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Programs & Events

June 14

Professional Development Seminar: "Personal Branding: Make Your Career Soar"

...with national career development sensation and author Robin Ryan.

Identify your own personal brand and incorporate it into your professional life - or help your team members to develop their own brand for their own career development. Robin Ryan has appeared on Oprah and speaks to packed audiences across the country. You won't want to miss this one!

When: June 14, 2011
7:30 am – Continental breakfast

8-10 am Interactive seminar with Robin Ryan
Where: Seattle Center Northwest Rooms – Lopez Room
Cost: \$55 PRSA members and students; \$70 nonmembers
\$10 additional at the door
Registration: **Register online** or call 206-623-8632
Registration closes 5:00 pm Friday, June 10

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July 21

PRSA After Hours Social: Putting Your Web and Social Media Into Motion

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
(near Nordstrom on south side of the Mall)
Cost: \$12 members, \$22 nonmembers
\$5 additional at the door
Registration: **Register online** or call 206-623-8632
Registration closes 5:00 pm July 18, 2011

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August 19

Travel and Hospitality PR in a changing world

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

Save the date! 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

Registration information will be available online shortly.

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News



Student Leaders Gather for Retreat

Twenty student leaders from the PRSSA chapters at Central Washington University, Seattle University and University of Washington met for the fourth annual Leadership Retreat, sponsored by the Student Outreach Committee. Students shared their success stories from the year, brainstormed ideas for next year and heard leadership tips from professionals, including our chapter president, Kathryn Reith, APR.

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Congratulations to our newest APR!

Shannon Parthemer, communications coordinator for Lake Washington School District, is the latest chapter member to earn her Accreditation in Public Relations. Parthemer took advantage of two chapter programs, a workshop designed to help members work on their readiness review questionnaire and portfolio, and a preparation course. Parthemer completed her Readiness Review this spring and took the test on May 16.

Puget Sound Chapter President Kathryn Reith, Parthemer's supervisor, noted, "Shannon is an inspiration to anyone thinking about the APR. She completed this process while balancing family life, as a mother of a toddler, and full time work. And she took her test at eight months pregnant. Shannon made a plan, set herself a deadline and stuck to it."

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Speaking of Ethics – Phantom Experience

*Neil Neroutsos, APR
Past President/Ethics Officer*

Remember the comedy/drama film *Catch Me If You Can*? It's based on the life of **Frank Abagnale Jr.**, who successfully conned millions of dollars as he posed as a Pan Am pilot, a doctor and an attorney. While it makes a great story, the feds ultimately nabbed Abagnale. He forfeited the cash, lost his fiancé and was sent to prison. Now, while falsifying experience on your resume or business brochures may not seem as extreme, we all know it's wrong. PRSA's Professional Standards state that "phantom experience means providing information that overstates or distorts the actual experience being brought to the table by an organization, a company, a group or an individual." Sure, you can lie and land the big deal or high profile job. But, at the end of the day can you live with yourself knowing you cast your integrity aside? Learn more 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

Today in Membership: Renewing & Reinstating or Why I learned to Renew Early and Avoid the Fee

Between your professional and personal life, there's plenty to keep track of these days. That's why both PRSA National and your local Puget Sound Chapter make it a point to remind you about upcoming membership deadlines. Occasionally, we all miss things. In the case of your PRSA membership, missing the deadline to renew may cause your membership to lapse. Unfortunately, that means you have to be reinstated, incurring a \$35 fee from the national organization. This is very similar to what you might experience when paying a bill past the posted deadline. Unfortunately, national is pretty strict about the deadline and our local chapter has no control over this. Instead, we just encourage members to renew by the advertised deadline, which keeps you on the books as a member and avoids any possible fees.

If you have questions about membership, please contact Jocelyn McCabe, PRSA Puget Sound membership chair, at JocelynM@awb.org or 360-870-0164.

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FEATURED BENEFIT: Save With Members-Only Discounts

PRSA knows the importance of being as value-driven as possible. Log in to **MyPRSA** to check out member-exclusive discounts on:

- Insurance for Members and Chapters. Receive preferred rates on insurance for yourself, your family and your business.
- Financial Planning Assistance for Members and Chapters. Free access to financial planning tools, services and resources.
- FedEx and FedEx Office. Save up to 27 percent on select FedEx® shipping and business services.
- Budget and Avis Car Rentals. Enjoy special rates with Budget and Avis.

Also, be sure to update your member profile so other MyPRSA users can connect with you both within PRSA and other social networks. For more information, [visit MyPRSA](#).

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New & renewing members (as of May 16)

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 (10)

- Anthony Anderson
- Meg Andrews, Qwest Communications
- Caitlin Curran
- Dan Eramian, Cell Therapeutics, Inc.
- Jocelyn Farenbaugh, Waggenger Edstrom
- Michelle Isacson, Washington State University
- Sean C. Larin
- Neil Parekh
- Sophia Reza

- Susan West

RENEWING MEMBERS (12)

- Bridget E. Boland, MWW Group
- Cheri L. Brennan, APR, Alliance Communications
- Kathy A. Budnick, APR, Plum Creek
- Judith Cushman, Judith Cushman & Associates
- Linda E. Farmer, APR, Association of Washington School Principals
- Christian S. Folk, Outdoor Research, Inc.
- Sherry L. Hill, DSHS Communications Officer
- Betsy McFeely, Seattle Goodwill
- Dean R. Owen, World Vision
- Brad Perdue, Virginia Mason Medical Center
- Robin Rees, Varolii Corporation
- Jennifer Wood, Waggener Edstrom

REINSTATED MEMBERS (6)

- Kimberlee Lyn Beers
- Wendy K. Ferrell, APR, Office of the Administrator for the Courts
- Kelie Kahler, BLRB Architects, p.s.
- Judy A. Kitzman, Seattle Central Community College
- Linnae Riesen, SEIU Healthcare 1199NW
- Kellie Williams, State Farm Insurance

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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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