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October 2012 NewsFlash



October is a big month for PRSA. Internationally/Nationally, the Annual Conference is taking place in San Francisco Oct. 13 – 16 and several members of our chapter will be there. For the Puget Sound Chapter, it marks our 55th Anniversary and we have big plans for the Annual Meeting. It's only fitting that the Annual Meeting comes just ahead of the national presidential election – yes, indeed, because we too need to elect OUR new PRSA Chapter President! However, there will not be any scheduled debates preceding the vote! More information to come.

Also, there is a special promotion underway. Encourage your colleagues to join the premier professional association for public relations. Any new member who joins PRSA in October will receive a free chapter membership. That's a savings of \$52!

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

- **PRSA Professionals gather in San Francisco**
- **Annual Meeting & Elections**
- **New Member Promotion – Free chapter membership**
- **Nominate your Puget Sound PRSA Super Star Today!**
- **Nov. 15 – Media Speed Pitching**
- **APR Prep Sessions Return**
- **South Sound Group Gives Tips on Finding The Perfect Job In PR**
- **It's TOTEM Awards Time!**
- **Calling All Judges!**
- **Holiday Gala Fast Approaching!**
- **Puget Sound PRSA Chapter Diversity Committee Meets Prospective Students**
- **New & Renewing Members in September**

Thousands of Public Relations professionals will converge in San Francisco Oct. 13 – 16 for the annual conference. Some of the featured speakers include Biz Stone, the co-founder of Twitter, and Tim Westergren, founder and chief strategy officer of Pandora. This year's conference focuses on real time challenges facing our industry and some of the leaders in the business who are providing solutions in every sector of the economy.

It's not too late to join us in San Francisco. On Saturday, Oct. 13 @ 6:00 p.m. there will be a Puget Sound PRSA no-host reception. It's being held at Bluestem Bistro, One Yuerba Buena Lane (just one block from the San Francisco Marriott). You can still register today [here](#).

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Puget Sound PRSA Annual Meeting – Late October

In the spirit of a national election, the Puget Sound PRSA chapter also will be electing a President – and we won't even bother you with non-stop ads – but we DO WANT YOUR VOTE. So, mark your calendars for late October to be sure and join us for our annual meeting. We have a great speaker lined up – and you won't want to miss a visit down memory lane of the past 55 years of the Puget Sound Chapter. Watch for an email soon with the details.

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FREE Chapter membership with every new PRSA membership in October

This October, we are giving a FREE Chapter membership with every new PRSA National membership – two PRSA memberships for the price of one. It's a great way to connect with fellow public relations professionals across the nation and right in your backyard.

Join online now with promotion code **OCT12**. This special membership promotion is for a limited time only.

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Nominate Your Puget Sound Chapter Super Star Today – Due Oct. 15!

Give your colleagues the praise they deserve – nominate them for a PRSA Puget Sound Professional Award. Please submit your **one-page nomination form and supporting materials** by Oct. 15 to prsa@asi-seattle.net. Award winners will be recognized at the annual Holiday Gala on December 4.

- The **Jay Rockey Lifetime Achievement Award** recognizes the career achievements of a Puget Sound area public relations professional who has advanced the field of public relations and demonstrated outstanding professional ability and conduct. **Nomination form and criteria.**
- The **PR Professional of the Year Award** (PRSA member or non-member) is given to an individual who has made significant contributions to the public relations profession and the community, and displays the highest degree of professional integrity. **Nomination form and criteria.**
- The **Hugh Smith Community Service Award** (PRSA member or non-member) was established in 1997 to recognize a Puget Sound area public relations professional who has demonstrated outstanding citizenship by contributing his/her public relations expertise to an important community issue and/or nonprofit organization(s). **Nomination form and criteria.**
- The **New Member of the Year Award** is presented to the new chapter member who has made the most significant contribution to both the organization and his/her employer, and shown professionalism in the field. **Nomination form and criteria.**

Questions?

Please contact Amy Turner at aturner@enviroissues.com or 206-669-6548.

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Media Speed Pitching – November 15

Back by popular demand is the ever-popular **Media Speed Pitching** night. This year, the event is scheduled for Thursday, Nov. 15 at the Seattle Art Museum, 5:00 – 7:30 p.m. Details and registration will be posted soon at <http://prsapugetsound.org>.

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APR Classes Beginning Again

Another series of APR preparation classes slated for the South Sound region in Tacoma will be starting soon. Ever wondered what the APR is all about, what's involved and how it could benefit your career? Contact Jacque Coe to learn more about becoming an APR: Jacque Coe, APR at coej@bsd405.org or 425-456-4127.

