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Programs/Events

May 11

- Seattle Social: Networking at Ozzie's**
PRSA members at April's Pyramid Brewing networking social



PRSA members at April's Pyramid Brewing networking social

Join other regional communicators for an informal, after-work networking event at Ozzies in Seattle. Catch up with PRSA chapter members, meet board members and offer ideas about programs, events and the local chapter.

When:

May 11, 2010 - 5:30 p.m. to 7:00 p.m.

Where:

Ozzie's - 105 West Mercer, Seattle, 206-284-4618

Cost:

No-host happy hour

Contact:

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

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May 13

 integrated

South Sound: All together now: Creating an integrated campaign

How do you get all the pieces of your campaign - and multiple departments - working together like sections of an orchestra? Learn how Evergreen Council on Problem Gambling achieved success with its integrated "Zander the Underage Gambler" campaign. Maureen Greeley of Evergreen Council on Problem Gambling and Kacie McKinney of JayRay will discuss how the campaign's Web, social media and media relations components worked together to increase the campaign's success, and how public relations and community education efforts complemented each other.

When:

May 13, 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

Karrie Spitzer, APR, 253.591.579

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May 19

 literary feast

Whet your appetite for creative fund development

The King County Library System Foundation looked outside the (lunch) box when they designed their fund development campaign last year. Hear from the KCLS fund development director about this successful campaign - including a cookbook with favorite recipes of authors and the "Literary Lions" project. Enjoy lunch with notable Northwest authors!

When:

May 19, 11:30 a.m. - 1 p.m.

Where:

Washington Athletic Club, 1325 6th Ave, Seattle

Cost:

Members and students: \$40; Nonmembers: \$52

Registration:

Register online by 12 noon. May 17, or by calling 206-623-8632

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

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June 10


ballet

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.

Then join us for "Coppelia," a new production of a classic story, at a 20 percent discount. The story dates back originally to 19th Century France and Russia and is considered "one of the triumphant comic ballets" of the period. Learn more at the [PNB Web site](#).

Program - 5:30 p.m.

Hors d'oeuvre buffet/No-host bar

\$45 members and students; \$52 nonmembers

Ballet - Performance of "Coppelia"

Choose one of two ticket levels, \$82 and \$47, both at a 20 percent discount.

Reserve your seat by May 10 at 4:30 p.m., by calling the PRSA office at 206-623-8632.

Reservations will be taken only by phone for this special event.

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June 23

man

Peter

Shankman,
keynote
speaker for
the 2010
professional
development
seminar

Communicating in a world of opt-in media

Peter Shankman, keynote speaker for the 2010 professional development seminar
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), Vulcan's David Postman and panelists from SeattlePI.com, Microsoft, Publicola, Starbucks, West Seattle Blog and more. The conference will focus on three key areas: building trust and audience, targeting and messaging, and measurement and effectiveness. This is one you don't want to miss! Register early - the last professional development seminar sold out. Sponsored by Microsoft Corp.

When:

June 23 - 8 a.m. to Noon

Where:

Seattle University, Seattle

Cost:

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

Registration:

Register online or by calling 206-623-8632.

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August 11

Anne 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

Questions:

Linda Farmer, APR, 253-232-2891

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Save the

Date! -

December

7

Holiday Gala

 The date for the 2010 Holiday Gala has been set. This annual event will take place the evening of December 7 at **The Lake Union Café**. If you have questions about the Gala, would like to donate items or would like to join the committee, contact Gary Sabol, APR, at 206-240-6439.

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News

Need Totems judges/volunteers

Part of the Totems process is the reciprocal judging of other chapter's award submittals. This spring, our chapter will have the responsibility to judge the Hawaii chapter awards. Would you like to help judge? If you're an APR you'll earn a point toward your reaccreditation. For more information, email Meli Duque.

The 2011 Totems needs committed volunteers, just like years past, to honor the best PR in the Northwest. From processing submittals to planning the event itself, we have many opportunities for volunteers. Contact the Totem's Board Liaison Karla Slate or 253-638-1110 ext. 2234 to learn more.

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Leadership sought for longstanding Nonprofit Seminar

PRSA's annual Nonprofit Seminar Committee needs a chair. And, really, what good is a committee without a chair? This dedicated group of professionals is putting on the chapter's popular one-day seminar for nonprofits, tentatively

slated for November at the Seattle Center. The group is also looking for a few more committee members to round things out, but the greatest need is for a chair. Contact Katherine Boury at 206-726-3547.

