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## Programs & Events

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### March 10

#### South Sound: PR in the Public Sector

Panelists include:

- Hunter George, Pierce County
- John Henrikson, The News Tribune
- Rob McNair-Huff, City of Tacoma

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, and 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: March 10, 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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## March 24

### Program: What they don't tell you about starting a PR business

Starting a PR business is – and is not – like starting any other business. PRSA offers a behind-the-scenes look from three professionals who started their own PR firms:

- **Kevin Bush**, Rainier Sky Marketing & Public Relations;
- **Catherine Sweeney**, APR, Sweeney Communications, LLC; and
- **Terry LaBrue**, APR, LaBrue Communications.

When: Thursday, March 24, 2011

7:30 - 9:00 AM

7:30 Continental Breakfast - 8:00 Program

Where: The New Microsoft Store

(south side of the of the Mall near Nordstrom)

116 Bellevue Square, Bellevue, WA

Cost: \$12 members, \$22 nonmembers

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

Online registration closes 10:00 am March 22, 2011 or when sold out

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## April 9



### Registration is Now Open for PR Career Jumpstart Day - April 9, 2011

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 and more. A nationally recognized expert in the field of crisis management/communication, David Marriott will be our keynote speaker.

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

Sponsorship spots are still available. Please contact Beth Evans at [Beth@nyhus.com](mailto:Beth@nyhus.com) for more information.

When: Saturday, April 9, 2011  
9 a.m. - 2 p.m.  
Where: Seattle Pacific University  
Cost: **Save \$10 with early registration!** \$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 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  
Online registration closes 5:00 PM April 18, 2011  
Prices increase \$10 per person at the door  
Registration: **Register online** or call 206-623-8632

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## **News**

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### **Totem Awards Recap**

The year 2010 was very successful for PR campaigns in the Puget Sound. The sold-out 2011 Totem Awards celebration on February 9 formally honored the winners. Among the standouts were the People's Choice award winner Nyhus Communication for Partners in Preservation Seattle; the Best of Show award winner PRR, Inc., for Southeast Seattle in Motion; and the Outstanding Young Professional award winner Lynsey Gilchrist of PRR, Inc.

Check out all of this year's winners [here](#) and take a peek at photographs from the event [here](#).

Additional awards can be ordered until Tuesday, March 1. Please contact the PRSA office at (206) 623-8632 for details.

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[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](http://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](mailto:Jennifer.Sutton@alpa.org).

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## Speaking of Ethics – How green are you?

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

Consumers more and more look to an organization's environmental ethic to guide their decisions about their interactions, whether it's a purchase at the checkout counter, a contribution to a charitable cause or buying stock. As we represent our organizations, rightly so, we all want to promote our greenness. Let's just keep it clean.

Greenwashing is the unjustified appropriation of our environmental virtues. As PR professionals, under our PRSA Code of Ethics, it's our role to "educate decision makers about the potential damage to the reputation of the company if these claims are shown to be false, misguided or misleading." Avoid the temptation to embellish, distort or ignore facts. If your passion is environmental communications, pick a company to work for that you can support from the start. Learn more by visiting the [PRSA website](#). And please **email me** with your comments!

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## Engage in the Chapter – Volunteer!

One of the best ways to meet other members and contribute to our chapter's success is by volunteering. A variety of opportunities are available, including with the Membership Committee and the Masters Group. The chapter is recruiting members for a variety of committees.

New opportunities – two new committees are forming now. The Young Professionals Committee will be developing events and programs aimed at the young professional with zero to five years of experience in the field. The Diversity Committee will ensure diversity of all kinds (race, gender, sexual orientation, experience in the field, type of PR practice, etc.) in the chapter's efforts and will develop joint programs with organizations representing diverse groups within journalism and public relations.

Contact Volunteer Coordinator **Neil Neroutsos**, 425-783-8444, or visit our [volunteer page](#), which lists committees and contact information.

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## Want to make an impact on the overall quality of your profession?

The Puget Sound chapter has one of the highest number of professionally accredited practitioners in the nation. That's not by accident; it's because the chapter provides terrific resources and support for professionals who pursue accreditation. The APR committee seeks some volunteers to help out in this effort. Volunteer activities involve helping to organize the next schedule of accreditation courses, networking with other APRs and helping to communicate the value of obtaining the APR. It's fun, and you get to know a lot of folks who really know their stuff. Interested in a low-impact volunteer gig with high return to you, and your colleagues? Contact Jacque Coe, APR at [coej@bsd405.org](mailto:coej@bsd405.org) for more details.

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## Membership

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### Receive a free one-year Chapter membership when you join PRSA National in February – extended to March 5!

With PRSA National membership, you will:

- Enhance your daily performance with the latest issues, case studies and research analysis.
- Benefit from members-only offers.
- Connect with other members and access industry tools with your personalized homepage.

With PRSA Puget Sound Chapter membership, you will:

- Expand your local circle of colleagues and contacts.
- Attend local programs and events at a discount.
- Learn about business development and job opportunities in your local community.

Join today at [www.prsa.org/JoinUs](http://www.prsa.org/JoinUs). Use promotion code **FEB11**. Offer not applicable for Associate members. If you're already a member, spread the word and give those you know who are interested in joining a heads-up.

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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:

- Heidi Bright, Waggener Edstrom Worldwide
- Tara K. Mulcahy, Edelman
- Kathy Nelson, MBA
- Jennifer Willey, Qualis Health

Renewing members:

- Terri-Ann Bentacourt, APR, SeaTac Airport/Port of Seattle
- Rachele Cunningham, Regence
- Angela Foytack, Good Samaritan
- Dane Fukimoto, Virginia Mason Medical Center
- Jerrol Golden, Holland America Line
- Amy Graham, The Frause Group
- Nicole Gummow, Hill & Knowlton
- Logan Harris, King County Department of Natural Resources & Parks
- Suzanne Hartman, APR, Seattle City Light
- Elizabeth D. Kerns, Central Washington University
- Susanna Linse, Sur La Table
- Stephen Mercer
- Kathryn M. Reith, APR, Lake Washington School District
- Preston Clarke Smith, Providence Health & Services
- Mallory Nichole Thompson, Hill & Knowlton
- Jay A. Weisberger, APR, Skanska USA Inc.
- Michelle Witham, City of Kent
- Dee Young, BergerABAM

Reinstated members:

- Matthew J. Erlich, Tacoma Goodwill

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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](http://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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