



Newsflash Archive

November 2012 NewsFlash



November always marks the end of the year and a winding down, of sorts. But your Puget Sound PRSA Chapter still has a full schedule ahead for you to take advantage of during the next two months. So, as you start your training regimen to prepare for the holidays and all of the end of the year holidays and activities, be sure and leave room for some outstanding PRSA events yet to come.

Many of you joined us for the fantastic Annual Meeting held on Halloween this year. There was nothing scary about this program – in fact, it was downright riveting, as one attendee described it. We elected a new Board President – Bev Holland, APR who is with Boeing – and we voted on new three-year terms

for four board members. A re-cap follows below.

Also in store for November 15 is our popular **Media Speed Pitching**. This year, it's on November 15 at the Seattle Art Museum. More details follow.

And the highlight of the year is our Annual Holiday Gala – a time to celebrate the accomplishments of the year, acknowledge the achievements of our members with some special awards, support our scholarship fund, and just have some fun! More below.

I am pleased to report to you that our Chapter is financially healthy. A combination of great programming, prudent financial controls, and stable membership means that unlike many PRSA chapters, we go into 2013 without needing to raise our membership dues. In fact, the Puget Sound Chapter hasn't raised its dues since 2003! A ringing endorsement for you and your board that we have weathered the economic roller coaster of the last decade.

Read on for more information about what's in store for the rest of the year.

- **2012 Annual Meeting & Highlights of our Keynote Speaker**
- **Nov, 8 – South Sound – Building Relationships with the Media**
- **Nov. 15 – Media Speed Pitching**
- **2012 PRSSA Scholarship Winners**
- **Holiday Gala Fast Approaching!**
- **Put Your PRSA Membership to Work For You!**
- **New & Renewing Members in September**

Puget Sound PRSA Annual Meeting – Elections & Engaging Speaker

There was nothing scary about the Annual Meeting this year. In fact, it was standing-room only, sell-out! The Chapter members present elected Bev Holland, APR and Communications Specialist with HR & Labor at Boeing's



Commercial Airline Group; and members also adopted the Nominating Committee's recommendation for second three-year terms for: Jacque Coe, APR (VP Membership); Suzanne Hartman, APR (past president & VP Volunteers); Gary Sabol, APR (Diversity Committee Board Liaison); and Elle Warmuth, APR (VP Education and Accreditation). All begin their new assignments in January, 2013. Other Board assignments are listed on our website: www.prsapugetsound.org.

Our Keynote speaker was Scott McClellan, former White House Spokesperson under President George Bush. He shared his personal insights and experiences living the life as a communicator in the highly visible role of the President's spokesperson. Scott recounted several stories of his time as deputy spokesperson and then as spokesperson. One especially poignant moment was the time he was with the President in Florida when they learned of the attack on the U.S. by al Qaida on 9/11. As one well-known local pundit described Scott's conversation with us, "simply riveting."

In some light-hearted discussions, he talked about the various kinds of press conferences he experienced – the ***Jerry Seinfeld; the Human Pinata; and the You're Stuck on Stupid*** events. The sold-out crowd got the engaging discussion they hoped for. In fact, the Chapter continued the dialog after the event online with our Tweets and Blog.

A very special "THANK YOU" to REI, who hosted us for this event. The venue at their flagship store in South Lake Union was perfect. Also, a big thank you to the following table sponsors: Purchasing two tables were: Edelman, Boeing, and Seattle City Light; purchasing one table: Frause, Cocker-Fennessy, Weber-Shandwick, and REI. A big thanks, too, to the Renton Vocational College – Culinary Arts School for the great lunch!

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South Sound Program – Building Trust With The Media – November 8

8:00 – 9:00 a.m. – Metropolitan Parks Department Headquarters – Tacoma (directions below)

Find out what types of stories make the cut and how to pitch them online and on air. Panelists will discuss their preferred communication avenues and the decisions they make on a daily basis about covering specific events. Our panel of journalists can answer your questions about press releases, preparing for media interviews, presenting an "Opinion-Editorial" piece, and more!

- Ben Sclair, Editor & Publisher - Suburban Times (Lakewood)
- Erin Hennessey, News Director - KPLU (Tacoma)
- Brent Champaco, Editor - The Lakewood Patch

The South Sound Group meets at 8 a.m.—doors open early for networking—in the first floor board room at Metro Parks Tacoma headquarters, 4702 S. 19th St. Cost is \$5 for PRSA members, \$10 for nonmembers. Please sign in at the door. Refreshments are included, no reservations necessary.

Directions: From I-5 north or south, take SR-16 toward Gig Harbor. Take the 19th Street East exit toward Cheney Stadium, turn right on 19th, and then right into the Metro Parks Tacoma parking lot. Note: please leave the customer-designated parking open for Metro Parks.

If you require special accommodations for a disability, please contact Sheree Trefry at 253.305.1059 at least 48 hours in advance of the meeting

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Media Speed Pitching – November 15 – Seattle Art Museum

PR and Journalists: How to engage in a win-win relationship

As PR professionals, we are regularly trying to find ways to engage media around our organization or clients' products, services and activities. Imagine a roomful of journalists and PR people, the opportunity to meet everyone in a "speed dating" atmosphere. Join colleagues in the media to learn how best to approach them with story ideas – bring business cards and plan to meet a number of reporters and assignment editors. Imagine the possibility of starting new media relationships!

