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Programs & Events

April 9



[Register Today for the PR Career Jumpstart Day](#)

All current students, graduates and those looking to transition their careers are invited to PRSA's Career Jumpstart Day! This day-long professional career workshop gives attendees an inside look at public relations and valuable tips and advice from some of the best agencies and professionals in Western Washington. This year's notable speakers include professionals from the Seattle Symphony, Weber Shandwick, Seattle Children's Hospital, the Washington State Office of the Attorney General, Edelman and more. A nationally recognized expert in the field of crisis management/communication, David Marriott will be the keynote speaker.

Other activities throughout the day will include a networking snack break, sessions on "A Day in the Life" as well as breakout discussions with participating professionals and optional mock interviews. We hope to see you there!

When: Saturday, April 9, 2011
9 a.m. - 2 p.m.
Where: Seattle Pacific University
Cost: \$35 per person until April 1, \$45 after
Registration: [Register online](#) or call 206-623-8632

Join us on [Facebook](#) and [Twitter](#) to get the latest updates.

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April 14

Communicating without Words

Come hear from a panel of experts who will speak about the power of a good campaign/presentation, specifically, how to get started and the creative process. Learn how an image and/or design esthetic can enhance a message beyond the words.

Our panel of experts includes:

- Rusty George, Creative Principal, Rusty George Creative
- Derek Lunde, BCRA

The South Sound Group meets at 8 a.m.—doors open early for networking—in the first floor board room at Metro Parks Tacoma headquarters, 4702 S. 19th St. Cost is \$5 for PRSA members, \$8 for nonmembers. Please sign in at the door. Refreshments are included, no reservations necessary.

Directions: From I-5 north or south, take SR-16 toward Gig Harbor. Take the 19th Street East exit toward Cheney Stadium, turn right on 19th, then right into the Metro Parks Tacoma parking lot.

Note: please leave the customer-designated parking open for Metro Parks. If you require special accommodations for a disability, please contact Sheree Trefry at 253.305.1059 or shereet@tacomaparks.com at least 48 hours in advance of the meeting.

If you have additional questions, please contact our South Sound co-chairs:

Jennifer Aalgaard, MultiCare Health System, 253.697.2029

Karrie Spitzer, APR, City of Tacoma, 253.591.5790

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April 20

April Luncheon: How to avoid a social media disaster

Co-sponsored by NIRI, National Investor Relations Institute

With the growth in social media, ignoring them during a crisis can put your company or customer's reputation at risk. On the other hand, well-crafted and planned social media strategies can become your best allies. Our speakers bring both a public relations and marketing focus to avoiding a crisis in social media. Using real-life examples, the panelists will walk you through strategies and tactics used for success in social media and beyond.

Speakers: **Clay McDaniel**, principal and co-founder of Spring Creek Group, an interactive marketing agency focused on social media brand analytics and marketing campaign services. **Christopher Budd**, ten-year veteran of

Microsoft, where he managed worldwide communications around security and privacy issues affecting Microsoft customers.

When: Wednesday, April 20, 2011
11:30 a.m. – 1:00 p.m.

Where: Washington Athletic Club

Cost: \$38 members of PRSA or NIRI
\$48 nonmembers

Registration: **Register online** or call 206-623-8632
Registration closes 5:00 PM April 18, 2011
At the door price is \$10 more per person

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June 14

Personal Branding: Make Your Career Soar

Save the date on June 14 for a special Professional Development Seminar: "Personal Branding: Make Your Career Soar" with nationally-known career development consultant and author Robin Ryan. Ryan has appeared on Oprah and speaks to packed audiences across the country. Learn how to identify your own personal brand and incorporate it into your professional life. The event will begin with a continental breakfast at 7:30 a.m. and the program will run from 8 a.m. to 10 a.m. Check the PRSA Puget Sound website for more details in the next few days.

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News

Know a college student who could use more money for school?

The deadline for PRSA Puget Sound's two \$2,500 scholarships—the Sally Heet Memorial Scholarship and the Horace and Susie Revels Cayton Scholarship—is April 15. Both scholarships are aimed at students who will be juniors or seniors in the upcoming school year who have demonstrated aptitude for, and an interest in public relations.

Students who are enrolled full-time at a Washington state college or university who have demonstrated academic achievement are eligible for The Sally Heet scholarship. The Cayton Scholarship is awarded each year to a full-time, minority student attending school in Washington state, or who has a parent living in Washington but attends school elsewhere.

If you know a student who would qualify, direct them to www.prsapugetsound.org. Click on the "Students" link for more information and an application.

For information about volunteering on the Scholarship Committee, contact Jennifer.Sutton@alpa.org.

FYI - the Seattle chapter of the Asian American Journalists Association is also looking for candidates for their 2011 Northwest Journalists of Color Scholarship for high school and college students from (or studying in) Washington who are looking into a career in journalism. If you know any potential candidates, the information on this opportunity is posted at <http://www.aajaseattle.org> and the deadline is May 1.

