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## Programs & Events

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### August 19

#### **Travel and Hospitality PR in a changing world**

...aboard Holland America's Amsterdam cruise ship at Pier 91

How have world events and the internet changed the hospitality industry? Sue Brush, veteran Public Relations director for Westin Hotels and the 2010 PRSA Professional of the Year for Puget Sound, gives her insights into the world of Hospitality Public Relations aboard Holland America's Amsterdam cruise ship. Join us for lunch, a fun cooking demonstration and program.

When: Friday, August 19, 2011

Schedule: 11:15 am Check in

11:45 am Luncheon  
1:00 pm Program  
1:45 pm Optional self tour of the ship  
2:30 pm Off ship

Cost: \$45 PRSA members; \$55 nonmembers  
Registration: **Register online** or call 206-623-8632  
Deadline: Registration deadline is 5:00 pm August 15  
Note: Because of security clearance requirements:  
No late registrations  
No "at the door" registrations  
No substitutions

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## September 15

### Speaking of Ethics: Not so trivial trivia night

Join us in September for a fun, interactive evening to test your ethics know-how and judgment. How would you respond to various ethical dilemmas? How would you counsel your client or senior management? Don't miss this popular annual program.

When: Thursday, September 15 – 5:30 pm to 7:30 pm  
Where: Jillians – 731 Westlake Avenue North, Seattle  
Cost: Free; No Host Drinks/Appetizers  
Contact: **Neil Neroutsos**, APR, 425-783-8444

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## November 16

### Save the date – Connecting for A Cause

Don't miss this year's Connecting for a Cause on November 16 at the Seattle Center's Northwest Rooms. We have 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. Find out how other nonprofits are getting maximum PR exposure despite limited resources. Plus much more. Stay tuned for details.

Cost: \$85 PRSA members; \$95 PRSA non-members  
Cost includes continental breakfast and lunch.

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## News

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### August 9

#### PRSA Member Discount for BlogWell: How Big Brands Use Social Media

*Presented by GasPedal and SocialMedia.org*

<http://socialmedia.org/blogwell/seattle2>

**Discount for PRSA members!** Microsoft, REI, The Clorox Company, Deluxe Corporation, Itron, MillerCoors, Cargill, and Boeing will share case studies in corporate social media at BlogWell Seattle: How Big Brands Use Social Media. You'll learn how to get started, get past roadblocks, and make your social media program phenomenal – all in one afternoon, for just \$250.

Get practical, how-to advice on creating great content, earning management buy-in, training employees, engaging fans, and keeping everything ethical and legal.

Apply the code **PR SAPUGETSOUNDSENTME** to get \$100 off your registration.

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## Chapter scholarships get a boost!

### Leadership gifts reach 75% of \$20K campaign goal

We asked and people gave. Since 1986, PRSA Puget Sound has raised money for its **scholarship** endowment fund to help ensure the success of the public relations profession. Forty-three scholarships have been awarded to students attending Washington colleges and universities.

We're nearing our goal of \$20,000 by September 30 but we need your help too. Please support students like **Emily Nasueda, Seattle University** and **Maria Alauddin, Gonzaga University**, our 2011 scholarship recipients who are the future of our profession. Soon, we'll let you know how you can give online. For now, please mail a check made out to PRSA Scholarship Fund (PO Box 58530 Seattle, WA 98138) by September 30.

### Thank you to the following people who have given so generously to the fund this year:

Bob Frause, APR, PRSA Fellow	Providence Health & Services
Jay Rockey, APR, PRSA Fellow	Kathryn Reith, APR
Pat Fearey, APR	Sue Brush, APR
Suzanne Hartman, APR	Erika Schmidt, APR
Roger Nyhus	Edelman
Julie Colehour	Bryan Cohen
Karen LaFlamme, APR	Cheri Brennan, APR
Neil Neroutsos, APR	Dave Marriott, APR
Dan McConnell	Pete DeLaunay, APR
Marilyn Hawkins	Linda Farmer, APR
Amy Turner	Elle Warmuth, APR
Brenda South	Beverly Holland, APR
Gary Sabol, APR	Jacque Coe, APR
Kauilani Robinson	Karla Slate
Katherine Boury	Jennifer Sutton

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## Your colleagues deserve an award – don't miss your chance to nominate them

Each year at our holiday gala, 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**
- **Outstanding New Member of the Year**
- **Hugh Smith Community Service Award**
- **President's Award for Volunteerism**

Look through your Facebook friends, your LinkedIn connections and the people around you who are doing good work and take the time to nominate them for an award. They deserve it.

