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Programs & Events

September 13

Join the new Diversity Committee—or come along with ideas

Do you want to see more diversity in the audiences you reach through your work every day, in your own workplace, in the PRSA itself? Our new Diversity Committee will plan how to achieve these aims. We define diversity broadly: by age, race, culture, sexual preferences, income, you name it. Initially we are looking for "ideas, ideas, ideas." If you wish to offer some thoughts, please come along. If you would like to join the committee, welcome!

When: Tuesday, September 13, 6:15 to 8 p.m.
Where: Seattle City Light
Seattle Municipal Tower - Floor 32 - 700 Fifth Ave (5th and Columbia)
Host: Suzanne Hartman
Contact: **Shirley Skeel**, Cell: 510.684.6715
Note: Feel free to just show up, though an advance RSVP is appreciated
Parking is free on the street after 6 p.m.
Rideshare from Tacoma is available.

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September 15

Speaking of Ethics: September Program

Join us in September for a fun, interactive evening of networking and ethics discussion. How would you respond to various ethical dilemmas? How would you counsel your client or senior management? Don't miss this popular annual program. Steve Goldsmith, associate editor for the Puget Sound Business Journal, will help moderate the discussion.

When: Thursday, September 15, 5:30 to 7:30 p.m.
Where: Jillians – 731 Westlake Avenue North, Seattle
Cost: Free; No Host Drinks/Appetizers
RSVP: Please RSVP to **Neil Neroutsos**, APR, 425-783-8444

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September 27

Northenders Unite! Fall Networking/Planning Meeting

The north end group of PRSA Puget Sound needs your help with planning more PRSA programs and events in North King and Snohomish Counties. Join our fall networking meeting and social to share your ideas. We'll gather at the newly-opened Fish Tale Brew Pub in Everett in late September.



When: Tuesday, September 27, 5 to 7 p.m.
Where: Fish Tale Brew Pub – Hewitt & Broadway in Everett
Cost: No Host Drinks/Appetizers
Contact: **Neil Neroutsos**, APR, 425-783-8444

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October 20

Future of PR is topic of annual meeting

In 1962, Jay Rockey's work on the World's Fair helped put Seattle, and public relations in Seattle, on the map. As Seattle begins to ponder its **Next Fifty**, what is the future of public relations in the next 50 years? Or even the next five? The tools are changing rapidly with social media but have they fundamentally changed PR? What does it mean for the future of our industry?

Join PR prognosticators representing all areas of PR for a fascinating discussion. Enjoy a scrumptious Tom Douglas breakfast at the swank Hotel Andra.

When: Thursday, October 20, 7:30 to 9:00 a.m.
Where: Hotel Andra – 2000 4th Ave, Seattle, WA
Cost: \$38 members; \$45 nonmembers
\$5 additional at the door

Contact: **Kathryn Reith**, 425-214-6115
Register: **Register online** or call the PRSA office at 206-623-8632
Online registration closes 10 a.m. October 18

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November 3

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

As PR professionals, we regularly try 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!

Registration includes your pass to the museum that night - stay after the meeting until 9:00 p.m. to explore.

When: Thursday, November 3, 5:00-7:30 p.m.
Where: Seattle Art Museum, 1300 First Ave, Seattle, WA 98101
Cost: TBD - Check the PRSA website for more details soon!

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November 16

Save the date – Connecting for A Cause

Don't miss this year's Connecting for a Cause on November 16 at the Seattle Center's Northwest Rooms. We have a great line-up in store. Learn how to make social media work for your nonprofit. Get up to speed on media relations in the digital age. Find out how other nonprofits are getting maximum PR exposure despite limited resources. Plus much more. Stay tuned for details.

Registration: **Register online** or call the PRSA office at 206-623-8632
Cost: \$85 PRSA members; \$95 PRSA non-members;
includes continental breakfast and lunch.

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December 6

Save the Date - Holiday Gala set for the Lake Union Café

The weather outside might say summer but we're already thinking winter. The PRSA Puget Sound Holiday Gala will be held Tuesday, December 6, at the Lake Union Café in Seattle. Put the date on your calendar and get ready for fun and festivities with your PR colleagues.



Join us to recognize the Jay Rockey Lifetime Achievement Award winner and vie for fabulous holiday gifts at our yearly auction. Proceeds benefit the Chapter's Cayton and Heet scholarships.

Got something cool to donate to the auction? Contact **Gary Sabol**, gala coordinator.

When: Tuesday, December 6, 2011
Where: **Lake Union Cafe**, 3119 Eastlake Ave. E., Seattle
Contact: **Gary Sabol**, 206-240-6439

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News

What's New for the Totem Awards?

