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## September 2012 NewsFlash



Ahh yes, the ol' School Bus is rounding the corner and heading smack into Fall! September always seems like the "new year" even though it's actually the ninth month of a by now "old year!" Your PRSA chapter has a jam-packed line-up for the rest of the year, including the celebration of our 55th Anniversary! The October Annual meeting will highlight some of the great things our chapter has accomplished since 1967. When the Puget Sound Chapter started, there were 33 founding members – today we have about 360 members and still are in the top ten of membership nationally and internationally. Not bad. Read on for more information about what's in store for the balance of 2012.

- **WAIT! WAIT! Don't Fire me!**
- **Google+ 101 Workshop on September 6**
- **Popular Non-Profit Seminar returns September 25**
- **NEWEST APR: Kelly Bray of Lifelong AIDS Alliance**
- **Do YOU want to be an APR? Join us September 26**
- **Know any recent PRSSA graduates? Special Offer inside**
- **Know A PR Superstar? We want your nominations!**
- **South Sound Members Set September Program**
- **New & Renewing Members in August**
- **It's TOTEM Awards Time!**
- **55th Anniversary Annual Meeting & Elections – October**
- **Not Too Late To Register for International Conference**

### **WAIT! WAIT! Don't Fire Me! Take the ethics challenge**

We all know the basics of ethical behavior; don't lie, cheat or steal. But wait--here's a chance to test your knowledge of ethics when it comes to public relations and have some fun with colleagues. Join PRSA Puget Sound for a fun evening.

**Thursday, September 27 • 6:00 pm**

**Palomino in Bellevue, 610 Bellevue Way NE, Bellevue, WA 98004**

Come hear about some of the ethical train wrecks of the last few years, with a few hypotheticals thrown in for good measure. Join a team to figure out which scenario is right or blast out the answer to the lightning round questions.

Free parking and the happy hour prices will certainly persuade you to test your ethics answers! See you there!

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### Google+ 101 Workshop:

*How to use Google's social layer to elevate your brand, come learn with us!*



On September 6th, Google is combining forces with the PRSA of Puget Sound for an interactive presentation on the benefits of Google+. Think you've conquered every other social media site for your brand? Now learn about Google+! During this hour-long workshop, you'll receive in-depth training on the key elements of Google+, including how the tool can benefit your brand, and other hands on tips and tricks.

Presenter **Ashlee Piper** is a local Field Marketing Representative for Google+. Through her time at Google, she has been able to build relationships within the local community and help them with Google products.

#### Thursday, September 6, 2012

7:30 am - Registration and Networking; 8:00-9:00 am - Program

Weber Shandwick Offices, 818 Stewart St, Seattle, WA 98102

Members & Students \$15 - Non-members \$20;

Price increases \$5 per person at the door (cash or checks)

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

Registration deadline is 10:00 am September 5, 2012

**More information on the web site**

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### Connecting for a Cause – Popular Non-Profit Seminar Returns

Get tips for inspiring the community with your nonprofit message. Learn the secrets to effective media training. Find out what you need to do to help your organization navigate the branding, writing for SEO and social media. Get advice on working with community resources . And much more. Confirmed speakers include Carole Carmichael of the Seattle Times, Joshua Trujillo and Casey McNerthney from the Seattle PI

**Tuesday, September 25, 2012 • 8:30 am - 3:45 pm**

**Swedish Cultural Center • 1920 Dexter Ave N, Seattle, WA 98109**

\$85 PRSA members; \$95 PRSA non-members

Includes continental breakfast and lunch

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

Registration deadline is 10:00 am September 5, 2012

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### Congratulations Kelly Bray! New APR

Kelly Bray is the latest candidate to achieve national Accreditation in Public Relations (APR) through the Universal Accreditation Board (UAB) and PRSA. Kelly is Communications Manager for the Lifelong AIDS Alliance and previously was Marketing Communications Manager at Children's Home Society of Washington. Kelly says the experience has been gratifying, "The process to complete my APR was invaluable. Everything, from the textbook readings to the friendships I made in my study groups to the amazing advice I received from PR mentors - it all made the experience incredibly worthwhile. I am SO happy to have achieved this!" Kelly joins approximately 4,000 PRSA members nationwide who are accredited. **Congratulations Kelly Bray, APR!**

Did you know that our Chapter has the highest number of APRs per capita? If you want to know more about becoming an APR, read on.

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### APR Informational Happy Hour September 26 in Tacoma!

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? Wonder no more; local APRs will give you the scoop. Join Puget Sound APRs.

**Wednesday, September 26 • 5:00 pm**

**Katie Downs Waterfront Tavern • 3211 Ruston Way, Tacoma**

This is a 'no-host' happy hour (specials run 'til 6 pm) and casual APR information session. It's a great way to learn about the APR and meet some new colleagues. Questions? Contact APR Chair Jacque Coe, APR at [coej@bsd405.org](mailto:coej@bsd405.org) or 425-456-4127.

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## Recent PRSSA Graduates – Money-saving deals for you!

***For only \$60, find job openings, advice and industry news with a PRSA Associate Membership.***

Launch your career at a substantially discounted rate when you "graduate" from PRSSA to PRSA's Associate Membership.