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Ethics

Loose lips sink ships (really)

By Linda Farmer, APR



Hey! We're up to the fourth of six provisions making up the PRSA Code of Ethics. This month's provision is safeguarding confidences.

That means zip those lips, people. Plain and simple.

If you abide by the Ethics code, you will:

Safeguard the confidences and privacy rights of present, former and prospective clients and employees.

Protect privileged, confidential, or insider information.

Immediately advise an appropriate authority if discovering that confidential information is being divulged by an employee of a client company or organization.

I hope it's obvious that in our professional lives trust requires the protection of confidential and private information. But, think past the work day. Wouldn't our relationships with friends and family flourish if we followed this principle when we're off the clock? Learn more at www.prsa.org/ethics.

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APR



michelle
warmuth

Congratulations to our newest APR: Michelle Warmuth

Congratulations to Michelle Warmuth, the chapter's newest APR. Warmuth is Vice President for Membership on the PRSA Board of Directors. By day she is a community relations specialist at the City of Tacoma.

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Sign up for spring APR prep classes

Deadline: [April 30](#)

Reminder for APR candidates! Sign up now for the APR Exam Preparation classes, set for May 15-June 3, at Publicis in Seattle. Seven sessions will be held beginning with a Saturday morning class on May 15, followed by three-hour classes each Tuesday and Thursday. The curriculum will cover all the major topics on the computer-based APR exam and essential recommendations for successfully passing the readiness review. Classes are facilitated by chapter members who have earned their APR.

In order to be eligible for the prep classes, applicants must be PRSA members and must have applied to National to pursue accreditation. [Apply here](#). A \$75 fee covers course materials. Participants are asked to obtain their own copies of the text, "Effective Public Relations," 9th ed., by Cutlip, Center, and Broom.

To register, email or call the chapter office at 206-623-8632 by April 30.

Direct other questions to Rich Murphy, APR, at 206-769-0831.

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Membership

Welcome to our New and Renewing Members

New Members

Bradley Paul Chatfield, Pierce County Council
Christina Hallock, American Fast Freight
Aren Anders Kaser, University of Washington
Shannon Nicole Parthemer, Lake Washington School District
Richard Scott Sewell
Sarah Anne Stall, University of Puget Sound
Linda Regan-Yonck

Renewing Members

Mickey Ahrens, The Greater Tacoma Community Foundation
Tana Bader Inghima, Port of Kennewick
Bridget E. Boland, MWW Group
Ed T. Boyle, Swedish Medical Center
Christine L. Bridenbaugh, Bridenbaugh Public Relations
Megan Danielle Brunet, Allstate Insurance Company
Kristi Clough, Firmani + Associates, Inc.
Elizabeth Dailey, The Dailey Company LLC
Fianna Marie Dickson, The Hope Heart Institute
Maureen Greeley, Evergreen Council on Problem Gambling
Catherine L. Hinrichsen, APR, C&C Communications
Kristy Indi Jones, Minor & James Medical
Cluny Lea McCaffrey, APR, The Nature Conservancy
Eileen A. McSherry, Social Security Administration
Jennifer Gold Moranz
Issac Dorn Phillips, Virginia Mason Medical Center
Joe A. Rothrock, APR, Virginia Mason Medical Center
Katherine M. Schubert-Knapp, City of Seattle
Karen Smaalders Preston Clarke Smith, Providence Health & Services
Timothy J. Smith, APR, Edelman
Lorna Sutton, City of Tacoma
Catherine Laura Sweeney, APR, Sweeney Communications
Jay A. Weisberger, APR, Skanska USA

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

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Spring into membership, win a Flip camera!

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 camera — 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!

-- [Shannon Parthemer, Lake Washington School District](#)

"I joined the Puget Sound chapter of PRSA to get support from other chapter members in achieving my APR. I have also attended a number of Puget Sound PRSA events in the past and have found them invaluable to me as I strive to learn more about how to be a successful public relations practitioner."



Shannon
Parthemer

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Other Opportunities

May 5

[BlogWell Seattle](#)

BlogWell Seattle features eight case studies in corporate social media including speakers including Microsoft, Nokia, PEMCO, Xerox, Boeing, ExOfficio, Intel, and Starbucks. The event will be held on May 5 at Microsoft's headquarters in Redmond. Find more details at <http://gaspedal.com/blogwell>. PRSA Puget Sound members get a 20% discount on registration (Use Code PRSAPGSENTME).

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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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