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Programs & Events

July 21

[Put Your Web and Social Media into Action](#)

An After-Hours Social

With the advent of inexpensive mobile video, the ability to bring motion to social media pages is very cost effective. Learn from broadcast videographer Scott Eines how to produce entertaining and informative video content designed specifically for social media.

When: Thursday, July 21, 2011
7:00 - 10:00 pm

Where: The New Microsoft Store, 116 Bellevue Square, Bellevue
(south side of the of the Mall near Nordstrom)

Cost: \$12 members, students and nonmembers
\$5 additional at the door

Registration: [Register online](#) or call 206-623-8632

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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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News

Speaking of Ethics – A Blogger Bashing

*Neil Neroutsos, APR
Past President/Ethics Officer*

Unfair or not, *TechCrunch* blogger MG Siegler recently unleashed an attack on PR types in the tech industry. "The fact of the matter is that the entire PR industry is like a weed growing out of control," he stated. "What they do is nothing more than attempt to spin or grossly misrepresent what it is we do. It's all about controlling a narrative—by any means necessary." Siegler did concede that many communicators are "nice people" and "very good at what they do." So how do you respond? Is this simply the belligerent ranting of an overworked tech writer? Or is there some merit to his perspective? Our PRSA Professional Values call for the "highest standards of accuracy and truth in advancing the interests of those we represent." Think about it. Have you ever fallen short? Learn more about our Code of Ethics by visiting the [PRSA website](#). And please [email me](#) with your comments!

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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.

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Membership

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 (4)

- Michael Dommer
- Alexandra Kramer
- Candace Oehler, South Seattle Community College
- Laurel Yamaguchi, DDB

RENEWING MEMBERS (20)

- Debra Carnes, JayRay Ads & PR
- Nancy A. Carpenter, State Farm Insurance
- Rita E. Cipalla, Cipalla Communications, Inc.
- Julie A. Colehour, Colehour + Cohen
- Amy Cziske, Yakima Valley Credit Union
- Patricia-Aileen Cook Graesser, APR, United States Dept. of the Army
- Cluny Lea McCaffrey, APR, The Nature Conservancy
- Linda A. Mullen, Enviroissues
- Rich Murphy, Ph.D., APR, Rich Murphy Consulting
- Walter T. Neary, Comcast
- Neil S. Neroutsos, APR, Snohomish County Public Utility District
- Jennifer L. Nibley
- Rhonda R. Rosenberg, King County Housing Authority
- Gary Sabol, APR
- David Sandler, Seattle Goodwill
- Cameron Satterfield, King County Department of Executive Services
- Karla Slate, City of Covington
- Kathryn A. Sugiyama, City of Seattle
- Jennifer A. Tice, Russell Investments
- Li-Shuan Linda Wang-Stewart, APR

REINSTATED MEMBERS (2)

- Barry Mitzman, Seattle University
- Richelle Nielsen, Premera Blue Cross

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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 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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