



Newsflash Archive

March 2012 Newsflash



You **ARE** in luck! March at the Puget Sound Chapter of PRSA features a fantastic opportunity to visit the Boeing 787 facilities recently toured by President Obama. See the details below.

AND, March is Membership Month – lots of benefits coming your way.

- **March is Membership Month**
- **Take Your Dreamliner Flight!**
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Membership Month – New Members Can Win I-POD

Anyone who joins PRSA and the Puget Sound Chapter as a NEW Associate or Regular member in March is eligible for an I-POD prize drawing. Encourage your friends and colleagues to join today!

March membership promo offers a little something for everyone

- **New members:** Free one-year **Professional Interest Section** membership when you join PRSA National in March.
- **New professionals:** For those with less than 2 years PR experience, new **Associate Members** receive a free one-year membership to the **New Professionals Section** when joining PRSA National.
- **Current members:** \$20 off a Professional Interest Section of your choice when you add it to your PRSA National membership.

When joining or renewing, remember to join as a **Puget Sound Chapter member** where you can network, learn and volunteer with colleagues who also value our profession and its growth in our local region.

Realize this special promotion during March only at www.prsa.org/joinus.

More information:

Melissa Cafiero, Membership Committee Chair, mcafiero@waggeneredstrom.com , (425) 638-7003

Elle Warmuth, APR, VP of Membership, elle.warmuth@cityoftacoma.org, (253) 591-2005

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Flights of Fancy – Join the 787 Dreamliner Tour March 14

Event Planning on Steroids: The Boeing Dreamliner, Roll-out to First Delivery

Back in 2007, then Boeing 787 Communications director Yvonne Leach had her work cut out for her: satisfy the world's hunger for detailed and time sensitive information about Boeing's revolutionary new airplane, the 787 Dreamliner.

Now Communications director for Boeing Commercial Airplanes Programs, Yvonne will lead us through the ins and outs of event planning on a macro and micro scale. Whether you run a small shop or are part of a large PR team, you will gain helpful information from her presentation. And enjoy a VIP tour of the 787 factory!

When: Wednesday, March 14, 5:00-7:30 p.m.

Cost: \$35 members and students; \$45 nonmembers

Includes: hors d'oeuvres and soft drinks, transportation, tour and presentation

Boeing Everett factory 40-88 building – [Google map](#)

Directions: Take I-5 to exit 189 in Everett; continue onto Highway 526. Take 526 about 2 miles to Seaway Blvd. exit, which curves to the right. At the first light, turn left, then immediately turn right into the parking lot.

We will meet in front of the building at the visitor entrance.

Note: Closed-toe shoes are required.

Boeing security requires all visitors to be badged.

RSVP Deadline: Monday, Mar. 12, 10 a.m.

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

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Awards Event of the Season!

Move over Grammy and Oscar . . . the Totems are THE award sensation of the season! A glamorous crowd of more than 100 joined friends and colleagues on Thursday, Feb. 9 at the ACT Theatre for a fabulous evening of fun and entertainment. Billy Crystal has nothing on our own Pat Cashman! This year drew 63 entries with 24 Totems and 16 Certificates of Excellence awarded. That's up from just 42 entries in 2011!

Seattle Art Museum's (SAM) public relations program for Picasso: Masterpieces from the Musée National Picasso, Paris exhibit, took home Best of Show. As the keynote presenters for the evening, SAM's Calandra Childers and Cara Egan gave guests at the Totems a behind the scenes look at the many obstacles the SAM team overcame to make this exhibit the most highly visited in SAM history. Congratulations also go out to the Presidents' Choice Award winner was Duff McKegan with the VA Puget Sound entry, and the Young Professional Award Winner Anna Petrocco from Colehour+Cohen. For a complete list of winners, visit www.prsapugetsound.org

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Is Accreditation in your future?

