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### Programs/Events

**March 17**

[20 Tricks to Keeping Your Eye on the Competition](#)

Knowing a competitor's strategies can make all the difference, and yet most public relations professionals, marketing managers and research teams are stretched too thin to spend time analyzing the competition.

Scott Swigart and Sean Campbell of Cascade Insights, a Portland-based competitive intelligence firm with decades of experience, will demonstrate 20 web-based tools that anyone can use to quickly obtain the kind of information on competitors that isn't found through a simple Google search. You won't want to miss this one!

**When:**

March 17, 7:30 - 9 a.m

**Where:**

Washington Athletic Club, 1325 - 6th Avenue, Seattle

**Cost:**

Members & Students: \$32, Non-Members: \$45

**Contact:**

Register online by 10 a.m. March 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**

[PRSA Jumpstart - Registration Now Open!](#)

This daylong professional development and networking conference for new PR professionals is filled with informational breakout sessions, mock interviews, and keynote speakers. Be sure to dress to impress for the Do's & Don'ts of Professional Attire fashion show. This is the place where you'll learn all the inside tips on how to stand out from your peers and fast-track your PR career.

If you are interested in Jumpstart sponsorship or speaking opportunities, please contact Rhea Quintanilla or Diane Nguyen.

**When:**

April 3, 9 a.m. - 2:30 p.m.

**Where:**

Seattle Pacific University - Gwinn Commons, 3310 Sixth Avenue West, Seattle

**Cost:**

\$30; \$45 after March 30 or at the door; \$15 more for optional session

**Contact:**

Register online, or by calling 206-623-8632. Email us with other questions.

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**June 10 Save the date!**

 [A Special Program...A Night at the Pacific Northwest Ballet](#)

Creativity and inspiration are drivers in our success as communicators - influenced by new ideas and experiences. PRSA is partnering with the PNW Ballet for a series of firsts. Join us for dinner at McCaw Hall and meet the people who make it happen behind the scenes - hear about PR and marketing to build awareness, audience and support for this world-class dance company. Then join us for Coppelia, a new production of a classic story, at a 20 percent discount. More details in next month's Newsflash.

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**June Professional Development Seminar:**

[Communicating in a Culture of Opt-In Media](#)

As technology rapidly transforms the ways in which we communicate, expanding our skill sets and learning how to take advantage of new tools and trends have become more critical than ever. This half-day seminar in late June brings together the best practitioners from the public and corporate sectors, academia and new and traditional media. Look for more details in upcoming Newsflash issues.

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## August 11



### Write for the Web with Ann Wylie

ann Writing for today's web skimmers is tough. Let Ann Wylie give you latest tips on guiding readers through your wylie Web site-with as few headaches as possible. Wylie will present her popular half-day writing seminar in the South Sound for the third year in a row.

**When:**

August 11

**Where:**

South Sound

**Cost:**

Early bird member rate: \$85

**Registration:**

[Register online](#)

**Questions:**

Linda Farmer, APR, 253-232-2891

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## News



### totem

Colehour + Cohen and Puget Sound Energy take top honors for "Rock the Bulb Tour"

### Totem Awards Honor Puget Sound's Elite

The 2010 Totem Awards banquet brought local communicators from a variety of practice areas together in Seattle's Bell Harbor for an exceptional evening to network and honor award-winning work. Emcee Pat Cashman entertained the crowd, while Suzanne Hartman, APR, shared inspiring words about "Leaving a Legacy" in relation to the highly-innovative Seattle recycling programs.

Colehour + Cohen received "Best of Show" for the "Puget Sound Energy Rock the Bulb Tour," PRR, Inc. received the coveted "People's Choice Award" for "I-405 Springbrook Creek Wetland & Habitat Mitigation Bank Ribbon Cutting" and Jessica Randazza was honored as the Outstanding Young Professional" for her work at Publicis Consultant PR on the Nestlé "Wonka Feeds Your Imagination" campaign.

A complete list of the **2010 Totem Award winners** and **press release** are available on the PRSA Puget Sound Web site.

Special thanks go out to the Totem Award committee members: Tonya Gustafson, Melissa Duque, Annie Drury, Brenda South and Karla Slate; University of Washington PRSSA volunteers; and sponsors **Riverbed Design, PR Newswire, Cision, Minuteman Press on Union, A Flower a Day, and Businesswire** for making this event such a success.

