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Newsflash Archive

July 2012 NewsFlash



The saying is that summer doesn't begin in the Puget Sound area until July 12. Well, this summer certainly seems to be headed in that direction! But your local PRSA Chapter won't let a few soggy days stops us from offering you some great ways to expand your horizons professionally this summer! Your Puget Sound PRSA Chapter provides you with great value for your membership dollar providing fantastic events for social and professional development opportunities.

- [July Program Not To Be Missed! A Peek Into Our Internet Future](#)
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[Looking Into the Internet Future – July 11](#)

[The Rise of Content Curation – or – How To Maintain Your Digital Assets](#)

The internet experience is changing, and with it, our daily lives

You won't want to miss this sneak peek into the future of the Internet and how the fundamental element of "saving" your electronic assets on the Web is affecting the way we behave as communication professionals, consumers and more broadly, as a global population. Gary Flake, founder and CEO of the Seattle startup Clipboard will share insights into today's surging content "curation" space and how many of the new services are giving people a unique way to save, share and organize their interests and aspirations, while also allowing them to get things done.

Bio

Dr. Gary Flake is the CEO of Clipboard Inc., a seed stage Internet startup that allows users to save, organize and share their favorite parts of the web. Prior to founding Clipboard, Gary held executive positions at Microsoft, Yahoo!,



and Overture, where he managed applied research teams, corporate-wide innovation efforts, and helped guide corporate strategy. Gary has appeared in leading national publications including The New York Times, The Washington Post, Time Magazine, Forbes Magazine, Nature Science, CNET News, Computer World, Fast Company, TechCrunch and Mashable.

When: Wednesday, July 11, 2012

Time: 5:30 p.m. - Registration and Networking
6:00 p.m. - 7:00 p.m. - Program

Where: Mercer Island Community Center
8236 SE 24th Street, Mercer Island, WA 98040

Driving Directions

Price: Members & Students \$20 - Non-members \$25
The price increases \$5 per person at the door
(Cash or checks only at the door)

Registration: **Register online** or call the PRSA office at 206-623-8632
Registration closes 10:00 am July 10, 2012

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Biennial Professional Development Seminar a Smashing Success!



Our Professional Development Seminars may happen only every other year, but they are worth the wait! In 2010 you heard Peter Shankman, and on June 12, you heard from some outstanding communicators, including leading digital communications consultant **Arik Hanson, APR**, one of the **Top 50 PR pros** to follow on Twitter, along with Detective Sergeant Ed Troyer from the Pierce County Sheriff's Office.

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The Benefits of Membership – You Could Win A Million Dollars*!

Got your attention, did we? *So, you may not actually win a \$1 million, but we have some great new perks when you join PRSA in **July and August***:

- **By joining PRSA National**, you will receive a free **Puget Sound Chapter membership**. That's a \$52 value, and you have priceless access to career and professional development opportunities.
- If you're new to PR or just graduated, you can jump-start your career by joining PRSA as an **Associate Member**. If you join during the next two months, you'll receive a **year's subscription to the PRSA New Professionals Section**, which provides helpful resources that will help you smoothly transition from student to young professional. Also, for all new Associate members of the PRSA Puget Sound chapter, you'll be entered into a drawing to receive access to a **free monthly program**.
- For our current members, we are issuing a challenge to **help us recruit new members**. For members who help bring in **new members**, you'll be entered into a drawing for some fabulous prizes! Stay tuned for further details.

Join today: prsa.org/joinus

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New & Renewing Members in June

New Members

- Tiffany Barnett, Bean Seattle
- Melanie Blair, Kimpton Hotels & Restaurants
- Jennifer Han, Publicis Consultants USA
- Claude Iosso
- Daniel Nathan Sytman
- Rachelle M. Underwood

Renewing Members

- Chelsey Marie Allodi
- Jacque A. Coe, APR
- Julie A. Colehour, Colehour+Cohen
- Linda E. Farmer, APR
- Christian S. Folk, Outdoor Research, Inc.
- Patricia-Aileen Cook Graesser, APR, United States Dep't of the Army
- Jason Hagey, Association of Washington Business
- Erin Elizabeth-Babbo Hunter, Sound Transit
- Teresa Ann Loo, Port Blakely Tree Farms
- Colleen M. Moffitt, Communique PR
- Dean R. Owen, World Vision
- Karla Slate, APR, City of Covington

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The Puget Sound PRSA Chapter Young Professionals Rock the Hard Rock!

Happy Hour at the Hard Rock Café

Looking to take a break during the busy work week? Don't miss out on the opportunity to connect with Puget Sound area young professionals and share ideas about the exciting world of PR. Join us in July for a fun, outdoor summer networking event near Pike Place Market. Cross your fingers for some sunshine!

RSVP on our [Facebook page](#).

When: Tuesday, July 24 – 5:30 pm to 7:30 pm

Where: Hard Rock Café on the Terrace – 116 Pike ST, Seattle

Cost: Free; No Host Drinks/Appetizers. Happy goes through 7 p.m.

Contact: PRSA.YoPro@gmail.com

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Christmas in July?

It's NEVER too early to get a jump start on the holidays – and this is one PRSA event you will want to get on your social calendar now!

The PRSA Annual Holiday Gala & Auction

When: Tuesday, December 4

Time: 6:00 – 9:00 p.m.

Where: Lake Union Café

More details to follow. Be thinking of some great auction items for us.

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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 or give her a call at (253)480-2402.

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Join the South Sound Planning Group – July 19

PRSA South Sound Group planning session

Help brainstorm next season's South Sound Group programs at a special after-hours planning session. What PR moves would you like to learn or share in the coming year?

Bring your ideas for topics and speakers to the July 19 program planning session. We'll meet at 5 p.m. at JayRay's waterfront offices, 535 E. Dock St., Suite 205, in Tacoma. Find map and directions at <http://www.jayray.com/page.php?id=20>. Thank you, JayRay, for your continued professional development support!

Refreshments provided, including a little wine to help along the creative process.

For more information or to submit program ideas, contact **Elle Warmuth**, APR, (253) 591-2005

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Ann Wylie Returns! Always a sold-out event!



Ann Wylie: Best Practices in PR Writing

9 a.m.-Noon, Aug. 15

Museum of Glass, Tacoma

During this half-day workshop, popular presenter and writing guru Ann Wylie will teach **Best Practices in PR Writing**, including

- Craft messages that get read, understood and remembered
- Write better headlines, decks and leads for your online release

Register today!

PRSA member \$89; Nonmember \$149

Cost includes continental breakfast, beverages, entrance to **the museum**

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Join Us In San Francisco in October

The 2012 PRSA National Conference will be held in San Francisco October 13 - 16 at the San Francisco Marquis Marriott. Register by August 24 to take advantage of the Save Rate! Click here for more information <http://www.prsa.org/Conferences/InternationalConference/>

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To submit an article to NewsFlash, contact **Suzanne Hartman** by June 25.

