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Programs & Events

October 14 - South Sound

[The Ins and Outs of Internal Branding](#)

With the economy still struggling and marketing budgets flat or down, the importance of internal branding has grown. How do you create internal brand ambassadors? What makes employees embrace your branding initiative,

rather than run away from it? In this session, we'll hear from experts from three very different organizations and get tips and tools for engaging employees in your branding efforts. Sponsored by **JayRay**.

When: October 14, 8 to 9 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 **Michelle Warmuth**, 253-591-2005

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October 20 - Annual Meeting

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



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. 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: \$30 members; \$45 non-members

Registration: **Register Online** or call 206-623-8632

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

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November 10

Non-Profit Seminar – Connecting for a Cause

Don't miss this year's "Connecting for a Cause" on Nov. 10 at the Seattle Center. There's a great line-up in store! Learn how to make social media work for your nonprofit. Get up to speed on media relations in the digital age. Hear from a local e-metrics expert about how to measure your success online. Find out how other nonprofits are getting maximum PR exposure despite limited resources. Speakers include: Chris Pirillo of Gnomedex, Shauna Causey of Ant's Eye View, Kristen Eddings of the Washington Global Health Alliance, Melody Biringer of Crave Seattle, local editor and writer Chuck Taylor, Aaron Blank of the Fearey Group and many more. Stay tuned for details.

When: November 10, 8:30 am to 2:30 pm

Where: Seattle Center Northwest Rooms

Cost: Early bird rate: \$75 PRSA members, \$85 nonmembers by October 18

Regular rate: \$85 PRSA members, \$95 nonmembers, \$35 PRSSA students

Registration: **Register online** or call 206-623-8632.

4 for 3 Special: 4th person free - register 3 people online by October 18 then email the office at loretta@asi-seattle.net with the 4th name.

Meal: Continental breakfast and box lunch included

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December 7 – Save the date!

Holiday Gala

Celebrate the holiday season with your fellow communication professionals at the PRSA Holiday Gala on December 7. Join us to recognize the Jay Rockey Lifetime Achievement Award winner and purchase last-minute holiday gifts at the auction. Proceeds from the auction will benefit the Puget Sound Chapter's Horace & Susie Revels Cayton and Sally Heet Memorial scholarships. If you would like to donate for the auction, contact Sharon Hoffman, auction coordinator, **Sharon Hoffman**.

When: December 7, 2010
Where: Lake Union Cafe, 3119 Eastlake Avenue E., Seattle.
Price: \$75.00 PRSSA Members, \$85.00 PRSA Members,
\$95.00 Non-Members, \$850.00 Corporate tables seating 10
*Reservations after December 2, 2010, add \$15 per
registrant.
Registration: **Register online** or call 206-623-8632.
Contacts: **Sharon Hoffman** or **Gary Sabol**



Members at last year's Holiday Gala

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News



2011 Totems Awards - Make Your Mark

The 2011 Totem Awards submission period is now open! Submissions will be accepted through October 15, 2010. Please reference the 2011 Totem Awards Call for Entries brochure for submission categories, guidelines, rules and payment details. Each entry is judged on its own merits, with Totem Awards and Certificates of Excellence being awarded in 24 categories and multiple sub-categories. Additionally, there's the Best of Show, People's Choice and Young Professional Awards announced at the banquet. Visit the [PRSA website](#) for more information.

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Know someone doing outstanding work? Nominate them for a PRSA professional award

Each year PRSA Puget Sound recognizes the many professional achievements of individual PR professionals in the Puget Sound area with the following awards:

- **Jay Rockey Lifetime Achievement Award**
- **PR Professional of the Year**
- **President's Award for Volunteerism**
- **Outstanding New Member of the Year**
- **Hugh Smith Community Service Award**



RPL Photography

Nominations (forms available online) extended to October, 15, 2010. Non-PRSA members are eligible for some awards as well (Professional of the Year and Hugh Smith Community Service Award).

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Fall APR prep course – October 15 deadline

The fall 2010 preparation course for APR accreditation has been scheduled. Classes will be held in the South Sound, at Good Samaritan Hospital in Puyallup, from October 30, through November 18.

Seven sessions will cover all the major topics on the computer-based APR exam and essential recommendations for successfully passing the Readiness Review.

To enroll, you must be a PRSA member and must apply to National to pursue accreditation.

<http://www.praccreditation.org/documents/APRapplication2010.pdf>

Note that National is offering a \$110 rebate to all applicants who complete the computer-based exam. The \$90 fee for the fall chapter APR course covers materials, and will be refunded to you when you pass the APR exam. The fee does not cover the text, "Effective Public Relations," 10th ed., by Cutlip, Center, and Broom, which you need to obtain on your own. Copies are readily available, new and used; recent earlier editions will also suffice in place of the 10th.



Registration is limited, and must be completed by October 15. So apply to National today, register for the prep course, and launch yourself on the road to your APR.

Contact the Puget Sound Chapter office to register, at 206-623-8632 or prsa-apr@asi-seattle.net. And for additional information about the APR program, check out the chapter website at prsapugetsound.org/Page.aspx?nid=9.

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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. If you're interested in getting involved and networking with other local professionals, **the chapter is now recruiting members for its Totems Awards, Membership and Communications Committees**. 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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Membership

PRSA membership promotion

Through October 15, new National members receive their first year Chapter dues free. If you're already a member, spread the word and give those you know who are interested in joining a heads-up. Details coming soon. Check the **National membership** page for updates.

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New & renewing members as of September 27:

New members:

- Kelly W. Bray, Children's Home Society of WA
- Amy Goings, Clover Park Technical College
- David Paul Husa
- Jody Widrig Matson, Poulsbo Fire Dept.
- Camille St. Onge, Washington State Restaurant Association
- Nancie E. Tear, PropStar

Renewing members:

- Aaron Blank, The Fearey Group
- Susan Bowe
- Melissa Cafiero, Waggener Edstrom
- Gay K. Campbell, APR, C&M Communications
- Nora Doyle, Tacoma Public Utilities
- William C. Dugovich, APR, Society of Professional Engineering Employees in Aerospace
- Virginia Felton, Seattle Housing Authority
- Barbara J. Glover, APR,
- Amy Lorraine Graham, The Frause Group
- Jane L. Kilburn, APR, Port of Seattle
- Kevin Laverty, Verizon
- Samantha L. Lipoma, Approach Management Services
- Susan Catherine Messier
- Abigail Cruz Ouimet
- Paul Schlienz, Association of Washington Business
- Karrie Spitzer, APR, City of Tacoma
- Lee Tucker Therriault

- Kathleen T. White, Port of Olympia
- Katherine Ann McCarthy, GroupHealth
- David J. Shepard, University of Washington/The Information School
- Elizabeth Marie Zborowski

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Other Opportunities

Be a volunteer Executive Director

The Bellevue Police Foundation is looking for a volunteer Executive Director to manage fundraising and administrative activities. The Foundation raises funds to support the specialized training and equipment needs of the men and women of the Bellevue Police Department. For more information about the Executive Director assignment, contact Marji Trachtman at (425) 452-6017 or at mtrachtman@bellevuewa.gov.

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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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