Volunteers are needed to help judge the Hawaii PRSA Chapter's awards this spring. For more, please contact Melissa Duque.

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 [Need event planning experience?](#)

Here's an easy way to get event planning experience for your resume: volunteer for the PRSA Holiday Gala Committee (2009 committee pictured here). You'll have the ability to select a venue, set price points, choose an auctioneer and photographer, find entertainment and recruit auction items. Decide on the look and feel of the marketing materials and have a say in how the event is promoted. And, hey, it's all for a good cause--the Gala raises money for PRSA's longstanding student scholarship fund. Last year we raised more than \$4,000! To volunteer, contact Linda Farmer, APR, 253-232-2891.

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 [It's okay to be competitive when it comes to being ethical](#)

By *Linda Farmer, APR*

is OK

Taking up where we left off last month, we're on the second of six provisions that make up the PRSA Code of Ethics. This month's provision is Competition.

Competition is sometimes frowned on. However, when it comes to ethics, competition is a good thing.

As noted on the PRSA Web site, "Promoting healthy and fair competition among professionals preserves an ethical climate while fostering a robust business environment." The intent is to provide the "widest choice of practitioner options."

A member shall:

Follow ethical hiring practices designed to respect free and open competition without deliberately undermining a competitor.

Preserve intellectual property rights in the marketplace.

Examples of improper conduct under this provision include sharing helpful information with a counseling firm that is competing with others for the organization's business.

I dare you to learn more! <http://www.prsa.org/ethics>.

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## Membership

Receive a free one-year Chapter membership when you join PRSA National in March and April

With PRSA National membership, you will:

- Enhance your daily performance with the latest issues, case studies and research analysis.
- Benefit from members-only offers.
- Connect with other members and access industry tools with your personalized homepage.

With PRSA Puget Sound Chapter membership, you will:

- Expand your local circle of colleagues and contacts.
- Attend local programs and events at a discount.
- Learn about business development and job opportunities in your local community.
- Join today at [www.prsa.org/membership](http://www.prsa.org/membership). Use promotion code **SPRING2010**. Associate members may not apply.

Questions? Call or e-mail Michelle Warmuth, 253-591-2005.

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**Welcome to our New and Renewing Members**

## New Members

- David Bennett, Washington Credit Union League
- Christopher Budd, Microsoft Corporation
- Rachelle Cunningham, Regence
- Michelle Witham, City of Kent
- Dee Young, BergerABAM

## Renewing Members

- Rita Brautigam, APR, Brautigam Communications
- Elizabeth Catalinich, APR, REI
- Courtney Coe, REI
- Monty Dennison, APR, Dennison Communications
- Tawny Dotson, APR, t. Public Relations
- Wendy Ferrell, APR, Office for the Administrator of the Courts
- Angela Foytack
- Dane Fukumoto, Virginia Mason Medical Center
- Logan Harris, King County Dept. of Natural Resources and Parks
- Suzanne Hartman, APR, Seattle City Light
- Jason Hunke, Edelman Public Relations
- Neil McReynolds, APR
- Barry Mitzman, Seattle University
- Andrew Muntz, Mukilteo School District
- Diane Nguyen
- Katherine Powell, Allstate Insurance Co.
- Kathryn Reith, APR, Lake Washington School District
- J. Ryan Shannon, APR
- Peter Summerville, Rialto Communications

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

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## Other Opportunities

### March 10

#### [MarketMix 2010 - Bell Harbor Conference Center](#)

Learn from the masters of marketing mixology at MarketMix 2010! A joint production of the Puget Sound American Marketing Association and the Seattle Direct Marketing Association, MarketMix 2010 blends the social, search and sexy sides of marketing with the straight up traditional of print and broadcast. It's a concoction of all the most interesting speakers, topics and networking packed into one full, intoxicating day. Visit

<http://www.marketmix2010.com/> for more information or to register.

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### Help Out Habitat for Humanity

Habitat EKC is currently looking for people to join its Volunteer Relations Committee. This committee helps Habitat recruit, retain and recognize the thousands of volunteers that are engaged with Habitat each year and its mission to provide simple, decent affordable homeownership on the Eastside. Volunteers provide about two hours of their time per month for a term of up to a year. For more information, please call or email Volunteer Manager Elise Cope, 425-869-6007. Please include a resume and/or explanation of your applicable experience.

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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](http://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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