



[Newsflash Archive](#)

## December 2013 Newsflash

### Table of Contents

- [President's message](#)
- [Dec. 4 - Mingle and jingle at the PRSA Holiday Soiree](#)
- [Dec. 12 - South Sound program: PR Gives Back](#)
- [Meet our newest board member: Libby Catalinich](#)
- [Be a mentor!](#)
- [New PRSSA Chapter at Western](#)
- [Totem Awards celebration in February - volunteers needed!](#)
- [Black Friday Week Membership deals](#)
- [New Masters degree in Strategic Communication at WSU](#)
- [New and renewing members](#)
- [Join Membership Committee to make contacts](#)

### President's Message

We are coming to the end of 2013, and along with the holidays, PRSA is ready to celebrate the accomplishments of our fellow professionals. At the annual PRSA Holiday Soiree (formerly Gala) Dec. 4, we will not only raise needed funds for two college scholarships, but also raise our glass to fellow professionals in several categories. You may know some of them!

- The Jay Rockey Lifetime Achievement Award will be presented to **Dave Marriott**, APR, of Gogerty Marriott.
- The New Member of the Year will be accepted by **Emily Nauseda** of Frause.
- The two recipients of the President's Award for Volunteerism are **Catherine Hinrichsen**, APR, president, C&C Communications and **Kaulani Robinson**, PR Manager for Visit Seattle.

Congratulations to all! Please join us as we celebrate their service and accomplishments.

Bev Holland, APR  
2013 President, PRSA Puget Sound



PRSA members and friends listen raptly as Michael Smart interacts with the audience and describes his creative

approach to media pitching. If you missed this one, watch for another chance in the coming months!

**Back to top**

---

### **Mingle and jingle at the Dec. 4 Holiday Soiree**

Mingle and jingle at the PRSA Holiday Soiree! Our annual scholarship fundraiser and holiday event will be held on Dec. 4, 2013 at **Melrose Market Studios** in Seattle.

Each year at this event we host a silent and live auction to help you stock up on holiday gifts. Proceeds benefit the Puget Sound Chapter's Horace & Susie Revels Cayton and Sally Heet Memorial **scholarships** which are awarded annually to college students.

We also recognize PRSA's Professional Achievement Award winners including the Jay Rockey Lifetime Achievement Award and the PR Professional of the Year. Visit the **awards page** for a list of the winners.

Date: Wednesday, Dec. 4, 2013

Time: 6:00 - 9:00 p.m.

Place: Melrose Market Studios  
1532 Minor Ave, Seattle, WA 98101

**Note:** [There are two parking lots nearby as well as street parking.](#)

Cost: PRSA members and student, \$65; nonmembers \$75  
Corporate table seating for 8: \$520  
Additional \$10 per person after Nov. 27

Registration: **Register online** or call 206-623-8632  
Registration closes 10:00 am December 2, 2013  
No refunds after deadline.

**Back to top**

---

### **December 12: PR Gives Back**

#### **PRSA professionals give the gift of guidance to deserving nonprofits**

Help develop communications strategies for local nonprofits at this free PRSA program. Twenty nonprofits are registered. They will come with questions about gaining media attention, finding donors, dealing with crises or board issues, or planning/promoting an event. In small groups, they will discuss potential solutions with PR professionals (like you!) and walk away with actionable suggestions.

Please consider volunteering two hours of your time to guide local nonprofits on communications best practices. All PRSA members are welcome to participate.

More information about this program is included in a TV Tacoma episode at the 31-minute mark.

[http://cityoftacoma.granicus.com/MediaPlayer.php?view\\_id=7&clip\\_id=479](http://cityoftacoma.granicus.com/MediaPlayer.php?view_id=7&clip_id=479)

Date: Dec. 14, 2013; 8:00 - 10:00 am

Where: STAR Center, 3873 S. 66th St.; Tacoma

Cost: Free! Refreshments provided!

Please RSVP: **Cindy Sharpe**, APR, president, Sharpe Public Relations, (813) 244-2883  
**Renée Quinn**, community relations director, YMCA, (253) 534-7841

**Back to top**

---

### **Meet our newest board member, Libby Catalinich, APR**

Libby Catalinich, APR, is the director of corporate communications for REI (Recreational Equipment, Inc.), the nation's leading outdoor retailer. She oversees the teams that manage employee communications, issue management, executive communications, public relations and media relations.

Libby joined REI in September 2008 after a 12-year career with Washington Mutual. At the time she left WaMu, Libby was senior vice president, public relations. While there, she created the company's first issue management team and designed its issue identification and mitigation process.

Libby is a 2012 graduate of the Leadership Tomorrow program. She recently completed a three-year term as the Chair of the Global Issue Management Council. Several years ago, Libby led the WaMu team that won a coveted Silver Anvil award - the highest national honor of PRSA. She graduated from the University of Washington with a BA degree in Communications, and earned her APR accreditation.

