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## Programs & Events

### September 9

#### South Sound: Fall kick-off program

Our media member panelists will discuss what they expect from the future in media, focusing on how their company will be positioning themselves in the current digital media space. Join the South Sound group Sept. 9 to interact with panelists who will discuss the changing way we relate to reporters and journalists from one-on-one conversations to digital and social media releases and how their jobs are evolving. Upcoming programs in 2010-2011 will focus on internal brand awareness, dealing with dicey issues, building trust and more. **More here.**

When: September 9, 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 **Karrie Spitzer, APR**, 253.591.5790

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### September 15

#### What wins a Totems Award... and what doesn't

Learn the keys to success from award-winning project managers. They will recap their Totem Award-winning projects and provide best practices that have earned them award-winning entries! Real award entries will be available for review.



**Colehour+Cohen and Puget Sound Energy netted top honors at this year's Totems Awards**

When: September 15, 8 to 9 a.m.

Where: Publicis Consultants, 424 Second Avenue W.

Cost: \$10 at the door (light breakfast) Contact: **Chapter website** or 206-623-8632

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### September 29

#### An ethical conversation over wine -- Plagiarism in the digital age

Join us for wine and cheese at the Frause Group as we explore ethical issues in honor of PRSA's Ethics Month. This year, we'll focus on plagiarism.

When: September 29, 5:30 to 8 p.m.

Where: Frause Group, 1411 Fourth Avenue, Suite 1210, Seattle

Cost: \$12 members, \$20 non-members (door price an additional \$5)

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

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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 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: \$30 members; \$45 non-members (door price an additional \$10)

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

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

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**Save the Date: 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. Plus much more. 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

Registration: Registration Opening Soon

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## News

### Know someone doing outstanding work?

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



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

Nominations (forms available online) are **due September 20, 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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### Ann Wylie shares Web writing insights

Communications guru Ann Wylie visited the local chapter in August to share valuable tips for writing for the Web. More than 90 people attended the seminar, held at Tacoma's stunning Museum of Glass. PRSA Puget Sound Board members Karla Slate, APR, on left, and Linda Farmer, APR, on right, joined Wylie during a break.



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### APR prep course – fall 2010

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 Saturday, October 30, through Thursday, 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](mailto:prsa-apr@asi-seattle.net). And for additional information about the APR program, check out the chapter website-- [www.prsapugetsound.org](http://www.prsapugetsound.org).

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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

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### PRSA membership promotion: September

During September, 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 August 17:

New members:

- Kelly Byke
- Debra Carnes, JayRay Ads & PR
- Steven Fielding
- Mary Leake Schilder
- Stacy Vance, United Way of Snohomish County
- Louise W. Bray, Jr., Schnitzer Steel Industries

Renewing members:

- Gerald Baron, PIER Systems, Inc.
- Brian Brady Benedetti, MA, Pierce College
- Carolyn Jean Casey, Port of Bellingham
- Christina Donegan, APR, Greater Seattle Chamber of Commerce
- Susanne C. Gillespie, Frause
- Tiffany Marie Moss, Callison
- Walter T. Neary, Comcast
- Bethany Nielson, Recreational Equipment, Inc.
- Dean R. Owen, World Vision, Inc.
- Jane Taylor Pittman, U.S. Fish and Wildlife Service
- Lori Rahm, Bellingham Whatcom County Tourism
- Carol A. Saynisch, APR, APR, CAS2 Consulting
- Erika K. Schmidt, APR, Frause
- Linda J. Sellers, APR, Northwest Kidney Centers
- Wendy Townsend, APR

- Kaila Trout
- Ann M. Woolman
- Douglas Joe Zimmer, U.S. Fish and Wildlife Service
- Anthony L. Jacob
- Jennifer Sutton, Air Line Pilots Association

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## Stay Connected

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### 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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