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## August 2012 NewsFlash



Hope you are enjoying the Dog Days of Summer! Your Puget Sound Chapter Board of Directors has been busy this summer! We have a couple of headline programs lined up for August and even more events headed your way in the Fall. Also, coming in September will be your chance to tell us about chapter benefits and what you would like to see for programming. A member survey is in the works. Please take time to fill it out when you receive it.

- **PRSA International Conference Coming to San Francisco in October**
- **Enrich Your Membership**
- **August Program Offers Skills and Learning – Ann Wylie is Back!**
- **Non-Profit Seminar – Coming September**
- **Save The Date! Holiday Gala & Auction December 4**
- **You're In Good Company!**
- **2012 Chapter Annual Meeting – October**
- **Puget Sound PRSA Has Friends!**
- **Looking for Judges!**

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### **PRSA Annual Conference October 13 – 16 in San Francisco**

**The Future Starts** Now is the theme for this year's International Conference. There is an all-star line-up. Biz Stone, founder of Twitter will kick off the conference and setting the tone. The rest of the conference sessions and registration can be found at the **2012 PRSA International Conference** web site.

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### **Getting More Out of Your Membership – Volunteer!**

There are lots of ways you to take advantage of your PRSA Puget Sound Chapter membership. If you have expertise to share – likely your chapter and your colleagues could benefit! Right now, your chapter could use your expertise in HTML coding. If you have a knack for HTML, please get in touch with **Karla Slate** and let her know.

There are openings in quite a few different areas and one is sure to meet your interests and needs. Event committees in need of help include the Nonprofit Seminar, Holiday Gala, and the Totem Awards. Speaking of

awards, the Chapter announces its three top professional awards at the Holiday Gala. The committee is looking for a few new members. Please let us know if you have an interest in any of these committee activities. Here are some additional up-coming opportunities:

- Judging the Las Vegas Chapter Award entries
- APRs to participate in Readiness Review efforts for APR candidates
- Pro bono assistance for a local non-profit ... and much more!

To find out more about volunteering with PRSA, contact **Kathryn Reith**.

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## August Program Builds Skills & Knowledge



Back by popular demand is **Ann Wylie** with her writing skills workshop, ***Best Practices in PR Writing***.

Aug 15, 2012  
9:00 AM - 12:00 PM  
Museum of Glass, Tacoma

During this half-day workshop, popular presenter and writing guru Ann Wylie will teach you how to craft messages that get read, understood & remembered:

- The top 2 ways to increase readability
- 4 components of more readable messages
- 7 steps for making your copy easier to read
- 6 tips for increasing comprehension
- 9 tools for measuring, managing and reporting reading ease
- 3 bonus tips for boosting readability

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

Online registration closes on August 13

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## Nonprofit Seminar – September 25

Mark your calendars today for the incredibly popular Nonprofit Seminar. Scheduled for September 25 at the Swedish Cultural Center on Dexter Avenue North. Registrations coming soon to the Chapter website.

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## Save the Date – Holiday Gala!

Mark your calendars now for a night of fun!

Preparations are underway for PRSA's Holiday Gala and Auction! This is a great way to connect with colleagues and support PRSA Puget Sound Chapter scholarship program.

- Tuesday, December 4
- 6:00 – 9:00 p.m.
- Lake Union Café

More details on the website in the upcoming weeks.

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## In Good Company - New & Renewing Members in July

### New Members

- Elise Barnes, MSLGroup

- Alexandra Laing
- Andrew Lowe
- Emily Nauseda, The Frause Group
- Anne Radford, Pierce County PW&U
- Debra Rodgers, State Farm Insurance
- Patti Spencer

#### **Renewing Members**

- Gerald Baron, Agincourt Strategies, LLC
- Jessica Dash, Waggener Edstrom
- Amy Goings, Clover Park Technical College
- Marion A. Haithcox, APR
- Jane L. Kilburn, APR, Port of Seattle
- Alicia Lawver, City of Tacoma
- Lauren Brooke Lytle, Weber Shandwick
- Valerie L. O'Neil, APR, Starbucks Coffee Company
- Linda Robson, Thurston County
- Jennifer A. Tice, Russell Investments

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### **2012 PRSA Puget Sound Chapter Annual Meeting – October**

Coming in October is the Puget Sound Chapter Annual meeting. An outstanding speaker is scheduled and it's your turn to vote well-ahead of the National elections! The slate includes for your consideration the nomination of four returning Board Members:

- Jacque Coe, APR
- Elle Warmuth, APR
- Gary Sabol, APR
- Suzanne Hartman, APR

It also includes election of the president-elect,

- Bev Holland, APR

Watch for more details soon on our [home page!](#)

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### **Puget Sound PRSA Chapter Has Friends!**

Don't miss the opportunity to be in good company. Did you know:

- We have more than 300 FB fans (310) and are reaching about 190 on a weekly basis.
- We've added almost 100 Twitter followers since March (now up to 1,519)
- Our Linked-In group is up to 927

Stay in touch and connected to your colleagues.

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### **Sharpen Those Pencils & Be a Judge!**

Our chapter is joining forces with PRSA Las Vegas for reciprocal judging of our awards programs. We will be judging the Pinnacle Award entries in the month of October. Judging is a rewarding and enriching experience. You don't have to be an APR to be a judge, but if you are an APR you earn credits toward your APR maintenance requirements. It's a great opportunity to get an inside look at other excellent PR programs! If you are interested in being a judge, please let Karla Slate know: [kslate@covingtonwa.gov](mailto:kslate@covingtonwa.gov) or give her a call at (253)480-2402.

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The Newsflash deadline is the 25th of the month.  
Please submit your articles to **Suzanne Hartman**.

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