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## Programs & Events

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January 13

### **South Sound: The Journey to an Engaged Enterprise**

**Speaker: Rod Brooks, VP and Chief Marketing Officer, PEMCO Mutual Insurance Company**

An engaging and knowledgeable presenter, Rod will share how PEMCO successfully leveraged social media tools and programs to break down barriers and create organizational readiness and engagement around social media. He will share the specific tools PEMCO utilized to reach and educate reluctant audiences and foster a transparent, relationship-based culture.

Key takeaways:

1. Why a social media savvy enterprise is critical to keeping the customer in the driver's seat
2. How to leverage social media tools and programs to develop organizational engagement, overcome internal challenges and convert reluctant audiences
3. How to integrate social media with offline and online approaches

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, \$10 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 at least 48 hours in advance of the meeting.

When: January 13, 8:00 a.m.

Where: Metro Parks Tacoma headquarters, 4702 S. 19th St., Tacoma

Cost: \$5 PRSA members; \$10 nonmembers (Refreshments included)

Contacts: Jennifer Aalgaard, 253.697.2029; [jennifer.aalgaard@multicare.org](mailto:jennifer.aalgaard@multicare.org)  
Karrie Spitzer, 253.591.5790; [karrie.spitzer@ci.tacoma.wa.us](mailto:karrie.spitzer@ci.tacoma.wa.us)

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## January 18

### Volunteer Appreciation Social

Special Guest Scott Jackson - Path

PRSA volunteers: Join us for an after-work social to recognize your many contributions to our local chapter. Your service to PRSA ensures our continued success! Special guest Scott Jackson, Vice President of External Relations for Path, will discuss his community service experiences including his work to address global health and poverty issues for World Vision and Path. This is a complimentary event for volunteers, but registration is required.

When: Tuesday, Jan. 18, 5:30-7:30 p.m.

Where: Weber Shandwick - 818 Stewart Street, Suite 1300, in Seattle

Cost: Free complimentary event for PRSA volunteers

Registration: Please call 206-623-8632

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## January 18

### South Sound Social

Join the party at the South Sound Social from 4:45 to 6:45 p.m. on January 18. Hobnob with South Sound professionals at Katie Downs in Tacoma. You don't actually have to live or work in the South Sound to come to the event--you're all invited to join this famously involved, really fun group of folks.

When: January 18; 4:45pm-6:45pm

Where: **Katie Downs**; 3211 Ruston Way Tacoma, WA 98402

Cost: FREE (Attendees are responsible for their own food and beverages)

Contacts: Jennifer Aalgaard, 253.697.2029; [jennifer.aalgaard@multicare.org](mailto:jennifer.aalgaard@multicare.org)  
Karrie Spitzer, 253.591.5790; [karrie.spitzer@ci.tacoma.wa.us](mailto:karrie.spitzer@ci.tacoma.wa.us)

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## February 2



## Masters Group - Leveraging National and Global Health and Wellness Issues

Every organization is impacted today by national health and wellness issues. Join your peers for a panel discussion with public and government affairs leaders from REI and Starbucks and gain insights into best practices and lessons learned. Find out how recent campaigns have engaged consumers and encouraged them to take steps toward a healthier lifestyle, while protecting and growing corporate profits and reputations.



We will also look ahead to gain insight into how health care reform will affect health and wellness plans in the coming years with Ron Lahner, an attorney and Partner in Dorsey and Whitney's Global Health Group. Gain a seat at the executive table by helping your organization understand and define the questions that need to be asked as health and wellness coverage and policies change. Ron will also provide best practice tips for how to communicate the new changes with your employees.

Panelists include:

- Shannon Boldizsar, Global Public Affairs Manager, Starbucks Coffee
- Trina Smith, Global Corporate Communications Manager, Starbucks Coffee
- Libby Catalinich, Director - Corporate Communications, REI (Recreational Equipment Inc.)
- Ron Lahner, Attorney and Partner in Dorsey and Whitney's Global Health Group
- Chris Bridenbaugh, Bridenbaugh Communications, Moderator

When: Wednesday, February 2, 5:00-7:00 p.m.

Wine social from 5-6:00 pm. Program runs from 6-7:00pm

Where: Dorsey LLC - Conference room - Columbia Center, 701 Fifth Avenue, Suite 6100, Seattle

Cost: \$25.00 per person

Registration: Register with credit card by January 31 - 206-623-8632

### About PRSA Puget Sound/ Masters Group:

*The PRSA Masters Group is a select forum for senior level public relations professionals to build community connections, share best practices and to come together with their peers to share information on current issues and industry trends.*

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## February 9

### Get Ready to Rock at the 2011 Totem Awards Celebration



It's time to honor the best PR programs in the Puget Sound region! The Totem Awards Celebration will be held at the Hard Rock Café, a venue that has taken pride in honoring those who have made their mark in the music industry over the years - a fitting location to honor those making their mark in the public relations arena.

Come to network, view award-winning projects, hear from innovative speakers, vote for the People's Choice Award, enjoy a scrumptious meal and celebrate this year's winners.



Thanks to our sponsor, Publicis Consultants.

When: February 9 - 5:30-9:00 p.m.

Where: Hard Rock Cafe, 116 Pike Street, Seattle 98101

Cost: \$50 PRSSA Members; \$95 PRSA Members; \$110 Non-Members  
\$380 table of 4; \$570 table of 6; \$760 table of 8

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

Registration deadline: February 2

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February 15

## Managing your Brand

### How to Measure Social Media: Your Brand's Influence

With the speed of social media today, measuring its effect - and its effectiveness - is essential for your organization or brand. Margot Sinclair Savell, vice president, Measurement & Strategy at Weber Shandwick, shows how a "social media snapshot" captures the information you need to plan effective campaigns. She also demonstrates approaches for reaching your audiences through social media, saving time and money in the process.