**Back to top**

---

### **Be a Mentor!**

We need about 10 more chapter members to mentor a PRSSA student from Central Washington University, Seattle U, UW and our newest chapter, Western Washington University. We expect a big turnout of students for this year's Mentors Program, which begins Jan. 1. As a mentor, you provide ongoing guidance and coaching to one student for a year, for as little as one hour per month. Mentors should be PRSA members with at least one year of PR experience. Please contact Catherine Hinrichsen, APR, [chinrichsen@seanet.com](mailto:chinrichsen@seanet.com).

**Back to top**

---

### **New PRSSA Chapter at Western**

It's official: The new PRSSA chapter at Western Washington University was approved by the national PRSSA office in November. This makes a total of four PRSSA chapters sponsored by our chapter, along with Central Washington University, Seattle U and University of Washington. The new chapter will be led by faculty adviser Prof. Jennifer Keller; professional advisers Kristi Clough of Firmani (Seattle) and Amy Cloud of St. Joseph's (Bellingham); and president Mason Luvera. Please join us in welcoming this new chapter and its student members.

**Back to top**

---

### **Totem Awards celebration in February - volunteers needed**

Now that the Totem Award submission period has passed, it's time to start planning the Totem Award Celebration! While the judges are scoring entries, we will be planning all the exciting details of the event which is held in early February. The committee needs volunteers to assist in the planning and execution of the event. If you are interested, please contact Karla Slate at [k slate@covingtonwa.gov](mailto:k slate@covingtonwa.gov) or 253-480-2402.

**Back to top**

---

### **Black Friday Week Membership deals**

Thinking about joining PRSA? Join PRSA National by Nov. 30 and choose a free one-year Chapter membership OR a free one-year Professional Interest Section membership. See the National **PRSA website** for details.

**Back to top**

---

### **New Masters degree in Strategic Communication at WSU**

## New WSU Online Master's in Strategic Communication coming soon

The Edward R. Murrow College of Communication is launching an **online Master's in Strategic Communication**. The 30-credit master's degree bolsters expertise in public relations, advertising, and journalism and teaches advanced skills in messaging, online platform delivery and content production. Courses combine practice and theory. The 10-course program is designed for working professionals, with one-, two-, and three-year options. Spring semester starts January 13; the deadline is January 6. **Applications** are now being accepted.

**Back to top**

---

## Membership

Thank you to our new and renewing members.

### New Members this month Welcome!

- Elaine Brabant, The Boeing Company
- Alexandra Louise Carr, Museum of Glass
- Jerry Drelling
- Nanette Feeney
- Jana Marie Koch, Consultant
- Kerri Martinez
- Melissa Newell, Pierce County Public Works and Utilities

### Renewing members

- Amanda Susan Bedell
- Terri-Ann Betancourt, APR, Puget Sound Energy
- Karin Zaugg Black, City of Seattle's Office of Economic Development
- David Blandford, APR, Seattle's Convention and Visitors Bureau
- Katherine D. Boury, Seattle Goodwill
- Kate Buska, Provenance Hotels
- Susan S. Clark, APR
- Alexandra Davis, Russell Investments
- Kathleen G. Deakins, APR, JayRay
- Imelda Dulcich
- Brian D. Fox, Puyallup School District
- Joseph Gillard
- Christine Goetz, Serials Solutions
- Robert E. Gogerty, Gogerty Stark & Marriott, Inc.
- Melissa Jurcan, Seafair
- Jennifer Keller, Western Washington University
- Stephanie Kenitzer, U.S. General Services Administration
- John Kvasnosky, APR, Boeing Capital Corporation
- Angee L. Linsey, Linsey Careers
- Susan Lusty, Big Fish
- David M. Marriott, APR, Gogerty Marriott, Inc.
- Brooke C. Mattox, Washington Education Association
- Jocelyn Ann McCabe, APR, Association of Washington Business (AWB)
- Emily Nauseda, Frause
- Toby S. Nelson, APR
- Joan Pliego, City of Snoqualmie
- Jay Rockey, APR, Fellow PRSA, Hill+Knowlton Strategies
- Brenda Bennett South, Weber Shandwick Worldwide
- Melissa Tizon, Swedish Medical Center
- Lindsay S. Walter, Pratt Fine Arts Center
- Michelle C. Warmuth, APR, Tacoma Public Schools
- Michelle Renee Wilmot

**Back to top**

---

### **Join Membership Committee to make contacts**

Looking for a fun way to connect with new colleagues and expand your circle of contacts? Volunteering for the Membership Committee is a great way to do so, from the comfort of your own office. Interested? Please give Jacque Coe a call or an e-mail at 425-351-0082 or [thecoecs@msn.com](mailto:thecoecs@msn.com).

**Back to top**

---

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

---

[facebook](#)

[Linked in](#)

[twitter](#)

[Sitemap](#)