In addition to the annual savings of up to \$195, graduating PRSSA students receive a FREE New Professionals Section membership, a network dedicated to helping young professionals succeed.

Join now by visiting [www.prsa.org](http://www.prsa.org). Use **promotion code AM12** to receive the free New Professionals membership.

***Want your first-year dues paid?***

If you qualify, the Frause Public Relations Education Fund may be able to help. Learn more:

<http://www.frause.com/FrausePublicRelationsEducationFund.php>

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## PR Superstars - Give your colleague a pat on the back. Nominate by October 5

Four different awards offer a variety of ways to celebrate the accomplishments of PR professionals in the Puget Sound area. Take a moment, think about who should be recognized and consider nominating them for the following awards:

- **Jay Rockey Lifetime Achievement Award**
- **PR Professional of the Year**
- **Outstanding New Member of the Year**
- **Hugh Smith Community Service Award**

Descriptions of the qualifying characteristics for each award, as well as the nominating form can be found online [here](#). Nominations due **October 5, 2012**.

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## South Sound Group: Internal Change Communications, September 13

Just as the new school year starts, so does the South Sound Group's new program year. Join us the second Thursday of most months for a casual networking and professional development experience.

**September 13: Internal Change Communications**

7:30 am Networking • 8-9 am Program

Metro Parks Tacoma headquarters, 4702 S 19th St, Tacoma

\$5 members, \$10 non-members (cash or checks), no registration required

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

## New Members

- Michelle Feder
- Jacquelyne R. Ferrado, Guaranteed Education Tuition Program
- Kate Hoffman, Group Health
- Anthony James Miller, II
- Elise Groves Sheehan
- Kevin Tate, Skagit Public Utility District
- Karen Taylor, Pierce College
- Debbie Walkowski, F5 Networks

## Renewing Members

- Amanda Susan Bedell
- Brian Brady Benedetti, Pierce College
- Debra Carnes, Washington State Bar Association
- Nancy A. Carpenter, State Farm Insurance
- Ashley Comar, Seattle Southside Visitor Services
- Christina Joan Donegan, APR, Greater Seattle Chamber of Commerce
- Roger Flessing, World Vision
- Susanne C. Gillespie, Frause
- Bethany Hawley, Recreational Equipment, Inc.
- Mark Hughes, Kitsap Credit Union
- Katherine Ann McCarthy, GroupHealth
- Kacie McKinney, JayRay Ads & PR
- Erin Kathleen Moyer, Laird Norton Tyee
- Loni Rahm, Bellingham Whatcom County Tourism
- Carol A. Saynisch, APR, CAS2 Consulting
- Erika K. Schmidt, APR, Frause
- Linda J. Sellers, APR, Northwest Kidney Centers
- Linda Sherran
- Patti Spencer
- Drew M. Symonds, The Fearey Group
- Wendy Townsend, APR
- Mollie Louise Hammar, Washington Farm Bureau
- Julie Ann Kettman, YWCA Seattle | King | Snohomish
- Katherine Brown Powell, Allstate Insurance Company

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## Time for Totems! – Enter Early & Save



Be among the first to submit a Totem Award entry and be rewarded with a discounted entry rate! Early bird submissions by Friday, Sept. 28 at 5 pm will save you about 20 percent off the regular rate. If you need a little extra time putting the final touches on your entry, just submit them by the final deadline on Monday, Oct. 8 by 5 pm The official Call for Entries is available on our website [here](#). If you have questions, don't hesitate to contact Karla Slate at [kslate@covingtonwa.gov](mailto:kslate@covingtonwa.gov) or (253) 480-2402.

### Interested in planning or sponsoring the Totem Awards Gala?

If you enjoy event planning, then we need your help! The Totem Awards Committee will begin meeting in September to plan all of the exciting details of the Totem Awards Gala that is scheduled for February 2013. We are also looking for some great sponsors that will enjoy exposure in front of 100+ of the Puget Sound's PR practitioners at the Gala. If this sounds interesting to you, let's chat! Contact Karla at [kslate@covingtonwa.gov](mailto:kslate@covingtonwa.gov) or (253) 480-2402.

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## 55th Anniversary of the Puget Sound PRSA Chapter!

Back in 1967, 33 public relations professionals came together and organized the Puget Sound PRSA Chapter. It's time to celebrate! The Annual Meeting is scheduled for the week of Oct. 22 (details to follow). It will be a great event and with a few surprises and an exciting keynote speaker. So mark your calendars!

Elections include:

President-elect:

Beverly Holland APR (The Boeing Company)

Renewing Board Members:

Jacque Coe APR

Suzanne Hartman APR

Gary Sabol APR

Elle Warmuth APR

There are no By-Law changes to consider this year.

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### **[PRSA International Conference – San Francisco – October 13-16](#)**

It's not too late to register for the 2012 International Conference to be held at the Marriott in San Francisco. To learn more, visit [here](#).

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The Newsflash deadline is the 25th of the month.  
Please submit your articles to **[Suzanne Hartman](#)**.