



June 2012 NewsFlash



On a beautiful Saturday in May, future PRSA Leaders gathered at Skanska near South Lake Union in Seattle

June is Professional Development month at Puget Sound PRSA. Our always-popular biennial, half-day seminar is coming soon! Have you registered? Don't be left out.

- **Student Leaders Meet on May 12**
- **Register TODAY for the 2012 Professional Development Seminar**
- **New and Renewing Members Know the Benefits**
- **Online Membership Survey Coming Soon!**
- **Can You Sell Yourself? June Program Is For You!**
- **National PRSA Looking For Leaders!**
- **Anne Wylie is coming in August!**

PRSSA Student Leadership Weekend

On a beautiful day in May, 20 PRSSA leaders from Central Washington University, Seattle U and the University of Washington gathered at the Skanska offices at South Lake Union. This is the **5th Annual PRSA/PRSSA Leadership Retreat**, hosted by the PRSA Student Outreach Committee. The student leaders shared successes from the year and brainstormed ideas for more effective member engagement, fund-raising, communication and more, and heard leadership tips from PRSA President Suzanne Hartman, APR. Thanks to Skanska for hosting and to Prof. Liz Kerns, Central's faculty adviser, for attending with her chapter.

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The Changing Face of Communications – Puget Sound PRSA Professional Development Seminar is coming soon!

Leading digital communications consultant **Arik Hanson, APR**, one of the **Top 50 PR pros** to follow on Twitter, and a regular contributor to **Ragan.com** and **PR Daily** will help you perfect your pitch, amplify brand awareness and create engaged online communities.

Crisis communications expert Detective Sergeant Ed Troyer of the Pierce County Sheriff's Office joins us to talk about the challenges of criminal investigations and communicating with the public.

Early Bird Rate (**By June 5**)

\$75/PRSA members, \$85/non-members, \$50/students

Light continental breakfast and parking included in registration fee

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

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The Benefits of Membership!



I joined PRSA because I've been employed in the industry for a year and didn't want to get left in the dust by my peers. I feel it's necessary to stay up-to-date with current trends and things happening in this profession and thought joining PRSA would be a great way to do just that. I'm happy I finally joined and know it will be a great way to continue my education.

— From new PRSA member Adam Cochran of JayRay in Tacoma.

New and renewing members for April and May include:

New Members

- Sam Jones
- Annie Kolb-Nelson
- Katherine Riese, Weber Shandwick
- Britt Thorson, PRR
- Mark Burfeind
- Erin Christensen, Chef'n Corporation
- Barbara Marrett, San Juan Islands Visitors Bureau
- Hannah Newell
- Shawn Perkins, Publicis Consultants USA

Renewing Members

- Troy A. Brown, APR, Brandner Communications
- Kathy A. Budinick, APR, Plum Creek
- Judith Cushman, Judith Cushman & Associates
- Elizabeth (Biz) Dailey, The Dailey Company LLC
- Joseph S. Jimenez, APR, Jimenez & Associates
- Gayle R. McIntosh, APR, University of Puget Sound
- Jeffrey S. Parietti, Kenworth Truck Company
- Melissa R. Rohlfs
- Joe A. Rothrock, APR, Virginia Mason Medical Center
- David Harold Sandler
- Derek Wing, Bastyr University
- Kristen Lidke Woodward, Fred Hutchinson Cancer Research Center
- Amy Susan Cziske, Solarity Credit Union
- Kay Herring, APR, K. Herring Communications
- Karina A. Jennings, APR, Providence Health & Services
- Betsy McFeely, Seattle Goodwill
- Rich Murphy, Ph.D., APR, Rich Murphy Consulting

- Ashley Murray
- Walter T. Neary, Comcast Corporation
- Neil S. Neroutsos, APR, Snohomish County Public Utility District
- Candace Oehler, South Seattle Community College
- Neil Parekh, United Way of Snohomish County
- Brad Perdue, Virginia Mason Medical Center
- Mary Grace Roske, APR, The Seattle Foundation
- Gary Dale Sabol, APR
- Michael John Sheehan
- Richard Teplitsky, Parallels
- Melinda Zimmerman-Smith, Terex Aerial Work Platforms/Genie

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Membership Survey Coming

At PRSA we always talk about the value of research – in fact, it is one of the basic tenets of any good plan. In keeping with setting a good example, we will be doing a survey of members and non-members to get a pulse on the public relations industry in our local area. The results of the survey will be used in helping us shape our communications, as well as our programming. Please take the time to fill out the survey when you get it. We rely on your input to better plan activities and events for our chapter. Thank you!

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June Regular Feature Program – Be Your Own Best Salesperson!

When the Story is You: Creating Key Messages to Tell Your Own Story

Most of us are great at talking about our company, our products and our teams -- but when it comes to talking about ourselves, we often miss the mark. Whether speaking to your boss about your career goals, or having a discussion during your annual performance review, or as part of a job search, it is important to have a solid communication strategy in place. The most powerful way to ensure your career is moving in the direction you want it to go is to have meaningful conversations. This presentation will give you practical, hands-on methods for creating your personal communication strategy, as well as ways to implement that strategy through effective conversations.

Angee Linsey, President, Linsey Careers

For more than 15 years, Angee Linsey has worked closely with company leaders to recruit exceptional team members and implement solid recruitment strategies. She has worked with clients in industries including technology, telecommunications, consumer products, insurance, fashion, hospitality and more. A dynamic speaker and contributor to global professional publications and websites, Angee also provides career services workshops and individual coaching to communications and marketing professionals. Prior to her career in search, Angee was an award-winning public relations and corporate communications professional in corporate, agency and military environments. She earned her bachelor's degree in journalism from the School of Journalism at the University of Missouri, and a Master of Arts degree in Career Development from John F. Kennedy University in Northern California.

When: Wednesday, June 20, 2012
 5:30 p.m. - Registration and Networking
 6:00 p.m. - 7:00 p.m. - Program

Where: Microsoft Store, University Village
 2642 NE University Village ST, Seattle 98105

Directions: **[Directions to University Village](#)**
[Microsoft store location map](#)

The best bet is to park in the 6-level parking garage in the north end of the village or the parking lot right in front of the store. If you park in the garage, take the elevator down to the ground level and walk towards the southwest. You should pass Crate & Barrel, The Land of Nod, and Starbucks until the Microsoft Store is ahead of you.

Price: Members & Students \$15 - Non-members \$20
 The price increases \$5 per person at the door

Registration: **[Register online](#)** or call the PRSA office at 206-623-8632

Registration closes 10:00 am June 18, 2012

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[PRSA National Looking for Leaders](#)

Are you interested in getting involved nationally in PRSA? Applications are being accepted now for candidates to serve at the national level in 2013. The submission deadline is June 11, 2012. To find out if you are qualified and to learn more about the vacant positions, go to [Qualifications](#).

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[Save the date](#)



Best Practices in PR Writing with Ann Wylie

9 a.m.-Noon, Aug. 15

Museum of Glass, Tacoma

- Learn how to craft messages that get read and remembered
- Find out how to make the most of your release so that search engines will pick it up
- How to write better headlines

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To submit an article to NewsFlash, contact [Suzanne Hartman](#) by June 25.