



Newsflash Archive

August 2013 Newsflash

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Message from the president

President's message

Volunteers are the lifeblood of our organization, and the great thing about volunteering with a professional organization like PRSA is that it's a win-win! You can gain valuable skills in leadership, strategic planning and executing to plan while helping friends and colleagues with successful programming, special events and more.

Consider where you would like to plug in this fall - we still need volunteers for the Holiday Gala, November workshop with Michael Smart, and Totem Awards committees. Check out the PRSA website for the board members to contact for each opportunity. Or contact **Suzanne Hartman**, APR, our volunteer coordinator to explore options. We'd love to connect with you!

Bev Holland, APR
President, Puget Sound Chapter

Media expert and consultant Lynn Espinoza speaks candidly and concisely at the July 18 program on preparing executives for media interviews.



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Social Media Writing Bootcamp with Ann Wylie

9 a.m. to Noon, Aug. 14
Museum of Glass, Tacoma

Practice makes perfect. During this half-day workshop, popular presenter and writing guru Ann Wylie will help us practice writing for our plethora of social media platforms. Wylie always tailors her presentation for the Puget Sound and never disappoints.

At **Social Media Writing Bootcamp**, you'll learn:

- The 70-20-10 rule for engaging your followers
- The secret to passing the "who cares?" test
- Four techniques to become a resource, and not be a bore
- Five steps to expand your influence on Twitter

Register today! Deadline Aug. 12, 10 am.

PRSA member \$89; Nonmember \$149

Cost includes continental breakfast, beverages, entrance to **The Museum of Glass**.

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Are you ready to earn your APR? Start the process Sept. 14 in Tacoma

The Puget Sound Chapter is here to help candidates move through the APR process swiftly and successfully. Start the process with a daylong workshop packed full of test topic overviews, tips and personal experiences from current APRs. The workshop will give you a jump-start on the accreditation process and supplement your self-study for the computer exam. APR candidates must be a paid member in good standing of PRSA or a UAB participating organization and should have at least five years professional PR experience.

Saturday, Sept. 14, 2013 -- 8 a.m.-5 p.m.

JayRay Ads & PR, Tacoma

Click here to register and for information on the APR Workshop requirements.

Registration deadline is Sept. 10.

Not sure yet?

Join us at an APR information session

Tuesday, Aug. 13 - 5:30 p.m.

Katie Downs, 3211 Ruston Way, Tacoma

Free, no need to RSVP

For more information, contact APR Chair **Elle Warmuth**, APR, (253) 571-1019.

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Sept. 24: Connecting For a Cause -- PRSA's Annual Nonprofit Seminar

Get tips for inspiring the community with your nonprofit message. Find out what you need to do to help your organization live your brand, improve your writing and learn tips to enhance your social media. Speakers and presentations will be added on an ongoing basis.

Date: Tuesday, September 24, 2013
Time: 8:30 a.m. - 3:45 p.m. nonprofit seminar
with social to follow from 3:45 - 5:00 pm
Location: Swedish Cultural Center
1920 Dexter Avenue North, Seattle, WA 98109
Cost: \$85 PRSA members; \$95 PRSA non-members
Includes continental breakfast and lunch
Free parking at the Swedish Cultural Center
Registration: **Register online** or call 206-623-8632
Online registration closes 5:00 pm September 20

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Coming in November: Michael Smart!

Nov. 14: Save the date: Michael Smart, guru of media pitching, will present his dynamic ½-day workshop on media pitching here in Seattle.

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Calling all PR Superstars - Submit professional award nominations by Oct. 11

Four different awards offer a variety of ways to celebrate the accomplishments of PR professionals in the Puget Sound area. It's time to recognize your colleagues that are going above and beyond. Please 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 11, 2013**. Award winners are celebrated at the chapter's annual Holiday Gala in December.

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Plan to enter the Totem Awards for 2013

It is awards season! The Totem Awards Call for Entry will be announced soon, but that doesn't mean you shouldn't start thinking about it now. What PR tactics or programs that you have executed in the past year make exemplary examples for the profession? Which have netted undeniably excellent results? PRSA Puget Sound makes it a priority to recognize the best in PR in the region and so should you! Keep an eye out for the Totems Call for Entry and How to Win a Totem Workshop coming soon! The deadline for Totem Award entries is Friday, Oct. 11, 2013.

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PRSA Committee Volunteer Opportunity: Annual Holiday Gala and Auction for scholarships:

3 - 5 volunteers needed to help with event planning and day-of-event. Whether you love raising money for college scholarships, need an excuse to taste test various catering options or need some writing experience, this is the volunteer opportunity for you. The event is always in early December, so this is a short-term assignment. Contact **Amy Turner** if you're interested.

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UW Grads: register on alumni list

The U. of Washington PRSSA chapter is starting a register of UW grads in the PR field. If you are a UW grad, please register at this Facebook [page](#) to receive news, updates from the UW PRSSA team.

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Membership

Referred a colleague to PRSA?

Check out the hot summer member sweepstakes campaign-one prize is a trip to Philadelphia!

Check out and participate in the PRSA Winning National Network Campaign, starting Aug. 1 and ending Sept. 30, which features the opportunity to share PRSA success stories and enter a sweepstakes for prizes, such as an all-expense-paid trip to the PRSA International Conference. Prizes include an all-expense-paid International Conference Package (registration, airfare, accommodations and meals); an iPad® Mini (16GB, Wi-Fi only); or a \$100 Visa® or MasterCard® gift card. No purchase necessary.

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Free Chapter Membership Promotion for August!

Tell your colleagues about a great deal. New PRSA members receive a free 1-year Chapter membership when they join National as a Regular member (\$255 annual dues +\$65 initiation fee). N/a for Associate or current members. Member members use promo code **AUG13**.

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Welcome New Members!

- Deborah Abe, Pierce College
- Stefanie Carissa Ellis
- Tim McDowd, Microsoft
- Tracey Whitten, AFT Washington

Glad You're With Us--Renewing Members

- Michelle Ackermann, Seattle Housing Authority
- Brian Brady Benedetti, Pierce College
- Debra Carnes, Washington State Bar Association
- Nancy A. Carpenter, State Farm Insurance
- C. Brandon Chapman, Longview Fibre Paper and Packaging
- Kristi Clough, Firmani + Associates Inc.
- Amy Susan Cziske, Solarity Credit Union
- Christina Joan Donegan, APR
- Jacquelyne R. Ferrado, Guaranteed Education Tuition Program
- Lynnel A. Hampton
- Claude Iosso
- Elizabeth D. Kerns, Central Washington University
- Jane L. Kilburn, APR, Port of Seattle
- Karen Kirby, Puget Sound Blood Center
- Melissa Milburn
- Valerie L. O'Neil, APR, Starbucks Coffee Company
- Linda Robson, Thurston County
- Carol A. Saynisch, APR, CAS2 Consulting
- Linda J. Sellers, APR, Northwest Kidney Centers
- Karen Taylor, Pierce College
- Doris Torres
- Wendy Townsend, APR
- Li-Shuan Linda Wang-Stewart, APR, WS Communications

- Derek Wing, Bastyr University
- Rachel Young, Cascade Regional Blood Services

Welcome Back Reinstated Members!

- Kelly A. Maloney, Orion Industries
- Mark L. Martin, Waggener Edstrom
- Linda Seesz, City of University Place

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