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South Sound Group: The Search for Work in PR: New Ways to Succeed Oct. 11

8:00 -9:00 a.m. (doors open at 7:30 a.m. for networking)
Metro Parks Tacoma headquarters, 4702 S 19th St., Tacoma
\$5 members, \$10 non-members (cash or checks), no advance registration required

Meet The South Sound Co-Chairs

The South Sound Group welcomes new co-chairs, Matthew Erlich and Liz Satterthwaite, who will coordinate timely, informative programs and fun networking opportunities. Stay up-to-date with **South Sound Group happenings**. A big thanks to Karrie Spitzer, APR, for chairing the group the past three years. Volunteers make this all possible!



Matthew has more than 17 years of experience as an award-winning reporter and editor and more than a decade of additional experience in public relations for a variety of local agencies, businesses and nonprofit groups.

Liz has more than 10 years of communications experience, including providing information about Kitsap County's stormwater programs and conducting construction outreach on Sound Transit's light rail system.



Matthew and Liz will coordinate programs for our members in the greater Tacoma and Olympia area.

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Call For Totems – October 8!

There's no excuse not to be recognized for your excellent work! There's still time to enter the Totem Awards and we're making it easy for you. View newly added submission examples and download the official call for entries at www.prsapugetsound.org. Questions? Contact Karla Slate at kslate@covingtonwa.gov or 253-480-2402. Submissions are due by Monday, Oct. 8 at 5 p.m. The Totem Awards Gala will be held in February 2013! Get more information about the Totem Awards by [clicking here](#).

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Calling All Judges! We need your help.

If you are an APR or have more than five years of PR experience, we NEED YOU! Every year, we exchange award judging duties with another chapter of similar size. This year, we are working with our colleagues from the Valley Chapter in Las Vegas. They have graciously agreed to judge our Totem Awards. In return, we will be judging their Pinnacle Awards on Friday, Oct. 12 from 9:00 a.m. – 3:00 p.m. And, we promise lots and lots of snacks to fuel you!

If you are interested in helping judge and learning about the great work being done in other PRSA chapters, please contact **Karla Slate** or 253-480-2402.

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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**, 3119 Eastlake Avenue E, Seattle

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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Puget Sound PRSA Diversity Committee Connects With Journalism Students

On Sept. 20, more than 50 high school journalism students had the opportunity to hear from two veteran PR Professional during a All-State Journalism seminar held on the University of Washington Campus. Bill Southern (Special Olympics) and David Sandler (Bellevue College) hosted two 90-minute sessions with students wanting to learn more about the public relations profession. Titled **The Voice** Bill and David gave students a quick tutorial on what PR is and the variety of careers to be found. Students also participated in a case study scenario to find out what they would do in a crisis situation. Part of the 2012 Diversity Committee work plan includes reaching out to culturally diverse students to encourage them to join the profession – and PRSA. Similar sessions are planned in the coming months. To learn more about the Puget Sound PRSA Diversity Committee, contact Shirley Skeel, Media Relations Manager at the University of Puget Sound at sskeel@pugetsound.edu.

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

New Members

- Michelle Ackermann, Seattle Housing Authority
- Christopher Thomas Albert, Pacific Lutheran University
- Jeanette Killip, Killip Communications
- Esther Monica Ripplinger, Streamworks Solutions
- Christy Tennant Krispin, Algumwood Consulting
- Nancy Adams Treder, Angel Market Consulting
- Fernando Costantino, NTT Communications
- Linda Mithcell

Renewing Members

- Aaron Blank, The Fearey Group
- Christine L. Bridenbaugh, Bridenbaugh Communications
- Melissa Cafiero, Communiqué PR
- Robert D. Calkins
- Gay K. Campbell, APR, C&M Communications
- Nora Doyle, Tacoma Public Utilities
- Matthew Jonathan Erlich
- Christina Hallock, American Fast Freight
- Lori Hastings, The Legacy Group
- Jennifer D. Hawton, APR, The Boeing Company
- Shawn Jennison, Tacoma Community College
- Stephanie L. Jones Fry, APR
- Elizabeth D. Kerns, Central Washington University

- Pamela Keyes, Bainbridge Island School District
- Kacie McKinney, JayRay Ads & PR
- Jane Goforth Pittman, U.S. Fish and Wildlife Service
- Diana R.I. Steeble, MSL Seattle
- Michael Stewart, The Elliott Bay Group
- Kathleen T. White, Port of Olympia
- Douglas Joe Zimmer, U.S. Fish and Wildlife Service

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The Newsflash deadline is the 25th of the month.
Please submit your articles to **Suzanne Hartman**.

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