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PRSA has designated April as Accreditation Month

Members can learn more about becoming Accredited in Public Relations (APR) through many special events, including:

- Free Online Course **Open House** – April 12 (for potential candidates)
- Free **APR Webinar** - April 28

- **APR Boot Camp** Seminar – April 27-30
- "Getting Ready for the Readiness Review" **On Demand** program - available through June 8
- Using the "**Invite-a-Peer**" tool to help spread the word about APR

The Puget Sound chapter is organizing a series of classes this spring for professionals seeking their accreditation.

Interested? Contact Jacque Coe at coej@bsd405.org

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Speaking of Ethics – Plagiarism

*Neil Neroutsos, APR
Past President/Ethics Officer*

With many of us crunched for time and facing multiple deadlines – and with the exponential growth of information on the Internet – there can be a temptation to take the easy way out. Don't do it! According to a recent PRSA Professional Standards Advisory, plagiarism is the unauthorized use of another person's language and thoughts in a way that represents them as our own work. In other words, it's theft, fraud or deceit. Beyond the obvious ethical issues stealing someone's ideas raises, it also diminishes the credibility of our profession and erodes trust. Does anyone remember the questionable stories by *New York Times* reporters Jayson Blair and Maureen Dowd? Learn more by visiting the **PRSA website**. And please **email me** with your comments!

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Engage in the Chapter – Volunteer!

We all can help contribute to our chapter's success by volunteering. A variety of opportunities are available throughout the year – supporting events, marketing programs, working with students and more! Your assistance is critical to bring the greatest value to our membership. For more information, contact Volunteer Coordinator **Neil Neroutsos**, 425-783-8444, or visit our **volunteer page**, which lists committees and contact information.

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Membership

Spring into PR!

Hey PRSA members: Need a little spring pick-me-up? Renew your membership by April 15 and jazz up your spring! Three lucky renewing members will be selected to win a new iPod Shuffle. **Know someone still thinking about joining PRSA?** During the month of March, encourage them to **submit their contact information** to PRSA National to receive free resources and special offers. One submission will be selected to **receive a FREE PRSA National and Chapter membership for one year!** **Register now!**

Questions? Contact Jocelyn McCabe, APR at 360.943.1600/360.870.0164 or Jocelynm@awb.org.

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New & renewing members (as of March 21)

Thank you to all our new and renewing members! Your support makes it possible for our chapter to continue to offer services and programs to Puget Sound area members.

NEW MEMBERS (15)

- Kristine Andrews
- Alyson Chase, Washington State Health Care Authority
- Kristi M. Ellefson, Washington Dental Service
- Stacia Kirby, Kirby Communications, Inc.
- Kelsey Lamon, Lane Powell PC
- Amy Maclver, PATH

- Shauna McBride, Allstate Insurance Company
- Sharon Michael, Washington State Health Care Authority
- Emily Roberts, Puget Sound Health Partners
- Elyse Rowe, The Greater Tacoma Community Foundation
- Yasmeen Sands, U.S. Forest Service, PNW Research Station
- Michael Sheehan
- Jared Stewart
- Doris Torres
- Aaron Wyatt, Washington State Board of Education

REINSTATED MEMBERS (4)

- Stephen Daniels-Brown, Daniels-Brown Communications
- Mark Firmani, APR, Firmani & Associates
- Kay Herring, APR, Fellow PRSA, K. Herring Communications
- Anna Kim-Williams, Microsoft

RENEWING MEMBERS (23)

- Tana Bader Inghima, Port of Kennewick
- Ed T. Boyle, Swedish Medical Center
- Patti Brumbach, Washington State Beef Commission
- Megan Danielle Brunet, Allstate Insurance Company
- Christopher Budd, Christopher Budd Communications
- Bradley Paul Chatfield, Pierce County Council
- Elizabeth (Biz) Dailey, The Dailey Company LLC
- Pete DeLaunay, APR, DeLaunay Communications, Inc.
- Leslie Diane Harris, City of Kenmore
- Cory E. Hartje, Microsoft
- Catherine L. Hinrichsen, APR, C&C Communications
- Robin Jacobson, San Juan Islands Visitors Bureau
- Aren Kaser, Synapse Product Development
- Terry J. LaBrue, APR, LaBrue Communications
- Christi Ball Loso, Fred Hutchinson Cancer Research Center
- Isaac Dorn Phillips, Virginia Mason Medical Center
- Katherine Brown Powell, Allstate Insurance Company
- Joe A. Rothrock, APR, Virginia Mason Medical Center
- Richard Scott Sewell
- Timothy J. Smith, APR, Edelman
- Sarah Stall, University of Puget Sound
- Lorna Sutton, City of Tacoma
- Catherine Sweeney, APR, Sweeney Communications

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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 **Kathryn Reith** by the middle of each month.

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