Farms
- Gayle R. McIntosh, APR, University of Puget Sound
- Leanne Kay Miller, MWW Group



- Jeffrey S. Parietti, Kenworth Truck Company
- Brad Perdue, Virginia Mason Medical Center
- Lourdes Angelica Rios Salazar, Waggener Edstrom
- David Harold Sandler, Seattle Goodwill
- Sue Sanford
- Katherine L. Vander Ark, Vander Ark/Ratcliff
- Kristen Lidke Woodward, Fred Hutchinson Cancer Research Center

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## Spring into membership, win a Flip camcorder

Help a communicator spring into membership in PRSA! All members who bring in a **new member** between April 15 and June 23 will be eligible for one of three gift card drawings for fun prizes from a few of the major communication food groups (e.g., caffeine, gadgets and food). New associate members in May will receive a FREE one-year membership to the National PRSA New Pros interest section.

Bring in the MOST new members, and you could win a new Flip camcorder - or \$150 cash.

Winners will be announced at the June 23 Professional Development Conference in Seattle. Watch our Twitter, Facebook and chapter Web sites for more details, or contact **Jocelyn McCabe, APR**, Chapter Membership Chair, with questions.

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## Good words from a member

“Working for a non-profit, I have a limited budget and even less time. PRSA is an investment worth making. It enhances my professional network and strengthens my public relations skills.”

– Christina Donegan, APR, vice president of communications, Greater Seattle Chamber of Commerce



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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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