Accreditation is an important step in your professional career. The Puget Sound Chapter of PRSA supports its members who want to add the APR behind their name. Earning your Accreditation in Public Relations (APR) is an excellent way to do just that! The APR process is a learning process and designed to make you a better practitioner. APRs report a more strategic approach to their work, an increased career profile and often higher salaries. The Puget Sound chapter will be offering free APR classes for PRSA members in Seattle this spring. For more information, contact Accreditation Chair Jacque Coe at coej@bsd405.org

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Young PR Professionals Rock!

Looking to take a break during the busy work week? Join fellow PRSA Puget Sound YoPros on Tuesday March 20th at Fado Irish Pub for a St. Patty's day themed happy hour! This will be our first event of 2012, and we've got much more planned. So join us to hear all about the exciting programs in store for the upcoming year.

RSVP on our Facebook page here: <http://www.facebook.com/PRSAyopro>

Don't forget to wear green and bring business cards!

Who: PRSA Puget Sound YoPros

What: Networking Cocktail Hour and St. Patrick's Day Celebration

When: Tuesday, March 20th from 5:30 pm – 7:30 pm

Where: Fado Irish Pub, 801 1st Ave, Seattle WA 98104

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Hey College Seniors & Recent Grads – JumpStart Is the Place For You!

Are you ready to stand out from the crowd? Then here's a great way to get a head start on the rest of the pack! Save the Date for the PR career workshop of the year!

Join us from 9:00 a.m. – 2:00 p.m. Saturday, April 14, 2012 at Microsoft for an unforgettable career workshop day with renowned professionals from all around western Washington. It's your chance to receive one-on-one guidance, participate in Q&A's with industry professionals, get your resume reviewed and more!

JumpStart 2011 featured speakers from **Edelman, Weber Shandwick, Seattle Children's Hospital, the Washington State Office of the Attorney General, The Seattle Symphony, Firmani + Associates, GMMB** and keynote speaker, nationally recognized crisis communication expert David Marriott. This year's line-up will be just as dynamic.

Learn more by following @PRJumpstartSEA on Twitter or visiting the **Puget Sound PRSA for Students** Facebook page.

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Scholarship Applications Now Being Accepted

Applications for the two \$2,500 PRSA Puget Sound scholarships now are being accepted. The Sally Heet Memorial Scholarship and the Horace and Sally Revels Cayton Scholarship are awarded annually to students who are entering their junior or senior years and are pursuing careers in public relations.

If you know of a student who is eligible, encourage them to apply before the April 17, 2012 deadline under the Students section of the **PRSA Puget Sound** website. Because both scholarship applications require transcripts, students should leave one to two weeks to complete all of the requirements. Incomplete applications will not be considered.

Thanks to all of our PRSA Puget Sound Members who contributed to the Scholarship Fund in 2011. Contributions to the fund can be made via the link on the bottom of the PRSA Puget Sound home page at www.prsapugetsound.org. If you are interested in more information or would like to join the Scholarship Committee, contact Jenn Sutton at Jennifer.Sutton@alpa.org.

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Conversation Economy – AMA Marketing Mix March 20

The Puget Sound Chapter of the American Marketing Association is holding its annual day-long marketing seminar on **Tuesday, March 20, from 7:30 a.m. – 6:30 p.m. at Bell Harbor Conference Center** on the Seattle waterfront.

Featured speakers include:

- Ted Rubin, Chief Social Marketing Officer at Collective Bias and Social Marketing Strategist for MARS Advertising,
- Ben Huh, CEO and Founder of Cheezburger
- Allison Watson, Corporate Vice President, US Marketing & Operations, Microsoft



PRSA members receive the member discount rate. For more information and to register, go to <http://marketmix2012.com>.

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Looking Ahead

March

Wednesday, March 7 – Board Meeting

Wednesday, March 14 – Boeing 787 Tour (Everett)

April

Saturday, April 14 – JumpStart

Wednesday, April 18 – Lynn Espinoza

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To submit an article to NewsFlash, contact **Suzanne Hartman** by March 27.