



Newsflash Archive

December 2012 NewsFlash



Tuesday, December 4 – Holiday Gala. Hope to see you there!

When: Tuesday, December 4

Time: 6:00 – 9:00 p.m.

Where: Lake Union Café

Price: \$90 PRSSA Members

\$100 PRSA Members

\$110 Non-PRSA Members

We look forward to seeing you at the holiday gala, our last major event of 2012. On behalf of the Puget Sound Chapter Board of Directors we thank you for an outstanding year and look forward to a 2013 filled with more great events and professional development opportunities. Happy Holidays to you and your family.

- **Dec. 6 – South Sound Holiday Social**
- **Dec. 10 – Puget Sound Chapter Board Retreat & 2013 Planning**
- **Survey Result Highlights**
- **New & Renewing Members in September**

South Sound Social – Thursday, December 6 – 5:30 p.m.

Katie Down Restaurant
3211 Ruston Way
Tacoma, WA

Join your colleagues for a little holiday cheer and appetizers while you share stories about the best of 2012 and perhaps the "near misses!" There will be a prize drawing – so you don't want to miss this event to wrap up a very successful South Sound year.

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2013 Chapter Board Planning Retreat – Dec. 10

It has become somewhat of a tradition for your board of directors to get together in December and talk about the past year and to plan for the up-coming year. 2012 was a GREAT year by all accounts and the board will work hard to provide an equally eventful 2013. If you have any thoughts or suggestions for the coming year, please let us know by contacting either:

Bev Holland, APR (incoming president) beverly.j.holland@boeing.com
Suzanne Hartman, APR (current president) Suzanne.hartman@seattle.gov

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Chapter Member Survey – A Few Results

A more detailed report on the recently completed Chapter member survey will be made available soon, but here are some highlights for you:

- 80 members took the survey
- The top three reasons given for membership are:
 - Professional Development
 - Networking
 - Advance my career/the profession
- 71% of those who responded said that they would be willing to pay between \$5 - \$10 per year more in Chapter dues (in the year 2014). No decision will be made on this without notifying the membership well in advance.
- 98.9% said that they would recommend PRSA membership to a friend or colleague.
- This newsletter (NewsFlash) and emails seem to be the best way to get news about the Chapter to members
- The most important reasons for attending a chapter event are the topic (61%) and the speaker (43%)
- The biggest reason why members aren't able to attend events is that they are too busy at work (67%)
- Although most members are very aware of the Totem Awards and Silver Anvils, 70% said that they had not entered the awards program
- 77% of those responding to the survey felt that having the APR accreditation was either very or extremely important to their career; but lack of time to pursue an APR was the #1 reason for not getting their APR

Read more soon in the upcoming report.

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You're In Good Company! See Who Is New & Renewing Their Membership

New Members

- Megan Ayers, Winebow
- Chris Barron
- Julie Brand, King County Library System
- Frank Clouser, Allstate Insurance
- Mendy Droke, Colehour+Cohen
- Brian D. Fox, Puyallup School District
- Jade Hooper
- Krystal Lin, Weber Shandwick
- Susan Lusty, Big Fish
- Kristin Marks
- Kristin Pace, University of Puget Sound
- Colleen Wadden, Providence Health & Services
- Dana Yaffee, J.D.

Renewing Members

- Terri-Ann Betancourt, APR, Puget Sound Energy
- David Blandford, APR, Seattle's Convention and Visitors Bureau
- Carolyn Jean Casey, Port of Bellingham
- Scott James Charlston, Verizon Wireless
- Amy Cloud, Ed.D., PeaceHealth St. Joseph Medical Center
- Jennifer L. Cook, AAA Washington
- Thomas Dake
- Kathleen G. Deakins, APR, JayRay
- Monty G. Dennison, APR, Dennison Communications
- Kathleen Fearn-Banks

- Robert E. Gogerty, Gogerty Stark & Marriott, Inc.
- Aimee Leigh Gordon Warthen
- Janelle M. Guthrie, APR, Washington State Attorney General's Office
- Beverly J. Holland, APR, Boeing Commercial Airplanes
- Randy Hurlow, APR, Downtown Seattle Association
- Marsha A. Iverson, King County Library System
- Jennifer Keller, Western Washington University
- Stephanie Kenitzer
- John Kvasnosky, APR, Boeing Capital Corporation
- Karen J. LaFlamme, APR, KJL Communications
- Marci G. Maule, Coinstar, Inc.
- Jocelyn Ann McCabe, APR, Association of Washington Business (AWB)
- Jordan McKerney, Russell Investments
- Joanna C. Norwood, Evergreen Speech & Hearing Clinic
- Leah Olson, Kitsap Credit Union
- Karen R. Pickett, KWP Enterprises LLC
- Katie Rossbach, APR, Cascade Communication Associates
- Karissa Elizabeth Sams, Weber Shandwick
- Jerry VanderWood, APR, AGC of Washington
- Michelle C. Warmuth, APR, City of Tacoma

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