It's Totem time again! PRSA Puget Sound's annual industry awards program is open for submissions and we've made a few changes. **So, what's new this year?**

- **President's Award:** The President's Choice Award will be selected from a field of Totem Award winning finalists by a panel of current and past presidents of the PRSA Puget Sound Chapter. It will honor the public relations campaign that excels in creativity despite having limited resources (such as time, budget or staff).
- **Early Bird Deadline:** There are two deadlines with varying rates this year.
 - The early bird deadline is **Friday, September 30** (\$75 members/\$95 nonmembers) and;
 - The final deadline is **Friday, October 7** (\$95 members/\$120 nonmembers).
 - Entries must be dropped off at one of the designated locations or postmarked by 5 p.m. on these dates: no exceptions.
- **Social Media/Mobile Tech:** To reflect the explosion of social media and mobile technology use in creative strategies, the Technology category has been updated. Entrants can submit mobile apps, texting campaigns and more in this new category.

Head to www.prsapugetsound.org now to download a copy of the official Totem Awards Call for Entries. Please be sure to follow the instructions outlined in the packet. Questions? Contact **Karla Slate** at 253.638.1110 ext. 2234.

Want to support the PR community in Seattle and reach PR practitioners doing the best work around? Sponsorships for the Totem Awards are available now. Contact **Karla Slate** at 253.638.1110 ext. 2234.

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Chapter scholarships get a boost!

Leadership gifts reach nearly 90% of \$20K campaign goal

We asked and people gave. Since 1986, PRSA Puget Sound has raised money for its scholarship endowment fund 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 Fearey, APR
Sue Brush, APR	Suzanne Hartman, APR
Erika Schmidt, APR	Roger Nyhus
Edelman	Julie Colehour
Bryan Cohen	Karen LaFlamme, APR
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	Katherine Boury
Jennifer Sutton	

We're nearing our goal but we need your help too. Please support students like Emily Nasueda, Seattle University, and Maria Alauddin, Gonzaga University, our 2011 scholarship recipients who are the future of our profession. Please send a check made out to PRSA Scholarship Fund (PO Box 58530 Seattle, WA 98138) by September 30.

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Your colleagues deserve an award – don't miss your chance to nominate them

Each year at our holiday gala, PRSA Puget Sound recognizes the many professional achievements of individual PR professionals in the Puget Sound area with the following awards:

- **Jay Rockey Lifetime Achievement Award**
- **PR Professional of the Year**
- **Outstanding New Member of the Year**
- **Hugh Smith Community Service Award**
- **President's Award for Volunteerism**

Look through your Facebook friends, your LinkedIn connections and the people around you who are doing good work and take the time to nominate them for an award. They deserve it.

Nominations (forms available online) are due September 23, 2011. Non-PRSA members are eligible for some awards as well (Professional of the Year and Hugh Smith Community Service Award).

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Support our chapter by volunteering

Holiday Gala needs your help

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! 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 Diversity Committee is currently seeking members. See the **first item** in this newsletter for more information.

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Membership

Showcase Your Organization's Brand, Talent and Services with a PRSA Group Membership

Our group membership program offers customized packages, tailored to your needs, which include, but are not limited to, complimentary Chapter and Professional Interest Section membership, waived initiation fees, complimentary Professional Development, discounted seminars and conferences, group newsletters and online discussion forums, and exclusive savings and other offers throughout the year on PRSA services and events. For available products and savings opportunities, contact **Will Titus**, PRSA's membership development manager, at (212) 460-1421. For more information, visit our **Group Membership page**.

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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 (5)

- Amanda Bedell
- Caitlin Braam, Downtown Seattle Association
- Kristen Jaudon, Washington Association of School Administrators
- Wendy Malloy, Pacific Science Center
- Scott Pinzon, ICANN

RENEWING MEMBERS (13)

- Brian Benedetti, MA, Pierce College
- Aarti Bhargava
- Melissa Cafiero, Waggener Edstrom

- Carolyn Casey, Port of Bellingham
- Susanne C. Gillespie, Frause
- Bethany Hawley, Recreational Equipment, Inc.
- Jane L. Kilburn APR, Port of Seattle
- Susan Martensen, Guaranteed Education Tuition Program
- Adam Kean Morgan, The Boeing Company
- Carol A. Saynish, APR, CAS2 Consulting
- Paul Schlienz
- Erika K. Schmidt, APR, Frause
- Jennifer W. Seymour, Seattle Childrens

REINSTATED MEMBERS (1)

- Catherine J. Keck Anderson, APR, Bayer HealthCare

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