About the speaker: Margot Sinclair Savell is vice president of Weber Shandwick's Measurement & Strategy Practice. Her work measures the competitive digital landscape for clients, and she provides strategic counsel and thought leadership. She also authored Weber Shandwick's white paper, "Do Fortune 100 Companies Need a Twittervention?"

When: Tuesday, February 15, 2011  
7:30 a.m. - Beverages and breads; 8:00 a.m. - program

Where: Weber Shandwick, 818 Stewart St., First floor conference room

Cost: \$12 members; \$20 nonmembers

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

Deadline: 12:00 Noon, February 11

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April 9

### Save the Date! Career Jumpstart 2011 - Stand Out From the Crowd

'Tis the season for holiday cheer, but is there a better gift to yourself than preparing for your future? Mark your calendars for the annual PRSA Career Jumpstart Day! The event will take place on Saturday, April 9, at Seattle Pacific University.

For over 15 years, Jumpstart has been a beneficial way to get an inside peek at the dynamic world of public relations as well as an opportunity to network with local PR pros. Aspiring students, recent graduates and those looking for a fresh career change are all invited to attend this exciting day-long professional career workshop. It's your chance to get valuable tips, advice and more from some of the best agencies and professionals in Puget Sound. Stay tuned for additional details including registration information, featured speakers and topics in future issues of Newsflash. Happy Holidays!

Interested in being a speaker? Please contact Tara Wyman at [tarawyman@live.com](mailto:tarawyman@live.com) for more information.

When: Saturday, April 9  
Where: Seattle Pacific University

Join us on **Facebook** and **Twitter** to get the latest updates.

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## News

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**New Year, new job? Jobline can help!**

Looking to start the New Year by finding a new job? Puget Sound PRSA members have a free subscription to access the job listings in the **Communicators & Marketers Jobline**. If you are looking for a new member for your team, this is also a cost effective place to advertise job openings to a very targeted audience: more than 1,000 members of AMA, IABC, AWC, and PRSA have access to the postings. A single employment listing costs just \$100 for up to four weeks. Non-paid internship and non-profit volunteer positions can be listed for only \$10. Learn more on the **PRSA Puget Sound website**.

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## Speaking of Ethics

*Neil Neroutsos, APR, Past President/Ethics Officer*

When faced with a difficult decision lately, I remember three important people in my life - my father and my two daughters. I ask myself, how would dad approach this situation? How would my kids assess my actions? Extending that a bit more, if my response was printed in the local paper or on the TV news how would friends, family and colleagues react? Faced with a dilemma, what do our instincts tell us about right and wrong? Seriously, I think we know most of the answers by the time we're third graders.

In this monthly column I'll delve into PRSA standards, ask for your real life examples of how you've been tested and hopefully generate a healthy dialogue on doing the right thing. Please **e-mail me** with your comments!

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## Help ensure the Chapter's success and yours - Volunteer!

Looking for new experiences, opportunities to network with other professionals and a great way to make new friends? Volunteer with PRSA Puget Sound! The chapter is now recruiting members for a variety of committees including the Membership and Totems Awards Committees. Contact Volunteer Coordinator **Neil Neroutsos**, 425-783-8444, or visit our **volunteer page**, which lists committees and contact information.

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## Membership

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### New & renewing members:

New members:

- Imelda Dulcich, Ms. Imelda Public Relations
- Claire Loudis, BP
- Margot Sinclair Savell, Weber Shandwick
- Bernadette Shintaffer, Therapeutic Associates, Inc.
- Tara Wyman, Weber Shandwick

Renewing members:

- Jody Lee Barnett, Shell Puget Sound Refinery
- Megan J. Behrbaum, APR, Recreational Equipment, Inc. (REI)
- Katherine D. Boury, American Red Cross
- Dorothy C. Bracken, APR, Puget Sound Energy
- Courtney A. Coe, Recreational Equipment, Inc. (REI)
- Christine Patricia Cranston
- Tawny Michelle Dotson, APR
- Erik R. Elvejord, Holland America Line
- Tami Fairweather, Cascade Designs, Inc.
- Heather Lynn Fernandez, The Fairmont Olympic Hotel
- Robert E. Gogerty, Gogerty Stark & Marriott, Inc.
- Walter B. Greenwood, APR, Greenwood Public Relations
- Davina R. Gruenstein, APR, Puget Sound Energy

- Lynnel A. Hampton
- Patricia S. Henson
- Beverly J. Holland, APR, Boeing Commercial Airplanes
- Randy Hurlow, APR, Downtown Seattle Association
- Karen Kirby, Puget Sound Blood Center
- John Kvasnovsky, APR, Boeing Capital Corporation
- Lora Lee, Feary Group, Inc.
- Lorie K. Lee, Parametrix
- Brooke C. Mattox, Washington Education Association
- Jocelyn Ann McCabe, APR, Association of Washington Business
- Arthur P. Merrick, APR, Fellow PRSA
- Daniel Kevin Miller, DDB
- Karen L. Munger, APR, Symetra Financial
- Michael D. Munson, APR, Michael Munson Communications
- Joanna C. Norwood, Evergreen Speech & Hearing Clinic
- Laura H. Paskin
- Linda Regan-Yonck
- William J. Seil, APR, The Boeing Company
- Monica Lynn Sylte, Valley General Hospital
- Michelle C. Warmuth, APR, City of Tacoma

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

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