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Programs & Events

September 29

Totem Awards entries due now or pay more later

Don't forget the early bird deadline for Totem submissions is Friday! To save a few bucks, drop off or postmark your entries by this Friday, September 30 (\$75 members/\$95 nonmembers). Don't worry though - if you haven't quite put the finishing touches on your entry and want more time, you have until Friday, October 7 (\$95 members and \$120 nonmembers) to make your submissions. For more information and drop off/mail in locations, visit prsapugetsound.org or contact Karla Slate at 253-638-1110 ext 2234 or kslate@covingtonwa.gov.

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October 20

Look into the future of PR at the annual meeting

PR practitioners spend a lot of time looking into the future. We know what our organizations are going to do and have to anticipate what various audiences will think or do as a result. At this year's annual meeting, a group of prescient prognosticators will look into the future of our industry. Will social media fundamentally change PR? Or will it simply become another tool to use? What will happen to newspapers? What will PR practitioners do in five years? 25 years? 50 years? Be part of the conversation in advance on Facebook, LinkedIn and Twitter, then join us for a wonderful Tom Douglas breakfast and lively conversation on October 20.

Panelists include:

- David Postman, Vulcan, Inc.
- Shauna Causey, Nordstrom
- Susan Gregg, UW Medicine
- Roger Nyhus, Nyhus Communications

Sign up early - seats are limited!

When: Thursday, October 20, 7:30 to 9:00 a.m.

Where: Hotel Andra – 2000 4th Ave, Seattle, WA

Cost: \$38 members; \$45 nonmembers

Contact: **Kathryn Reith**, 425-214-6115

Register: **Register online** or call the PRSA office at 206-623-8632

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November 3

PR and Journalists: How to engage via email, phone and social media

As PR professionals, we are regularly trying to find ways to engage media around our organization or clients' products, services and activities. Imagine a roomful of journalists and PR people, the opportunity to meet everyone in a "speed dating" atmosphere. Imagine the possibility of starting new media relationships!

Your registration includes a ticket to the museum that night – stay after the program to explore!

When: Thursday, November 3, 5:30 to 7:30 p.m.

Where: Seattle Art Museum

Cost: TBD – Check the PRSA website for more details soon!

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November 16

Register now for the 2011 Nonprofit Seminar

Get tips for inspiring the community with your nonprofit message. Learn the secrets to effective media pitching. Find out what you need to do to help your organization navigate the legal, HR and privacy issues related to social media. Get advice on gaining support from corporate sponsors even in a down economy. And much more. Speakers include freelance nonprofit writer Clay Holtzman, longtime local news broadcaster Brian Calvert, Bellevue School District's Jacque Coe and Seattle Art Museum's Madeline Moy. **For more information please click here.**

When: Wednesday, November 16, 8:30 a.m.- 3:45 p.m.

Where: Seattle Center Northwest Rooms, 305 Harrison St., Seattle

Cost: \$85 PRSA members; \$95 non-members.

Includes continental breakfast and lunch

Register: **Register online** or call the PRSA office at 206-623-8632

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December 6

Support the PRSA Scholarship Fund by Attending the Holiday Gala

Please join us at the PRSA Holiday Gala on December 6 at the Lake Union Cafe. We'll recognize PRSA's professional and volunteer award winners including the Jay Rockey Lifetime Achievement Award and the PR Professional of the Year. We'll also help you stock up on great holiday gifts at the annual auction; proceeds benefit the Puget Sound Chapter's Horace & Susie Revels Cayton and Sally Heet Memorial scholarships.

If you would like to be a sponsor for the gala or donate an item, please contact **Gary Sabol** by email or phone: 206-240-6439.

When: Tuesday, December 6, 2011

Where: **Lake Union Café**, 3119 Eastlake Ave. E., Seattle

Contact: **Gary Sabol**, 206-240-6439

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News

Going to the PRSA International Conference? Meet up with Puget Sound members!

Are you going to the PRSA International Conference in Orlando in October? Join chapter president Kathryn Reith for an informal gathering of Puget Sound area PRSA and PRSSA members at the Lobby Bar at the JW Marriott Orlando Grande Lakes, the conference hotel. We will meet on Saturday, October 15, from 5:30 p.m. to 6:30 or later. No-host bar.

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Chapter scholarships get a boost!

Strong support for chapter scholarships Leadership gifts hit 90% of campaign goal

Chapter members have given generously in the few months to the Scholarship Endowment Fund. We're almost there! We've hit 90 percent of our \$20,000 goal. Since 1986, PRSA Puget Sound has raised money for scholarships to help ensure the success of the public relations profession. Forty-three scholarships have been awarded to students attending Washington colleges and universities. Thank you to the following people who have given so generously to the fund this year:

Bob Frause, APR, PRSA Fellow	Providence Health & Services
Jay Rockey, APR, PRSA Fellow	Kathryn Reith, APR
Holland America Lines	Pat Feary
Sue Brush, APR	Suzanne Hartman, APR
Erika Schmidt, APR	Roger Nyhus
Edelman	Julie Colehour
Bryan Cohen	Karen LaFlamme
Helen Rockey	Cheri Brennan, APR
Neil Neroutsos, APR	Dave Marriott, APR
Erik Elvejord	Danner Graves
Dan McConnell	Pete DeLaunay, APR
Marilyn Hawkins	Linda Farmer, APR
Amy Turner	Steve Boyer
Bev Holland, APR	Elle Warmuth, APR
Brenda South	Gary Sabol, APR
Jacque Coe, APR	Kauilani Robinson
Karla Slate, APR	Katherine Boury
Jennifer Sutton	

We're nearing our goal, but we need your help too! Please support local students by sending us a check made out to PRSA Scholarship Fund (PO Box 58530 Seattle, WA 98138).

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Volunteers critical to chapter's success!

You, our chapter membership, make PRSA Puget Sound one of the most active and successful chapters in the country. We need you. A variety of volunteer opportunities are available throughout the year – supporting events, marketing programs, working with students and more! The Holiday Gala Committee is currently recruiting. 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.

The Professional Development Seminar Planning Committee is now forming: volunteer now to help develop this major event, to be held next spring. Contact **Amy Turner** for more information or to join the committee.

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Membership

Receive a FREE PRSA Chapter Membership When You Join in October

This October, we are giving a FREE Chapter membership with every new PRSA National membership – two PRSA memberships for the price of one. It's a great way to connect with fellow public relations professionals across the nation and right in your backyard.

Join online now with promotion code **OCT11**. This special membership promotion is for a limited time only.

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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 (4)

- Hilary Bingman
- Steve Hirsh, VIGOR Industrial
- Brendan M. Hughes, The Fearey Group
- Chris Williams, Waggener Edstrom

RENEWING MEMBERS (8)

- Melanie Audette, Audette Communications
- Bart Becker, Bellevue Community College
- Aaron Blank, The Fearey Group
- Gay K. Campbell, APR, C&M Communications
- Jennifer D. Hawton, APR, The Boeing Company
- Alison Koop
- J. Daniel McConnell, DMCPR Public Relations, Marketing and Crisis Communications
- Wendy Townsend, APR

REINSTATED MEMBERS (2)

- Bridget R. Baeth, Tacoma Regional CVB
- Sheri Pollock, APR, Pollock Communications

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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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