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## Programs & Events

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### May 12

#### **South Sound: Forget everything you know about PowerPoint**

We've all experienced it: Death by PowerPoint. It's slow, it's painful and, unfortunately, it happens a lot! In our line of work, presentations are our most valued tool for spreading ideas and information. And yet so many presentations miss the mark. Find out how you can craft meaningful presentations using PowerPoint techniques that will engage your audiences rather than lull them to sleep.

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: May 12, 8:00 a.m.

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

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

Contact: **Jennifer Aalgaard**, 253.697.2029

**Karrie Spitzer**, 253.591.5790

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**May 25**

### **Blogging in the Public Interest**

*A wine and cheese social*

Whether you are blogging for a client, an organization about which you are passionate, or yourself, it's important to know the audiences you are reaching and when a blog works best. Join PRSA for a lively wine social and an interactive panel with diverse and extensive blogging experience: Wade Rockett, digital strategist with Weber Shandwick; Matt Rosenberg, executive director of Public Eye Northwest and Katie McCarthy, Group Health Cooperative Media Relations. Each of them is a digital expert in their own arena.

When: Wednesday, May 25, 2011

5:30-7:30 p.m. – program begins at 6:15

Where: Weber Shandwick, 818 Stewart St., Seattle

Cost: \$15 members and students; \$22 nonmembers

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

Registration closes 5:00 pm May 23, 2011

\$5 additional at the door

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**June 14**

### **Personal Branding: Make Your Career Soar**

**Professional Development Seminar** with nationally-known career development consultant and author Robin Ryan. Learn how to identify your own personal brand and incorporate it into your professional life. Check out Robin's YouTube video on her **website!**

When: June 14, 2011

7:30 a.m. – Continental breakfast

8-10 a.m. Interactive seminar with Robin Ryan

Where: Seattle Center – Lopez Room

Cost: \$55 PRSA members and students; \$70 nonmembers

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

Registration closes 5:00 pm Friday, June 10

\$10 additional at the door

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## **News**

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**Local PR Professionals Guide Future PR Leaders to Stand Out From the Crowd**

Thank you to all attendees, speakers and volunteers who made Jumpstart 2011 one of the most positively reviewed career workshops yet! Earlier this April, attendees from the Pacific Northwest met with some of Western Washington's leading PR professionals for a day-long PR career workshop and networking event.

Special appreciation goes to Dave Marriott, who served as keynote speaker, and to all the wonderful representatives from Weber Shandwick, Seattle Symphony, Children's Hospital, Nyhus Communications, Edelman, GMMB, Sullivan Communications, Lake Washington School District and the Office of the State Attorney General.

Thank you to our sponsors: Lazerquick, for kindly providing all our printing needs, and to Richmond PR, Communique PR, Weber Shandwick, Barokas and Nyhus Communications for sponsoring Jumpstart 2011 as well and making it another great success.

Jumpstart 2012 is already in the works! If you'd like to inquire about early sponsorship or volunteer opportunities, please contact Amy Graham at [agraham@frause.com](mailto:agraham@frause.com).

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## Speaking of Ethics – Red flag the flog

*Neil Neroutsos, APR  
Past President/Ethics Officer*

Steer clear of the "flog" or "fake blog" when creating online content. These bogus forums misrepresent the source of information – often posing it as opinion from a private citizen – to support an organization, candidate or cause. Blogs, web postings and social media exchanges shouldn't dodge ethical practices. The PRSA Professional Standards reminds us that "open communication is essential for informed decision-making in a democratic society." Play it straight. Cite the real source. 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

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### May special offer

**Special offer!** Invest in your career with a PRSA membership in May and receive a \$25 Visa gift card. And don't forget to also join our local Puget Sound Chapter for only \$52.

**As a PRSA member, you have the opportunity to:**

- Keep learning and stay competitive with free and discounted programs and events
- Expand your circle of colleagues and contacts
- Step into leadership roles and advocate for the PR profession
- Learn about business development and job opportunities in the Puget Sound area
- Demonstrate your value and credibility through PRSA's Code of Ethics and Accredited in Public Relations (APR) credential.

Join **online** now.

For more information, contact **Jocelyn McCabe**, (360) 943-1600 or **Elle Warmuth**, (253) 591-2005

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## **New & renewing members (as of March 21)**

*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)**

- Lori Barry, Waggener Edstrom
- Eric Earling, Premera Blue Cross
- Courtney Wallace, Weber Shandwick
- Derek Wing, Bastyr University

### **RENEWING MEMBERS (14)**

- Troy Brown, APR, Brandner Communications
- Kristi Clough, Firmani + Associates
- Fianna Dickson, The Hope Heart Institute
- Jason Hagey, Association of Washington Business
- Joseph Jimenez, APR, Jimenez & Associates
- Teresa Loo, Port Blakely Tree Farms
- Gayle McIntosh, APR, University of Puget Sound
- Eileen McSherry, Social Security Administration
- Jeffrey Parietti, Kenworth Truck Company
- Shannon Parthemer, Lake Washington School District
- Martin Pearce, Porter Novelli
- Mary Grace Roske, APR, The Seattle Foundation
- Katherine Schubert-Knapp, City of Seattle
- Kristen Lidke Woodward, Fred Hutchison Cancer Research Center

### **REINSTATED MEMBERS (2)**

- Kim Blakeley
- Carolyn Duncan, The Frause Group

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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](http://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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