What: PR and Journalists: How to engage in a win-win relationship

When: Thursday, November 15, 2012 - 5:00 - 7:30 pm
Where: Seattle Art Museum, 1300 1st Ave, Seattle 98101
Cost: PRSA members & Students \$20; Nonmembers \$30
Includes light refreshments
Registration: **Register online** or call 206-623-8632
RSVP by 12:00 noon on November 12, 2012
\$10 per person extra for late phone in and at the door reservations

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2012 PRSSA Scholarship Winners Announced

Public Relations students from the University of Washington and Seattle University were selected to receive this year's PRSA Puget Sound Scholarships. The Scholarship Committee unanimously selected University of Washington junior Sean Fraser and Seattle University Senior Shouhei Senno.

Fraser, who is studying Communications/Journalism with a PR specialty and English Literature, received the \$2,500 Sally Heet Memorial Scholarship. He has interned in the PR department at the Seattle Art Museum and the Seattle PBS affiliate KCTS 9. He is active in PRSSA, previously serving as the organization's director of social media before taking on the role of president.

Senno, a Strategic Communications senior at Seattle University who is interested in global communications, received the \$2,500 Horace and Susie Revels Cayton Scholarship. He previously interned with the Japanese Cultural & Community Center of Washington, an organization for which he also created a PR kit.

Both Senno and Fraser expressed their appreciation for PRSA Puget Sound's support of their academic pursuits. Thank you to everyone who contributed to grow the scholarship fund over the past year, allowing us to continue to support excellent students like Fraser and Senno as they work toward their career goals. If you would like to contribute to the scholarship fund, visit www.prsapugetsound.org and click on the "Donate" link at the bottom of the main page.

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Holiday Gala Nears! Save Your Spot For A Great Party – Dec. 4

You can now register for PRSA's annual holiday gala and auction! The gala is a great way to toast the holiday season and the achievements of our colleagues. We'll recognize the chapter's Jay Rockey Lifetime Achievement Award winner, PR Professional of the Year, New Member of the Year and Hugh Smith Community Service Award winner.

The silent auction portion of the gala helps to raise scholarship money for two deserving college students. If you would like to donate items to the auction, please contact Gary Sabol.

Register online today

When: Tuesday, December 4
Time: 6:00 – 9:00 p.m.
Where: Lake Union Café
Price: \$75 PRSSA Members
\$85 PRSA Members
\$95 Non-PRSA Members
\$850 Corporate tables of 10
After Friday, November 30, prices increase by \$15 per person.

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Are You Getting the Most Out of Your PRSA Membership? Some Ideas Here

Specialize Through Professional Interest Sections

No matter what area of the industry you work in, it's important to connect with others who understand the issues you face each day on the job. Our **Professional Interest Sections** provide you with opportunities to share lessons learned and strengthen areas you're seeking to develop.

Free Section

New members: Receive a free one-year Section Membership when they join National as a Regular member (\$255 annual dues +\$65 initiation fee). Promo code NOV12. *Chapter dues are additional. Not available for associate or current members.*

\$20 off a Section

Current members: Save \$20 off a new one-year Section Membership (discounted rate is \$40). Promo code SEC12. *Discount cannot be used toward an existing Section membership. Not available for new members.*

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

New Members

- Fernando Costantino, NTT Communications
- Carol Ann Dedrick
- Tom Harlin
- Kelie Kahler, Puget Sound ESD
- Linda Mitchell
- Renee Rossi, Allison+Partners
- Olena Rypich, Washington Center for Nursing
- Kirsten Wiley
- Marcus Wright, Business Wire

Renewing Members

- Jay M. Becker, APR
- Michael Boroughs, The Boeing Company
- Katherine D. Boury
- Pamela A. Cone, APR, Milliman
- Kathleen G. Deakins, APR, JayRay
- William C. Dugovich, APR, Society of Professional Engineering Employees In Aerospace
- Gaylee Duncan, Executive Options
- Marla A. Ellis, March of Dimes
- Patricia P. Fearey, APR, The Fearey Group, Inc.
- Claude Flowers
- Jean M. Hayes, University of Washington
- Brendan M. Hughes, PRSA New Pros Section
- Melissa Jurcan, Seafair
- Kevin Robert Laverty
- Tom Layson, New Media Solutions
- Megan Chelsea Marquett
- Brooke C. Mattox, Washington Education Association
- J. Daniel McConnell, DMCP Public Relations, Marketing and Crisis Communications
- Sally Mildren
- Rebecca Lynn Holmes Mosley, Duo Public Relations
- Martin Munguia, Community Transit
- Laurie Myer, Myer Communications
- Elizabeth Greti Noagi, Bellevue School District
- Roger F. Nyhus, Nyhus Communications LLC
- Annie Bernadette Runnels, LeadingAge Washington
- Sara Schwartz
- Jennifer W. Seymour, Seattle Childrens
- Shirley Skeel, University of Puget Sound
- Brenda Bennett South, Weber Shandwick Worldwide
- Michelle E. Taylerson, T-Mobile

- Sharon Thomas
- Jean A. Wooldridge, St. Cloud Communications
- Kimberlee Lyn Beers, Boeing Surveillance & Engagement
- Christina Hallock, American Fast Freight
- Steve Hirsh
- Kristen Jaudon
- Barry Neil Mitzman, Seattle University
- Michael A. Stewart, The Elliott Bay Group

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The Newsflash deadline is the 25th of the month.
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