



Newsflash Archive

## April 2013 Newsflash

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### Note from the president:

It's spring! - and PRSA Puget Sound continues to use its energy to bring great programming and other benefits to its members. Below are some photos from the March 21 program with Cory Curtis, former spokesperson for Gov. Gregoire.

Bev Holland, APR  
Chapter President



Left: Cory Curtis, the former governor's longest-running spokesperson, speaks to a lively crowd at PRSA's March program and says he has the utmost respect for state leaders and the decisions they have to make.

Right: Amy Turner, EnviroIssues, and KaDeena Yerkan, Alaskan Way Viaduct Replacement Program, chat with former PRSA president Neil Neroutsos, APR, Snohomish County PUD, before the program March 21.

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## April 16 Program

### *"Winning the Gold as host for the Olympics is a very tough competition"*

#### The crucial role played by public relations

After working on ten Summer and Winter Games, Dan McConnell has a unique perspective on what makes the Olympics tick. He's helped many sponsors get their due, made international media more productive in their coverage and advised the Games organizers on critical issues and some difficult crises. He's part of a group that travels the world getting each city ready for its turn at hosting the Games. A few months back from London, Dan will talk about Seattle's potential to be the host for the 2024 Games and the crucial role that public relations plays in the effort.



*Dan McConnell has virtually spent his entire career as a strategic communications professional. After starting out on Capitol Hill as a legislative liaison, he was a newspaper and television journalist, then a corporate executive responsible for global public relations, investor relations and foundation programs. When he went out on his own, Dan grew is consulting firm into one of the top three independents in the Pacific Northwest until it was purchased by Madison Avenue ad-giant DDB. For almost 20 years, Dan lead award-winning teams on accounts such as Citibank, Weyerhaeuser, Microsoft, McDonald's, Holland America Line, Cirque du Soleil, the Summer and Winter Olympic Games and the America's Cup sailing races.*

*Dan has counseled national and international companies and organizations, sports and media stars, two Presidents and the Dalai Lama. His crisis communications programs have been recognized internationally, and his relationships with the news media have made him a much-sought-after media coach and trainer. In 2006, he received the ultimate honor from PRSA Puget Sound: the Jay Rockey Lifetime Achievement Award.*

Date: April 16, 2013  
Time: 7:30 a.m. Registration, 8 a.m. Program  
Location: Edelman, 2301 Fifth Avenue, Seattle, WA 98121  
Cost: \$15 PRSA Members & Students - \$20 Nonmembers  
Prices increases by \$10 at the door  
Registration: [Register online](#) or call the PRSA office at 206-623-8632  
Registration deadline is 10 a.m. April 15.  
No refunds after deadline.

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## South Sound Program: Branding The Washington State Fair

Karen LaFlamme, Public Relations Counsel for The Fair, will discuss branding The Washington State Fair at an April 11 South Sound PRSA chapter meeting. The Washington State Fair is one of the largest fairs in the world, and the biggest in the Pacific Northwest. It started in 1900 in Puyallup.

Date: April 11  
Time: 8-9 a.m. Doors open early for networking  
Where: Metro Parks Tacoma headquarters, 4702 S. 19th St, Tacoma  
Cost: \$5 PRSA members; \$10 nonmembers  
No reservations needed.

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## South Sound Social

The quarterly social for the South Sound PRSA group is Thursday, April 25, at Pour at Four, in the Proctor District in Tacoma, starting at 5:30 p.m. Owner Mark Merrill has a diverse blend of wines and great food at the wine bar, 3814 N. 26th St. You can find more about Pour at Four at <http://www.pouratfour.com/>. Drop in and join your PRSA colleagues in a celebration of Washington Wine Month.

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## Jumpstart Registration Now Open

Attention PR students and those looking to break into the industry, registration for Jumpstart is now open. This year's event is taking place on Saturday, April 13 at the **Saint Joseph School**. It promises to be a great opportunity to gain valuable insight and tips about the PR industry.

For those unfamiliar with the program, Jumpstart is a dual networking conference and workshop which allows attendees the opportunity to sharpen their interviewing skills and learn about the different aspects of PR from seasoned professionals. Building on the success of past conferences the Jumpstart planning committee has assembled a collection of fantastic speakers. Below is a list of confirmed speakers.

- Whitney Keyes - Whitney Keyes Productions
- Sheri Pollock - Avalara
- Lisa Youngblood - President of Black Journalists Association of Seattle
- Mike Flynn - Puget Sound Business Journal (Retired)
- Stephen Seo - Social Werks Communications
- Kyle Warrick - Microsoft
- Tara Mattina - Port of Tacoma
- Mark Firmani - Firmani + Associates
- Ed Prince - Commission on African American Affairs

Don't miss your chance to stand out from the crowd; secure your spot today. Register online <http://asi-seattle.com/prsa3/register.php> or call 206-623-8632. The event costs \$35 for students and \$40 for non-students/young professionals. Jumpstart will also be offering mock-interviews before the event for \$15 - space for this portion of the program is limited so sign-up now.

