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January 2012 Newsflash



Time to ring in the New Year!

Your board of directors was hard at work during December to begin planning for 2012. Please see News below for more details.

Programs & Events

- **January 18 - Making Research Relevant**
- **February 9 - TOTEM AWARDS**
- **February 15 - Seattle Metropolitan Chamber of Commerce**

News

- **PRSA Board sets 2012 priorities**
- **Accreditation Readiness Classes Underway**
- **Want to help a non-profit?**

Membership

Social Media and PRSA

Newsletter News?

Send your newsletter additions to: Suzanne.hartman@seattle.gov by January 25 for the February edition.

Programs & Events

Wednesday, January 18 – 7:30 -9:00 a.m.

Making Research Relevant

Join us at 818 Stewart Street – 2nd Floor Conference Room to hear from Andrew Edwards of Harris Interactive as he leads a discussion on public relations research. Top PR agencies use Harris to help guide successful campaigns. [Click here](#) for more information.

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Thursday, February 9 – 5:30 – 9:00 p.m.

TOTEM AWARDS

TOTEM AWARDS program at the ACT Theatre, 700 Union Street. Join your colleagues to view the “best of the best!” Start off the awards season with our own chapter stand-outs! [Click here to register](#).

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Wednesday, February 15 – 9:00 a.m. – 5:00 p.m.

Seattle Metropolitan Chamber of Commerce

The Seattle Metropolitan Chamber of Commerce offers a full-day social media event for businesses throughout the Puget Sound area. Our chapter is a participating sponsor and will feature social media changing the communications dynamic. For more information, [Click here](#).

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News

PRSA Board sets 2012 priorities

Early in December the newly elected board and delegates gathered at the Edelman offices for a planning retreat. It was an opportunity to drill down on some of our 2011 efforts and to talk about how we can best serve you, our members. Three main themes seemed to surface:

- Programs – what do our members really want? We took a look at the numbers in terms of 2011 programs and we looked at the recommendations from the program committee for 2012. You will see some old favorites – but maybe with a new face and ate; you’ll also see some new program offerings.
- How do we engage college students – particularly PRSSA members – with PRSA and the profession; and how do we penetrate this demographic group to increase our diversity in the profession?
- How do we broaden our financial baseline – whether it’s through increased sponsorships of events, donated venues, product/service sponsorships (e.g. directories, white papers, best practices) or other means to increase revenues and not rely heavily on programs for revenue-generation.

We had a great discussion around these topics (and many more!) that will help us shape our efforts during the coming year. We all agreed that the dynamics of communications is changing rapidly – to the extent that everyone becomes a communicator if they have internet access. It’s more important than ever to maintain a high standard of communication and to offer value to our customers, clients, employers, and the industry as a whole.

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Accreditation Readiness Classes Underway

Accreditation is a coveted achievement by industry members. It not only demonstrates individual competency in the profession, but also a commitment and dedication to becoming a professional who has been certified by the industry. The demand remains strong within chapter members for more accreditation readiness classes. Jacque Coe is the board liaison for accreditation and there she has an ambitious program for 2012. To learn more about the up-coming calendar, please go to the Accreditation Page of our chapter’s website.

Preparation classes are scheduled for Tacoma in January; and for Seattle in February. If you are interested in learning more about earning your APR, now is a great time to dive in and find out what it takes. You can reach Jacque at: coej@bsd405.org

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Want to help a non-profit?

The Puget Sound PRSA Chapter was contacted by the **Brogen Project** to see if possibly any of our members are interested in providing pro bono public relations services. In particular, they are looking for help with media coverage. If you have an interest, please contact **Chloe Derderian-Gilbert**.

We also have been contacted by Sergey Novikov of the Russian American Community Association. Sergey is interested in working with PR professionals to help promote a global goodwill relay swim across the Bering Sea from Russia to Alaska in July of 2012. Interested individuals can contact him at sergey.n@live.com.

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Membership

Our membership numbers remain solid at about 300 active members. The board set a goal of a 3 percent increase in overall membership increase for 2012. The membership committee will be analyzing why members don't renew and what we might offer to encourage more renewals.

New Members

- Emma Bohmke
- Leah Friberg, Fluke Corporation
- Marsha A. Iverson, King County Library System
- Melissa Jurcan, Seafair
- Jordan McKerney, Russell Investments
- Caroline Overly, Ph.D., Allen Institute for Brain Science
- Joan Pliego, City of Snoqualmie
- Allison Schumacher, Committee for Children
- Archana Verma

Renewing Members

- Jennifer Leigh Aalgaard, Good Samaritan
- Bridget R. Baeth, Tacoma Regional CVB
- Megan J. Behrbaum, APR, Recreational Equipment, Inc. (REI)
- Dorothy C. Bracken, APR, Puget Sound Energy
- Rita K. Brautigam, APR, Brautigam Communications
- Robert D. Calkins, Public Information Officer
- Jennifer L. Cook, AAA Washington
- Christine Patricia Cranston
- Kathleen Fearn-Banks, University of Washington
- Walter B. Greenwood, APR, Greenwood Public Relations
- Davina R. Gruenstein, APR
- Nicole Gummow, Hill & Knowlton, Inc.
- Logan Page Harris, King County Dep't of Natural Resources & Parks
- Marilyn E. Hawkins, APR, Hawkins & Company PR, LLC
- Randy Hurlow, APR, Downtown Seattle Association
- John Kvasnosky, APR, Boeing Capital Corporation
- Marci G. Maule, Coinstar, Inc.
- Arthur P. Merrick, APR, Fellow PRSA
- Joanna C. Norwood, Evergreen Speech & Hearing Clinic
- Laura H. Paskin
- Kathryn M. Reith, APR, Lake Washington School District
- Dave (David) Schefcik, Waggener Edstrom
- Diane M. Schuirman-Hagedorn, Jayray
- William J. Seil, APR, The Boeing Company
- Bernadette Shintaffer, Therapeutic Associates, Inc.
- Mallory Nichole Thompson

- Peggy A. Witham, APR, Peg Witham Consulting, Inc.

Reinstated Members

- Todd A. Nelson
- Sharon Thomas

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Social Media and PRSA

Are you connected? Sometimes it may seem like you are too connected! But when it comes to your career and to professional development opportunities, it's important to stay connected with your virtual network.

Coming soon to the Puget Sound PRSA website will be our own social media portal. We will provide tips on using social media effectively on the job, but also provide lots of opportunity for you stay connected for your own personal professional development. Board member Melissa Tizon is heading up the Board's effort.

If you haven't connected with us, please do. Just click on the social media links at the bottom of this page. We are looking for great ideas and ways to stay connected with you.

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