Nominations (forms available online) are due **September 23, 2011**. Non-PRSA members are eligible for some awards as well (Professional of the Year and Hugh Smith Community Service Award).

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## Get Involved: PRSA 2012 International Conference in San Francisco

San Francisco will play host to the PRSA International Conference in October 2012. The San Francisco Chapter needs your help to create a memorable event for public relations colleagues from around the world.

Opportunities abound for participation, from serving as a local conference co-chair to chairing and participating in committees for hospitality, communications or sponsorships.

A group of PRSA-SF members has begun mapping out a plan for coordinating with National PRSA so that together we can deliver the best PRSA International Conference ever. If you'd like to contribute your energy to this goal, please take two steps:

1. Click on this link: <http://bit.ly/jteIVG> There you'll find brief descriptions of key local roles and responsibilities associated with planning this Conference. They are: Local co-chairs, and chair or member of the hospitality, communications or sponsorship committees.
2. If you're interested in any of these roles, send your name and contact information to Sande Smith, San Francisco Chapter President, at [sandes@womensfoundca.org](mailto:sandes@womensfoundca.org). There will be no shortage of spaces and places for members to apply their interests.

Thanks so much for participating in this exciting opportunity.

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### Support our chapter by volunteering

You and other local members contribute to the success of PRSA Puget Sound. 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.

The Diversity Committee is currently seeking members. If you are interested in helping our chapter include and serve all of our community, contact **Shirley Skeel**, 253-879-2611, or **Kathryn Reith**, 425-936-1342.

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## Membership

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### Summer savings when you join PRSA

When you join PRSA during August, your \$65 initiation fee is waived. National membership dues are \$225 annually. Mention promotion code **SUMMER11** on your application.

Be sure to also join the PRSA Puget Sound Chapter to realize benefits within our local PR community. Chapter dues are \$52 annually.

Join today at [www.prsa.org/summer11](http://www.prsa.org/summer11).

Already a member? Please spread the word to colleagues who might be interested. This is the best savings offered so far this year.

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### New & renewing members

*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 (7)

- Jessica Dash
- Tiana Day
- Roger Flessing, World Vision
- Mollie Hammar, Washington State Farm Bureau
- Erin Leahy
- Lauren Lytle, Current Lifestyle Marketing
- Natalie Surowiecki

#### RENEWING MEMBERS (17)

- Gerald Baron, Agincourt Strategies, LLC
- Christina Donegan, APR, Greater Seattle Chamber of Commerce
- Amy Goings, Clover Park Technical College
- Marion A. Haithcox, APR
- William Heisel, The Institute for Health Metrics and Evaluation
- Alicia Lawyer, City of Tacoma
- Katherine McCarthy, GroupHealth
- Bonnie Jo Middleton, Presbyterian Retirement Communities Northwest
- Colleen M. Moffitt, Communique PR
- Valerie O'Neil, APR, Starbucks Coffee Company
- Loni Rahm, Bellingham Whatcom County Tourism
- Linda Robson
- Linda J. Sellers, APR, Northwest Kidney Centers
- Robin L. Shapiro
- Jennifer Sutton, Air Line Pilots Association
- Kaila Trout
- Ann M. Woolman

#### REINSTATED MEMBERS (3)

- Christine L. Bridenbaugh, Bridenbaugh Communications
- Andrew R. Colley, Microsoft
- Karissa Sams, Weber Shandwick

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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 [prsapugetsound.wordpress.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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