Like Jumpstart on Facebook **Puget Sound PRSA for Students** and follow Jumpstart on Twitter at **@PRJumpstartSEA** for event updates.

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## April is APR Month! Accreditation intensive for fast-start APR

Consider your future as an accredited professional this month, join a free information session and sign up for a May intensive to help in your pursuit of career advancement. In the past, we have held preparation classes for 6 consecutive week nights. This year, we're trying to make it more convenient for you by gathering the experts in one place and providing you with a day of immersion in public relations strategy and tactics. Sign up on the PRSA Puget Sound website starting next week.

When: Saturday, May 11, 9 a.m.-5 p.m.

Where: Bellevue School District Education Service District,  
12111 NE 1st Street, Bellevue

Want to learn more? Come to an info session!

Tuesday, April 9, 5:30-7 p.m., Chandler's Crabhouse (Seattle)

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## Scholarship application deadline approaching: April 19

Do you know a college student who could use a \$2,500 scholarship? Applications are now being accepted for PRSA Puget Sound's two \$2,500 scholarships. The Sally Heet Memorial Scholarship and the Horace and Susie

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. And as you review internship applications, keep in mind that the applicants may be eligible and share the scholarship information with them. Applications are available under the Students section of the **PRSA Puget Sound** website. Because both scholarship applications require transcripts, students should allow one to two weeks to complete all of the requirements by the April 19 deadline.

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### **PRSA Ethics: There's an app for that!**

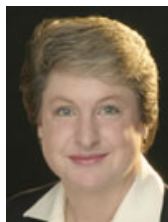
The PRSA Board of Ethics and Professional Standards recently unveiled a free PRSA Ethics App, available at the App Store and GooglePlay. Access the PRSA Code of Ethics, professional values, professional standards advisories and more all in the palm of your hand. Test your ethics aptitude through the PRSA Ethics Quiz. You can even ask an Ethics Advisor for guidance. Learn more here:

<http://media.prsa.org/news-releases/prsa+launches+ethics+app+for+professional+communicators.htm>

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### **Congratulations to Jacque Coe, APR**



Jacque Coe, APR, has been appointed to chair the 2013 PRSA Accreditation Marketing Committee. The committee works to promote accreditation through local chapters and coordinate marketing efforts with the Universal Accreditation Board (UAB). The appointment will support our local chapter efforts to take the Puget Sound Accreditation program up to the next level. Elle Warmuth, APR is the Vice President of Education & Accreditation for the Puget Sound chapter.

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### **We are all invited! To the Portland Communicators Conference, that is.**

May 8, sponsored by Portland PRSA and Oregon IABC  
And online now: <http://communicatorsconference.com/>

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### **Why Join PRSA?**

Free online training is a great benefit for PRSA members! These hour-long sessions generally take place at noon, and cover a range of topics including developing strategic communications plans, writing for social media, measuring effectiveness of programs, and more. You can also take courses on demand (free with PRSA membership).

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### **Welcome to our new members and returning colleagues in March! Be sure to say hello at any of our upcoming events.**

#### **New Members!**

- Candace Barron
- Jessica Ranae Blauert, Washington State Independent Auto Dealers Association
- Jeremy B. Cairns
- Lisa Daly
- Abigail Elliott, Puget Sound Energy
- Lynnel A. Hampton

- Sara Haner, United Way of Snohomish County
- Christopher Heidger
- Jeff Hoffman, Biola University
- Elizabeth L. McCarty, What the Fig, LLC
- MacKenzie McDowell, Puget Sound Energy
- Seka Ojdrovic-Phillips
- Clint Patterson, Microsoft
- Erica Pereira, Microsoft
- Kelly Phanco
- Oliver Roll, Microsoft
- Chris Schneider, Microsoft
- Chelsea Tennyson
- Melissa Wright
- Holly Zuluaga

#### **Renewing Members!**

- Kim Blakeley
- Amy Lorraine Boyd, Frause
- Troy A. Brown, APR, Brandner Communications
- Patti Brumbach, Washington State Beef Commission
- Mikal Canfield
- Jocelyn Elise Farenbaugh, Waggener Edstrom
- Christian S. Folk, Outdoor Research, Inc.
- Jerrol Golden, Holland America Line
- Cori E. Hartje, Microsoft
- Angee L. Linsey, Linsey Careers
- William E. Ludlam, Edelman Public Relations Worldwide
- Barbara Marrett, San Juan Islands Visitors Bureau
- Sally Mildren, Coordinated Care
- Toby S. Nelson

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The Newsflash deadline is the 25th of the month.  
Please submit your articles to **Bev Holland, APR**.