



Newsflash Archive

## February 2013 Newsflash

January and February are busy months for PRSA Puget Sound. Following a stimulating program on the importance of communication planning to cybersecurity, we move on to the Annual Totem Awards Feb. 5, where the outstanding work of our fellow professionals is spotlighted and celebrated. This year's speaker from Motivated Branding demonstrates the power that your people bring to your brand.

Feb. 11 is the Edelman Trust Barometer, an annual international survey to measure people's trust in their institutions and leaders. Sponsored by Edelman, we are presenting this jointly with IABC and NIRI.

Feb. 14 -the South Sound's program on Visual PR is a how-to program featuring Jay Ray, a place to think.

And kicking off February, a program Feb. 1 for master level practitioners with at least 10 years experience in the profession.

Enjoy this short month filled with big events! And if you know someone who would like to join, they can receive a free chapter membership by joining the National PRSA this month.

Bev Holland, APR  
2013 Chapter President

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### From the January 25 program



Panel members l. to r., **Aaron Weller**, Managing Director, Data Protection & Privacy Practice, Price Waterhouse Cooper; **Leigh Nakanishi**, Edelman, Data Security and Privacy Group; and **Christopher Budd**, Principal and founder, Christopher Budd Communications, engaged the audience in a discussion about institutional and corporate reputation and the critical element of planning for a breach of privacy or security.

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### **Mentors & Mentees Meet at Mixer**

This year's Mentors Program kicked off Jan. 22 with a festive party at Little Water Cantina to introduce mentors and their student mentees to each other. The program matches PRSA Puget Sound members with students at the PRSSA chapters at Central Washington University, Seattle University and University of Washington for a year of professional development. We also welcomed our first mentee from Western Washington University, which has submitted an application to establish a new PRSSA chapter. At the kickoff - our largest ever -- nearly 40 mentors, students and Student Outreach Committee members mingled, played the second annual Mentor Bingo game and met in groups to talk about how to make the most of their mentorship. For more information, please contact Catherine Hinrichsen, APR, [chinrichsen@seanet.com](mailto:chinrichsen@seanet.com).

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### **February 5: Motivated Branding to provide Totem Awards Keynote - Registration Deadline Jan. 31**

From the power of people to the People's Choice Award, an evening at the Totem Awards Celebration will keep you engaged and entertained. On Tuesday, Feb. 5, enjoy networking with colleagues over cocktails, viewing outstanding award entries, and a fantastic dinner and presentation, all while supporting a great cause - the FareStart culinary program. Pat Cashman from KING 5 TV will be back as MC to make us laugh and we'll hear from speaker and brand adviser Ken Grant about the power that your own people bring to your brand's performance.

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### **Feb. 11 - 2013 Edelman Trust Barometer**

Join fellow communicators from PRSA, IABC and NIRI at the new home of the Museum of History & Industry for this stimulating report on the Annual Edelman Trust Barometer, an international survey of 31,000 spanning 26 countries. Mark Haas, president & CEO of Edelman US, will share trends and directions from the survey, demonstrating decreasing trust in our institutions and companies.

DATE: Monday, February 11, 2013

TIME: 5:30 PM Registration  
6 PM Program

LOCATION: Museum of History & Industry (MOHAI)  
860 Terry Ave North (Lake Union Park), Seattle

COST: \$25 Members, \$35 non-Members, \$15 students

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

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## Feb. 14 - Picture Perfect PR

JayRay, a place to think, will present examples of interactive and visual PR at the Feb. 14 meeting of the South Sound chapter of PRSA. The firm, which focuses on branding, advertising and strategic communications, will offer tips on the effectiveness of visual PR utilizing a range of examples at a range of skill levels.

The South Sound Group meets at 8 a.m.-doors open early for networking-in the first floor board room at Metro Parks Tacoma headquarters, 4702 S. 19th St. Cost is \$5 for PRSA members, \$10 for nonmembers. No reservations necessary. Check the [PRSA website](#) for more information.

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## From the January 10 South Sound program



I. to r., **Charles McCray III**, Communications Director for Rob McKenna; **Sterling Clifford**, Communications Director for Jay Inslee; and **Jaime Smith**, Press Secretary for Jay Inslee, discussed PR and political campaigns at the South Sound group's Jan. 10 program.

**Janelle Guthrie**, APR, r., Communications Director, Attorney General's Office, served as moderator.

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## Feb 1 - Masters Program\* Current New Media Issues and Trends

Presentation and Q&A with Kris Rietmann, OFM, The Governor's Office New Media Manager

Kris will touch on topics ranging from policy to tool use to content. Highlights include:

- Employee use of social media in a personal, professional and official capacity
- Social media tools both new and 'old'
- Content strategy

DATE: Friday, Feb. 1

TIME: 7:30 a.m. Continental Breakfast  
8 a.m. Presentation and Q&A with Kris Rietmann

LOCATION: Seattle Municipal Tower (formerly Key Tower building)  
5th and Columbia (across the street from the Columbia Tower)  
40th Floor - Suite 4050/60

COST: \$25

REGISTER: Call 206-623-8632 to register. Advance registration is required.

When registering, please cast your vote on what you would like to hear most about. Kris will tailor the conversation and presentation based on the input we receive.

*\*The PRSA Masters Group is a select forum for senior level public relations professionals to build community connections, share best practices and to come together with their peers to share information on current issues and industry trends.*

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## February is Free Chapter Membership Month

New members will 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.* Thinking about membership? Contact Jacque Coe, APR, VP of Membership at [coej@bsd405.org](mailto:coej@bsd405.org).

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### Welcome Debra Carnes, new PRSA board member

As Chief Communications Officer for the Washington State Bar Association, Debra has more than 20 years of experience in PR/strategic communications, media relations and branding in both the public and private sector. She has worked primarily in health care, education, government and legal affairs. Most recently, Debra was Senior Advisor for Jay Ray Ads & PR. She has also served as Communications Manager for the Seattle City Council and

Communications Director for Gov. Chris Gregoire's successful reelection campaign. She holds an MBA from City University and a B.S. from the University of Idaho.

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### New and Renewing Members for January

Welcome to new members and thank you to renewing members in January. We appreciate you and trust that you are receiving the benefits you need from the chapter. If you have comments or suggestions, please don't hesitate to contact a board member - our emails are listed at [www.PRSA PugetSound.org](http://www.PRSA PugetSound.org).

#### New members

- Kate Buska, Provenance Hotels
- Leif Clarke, PR Newswire
- Alexandra Elizabeth Dorsett, Nytec, Inc.
- Maksim Goldenshteyn
- Ellen Kutscher, Canlis
- Anne M. Laughlin, Republic Services
- Pamela Leptich, GLY Construction
- James Sido, Downtown Seattle Association
- Kimberly Thomas, Dolce Vita
- Teri Thomas, University of Washington
- Bailey Thompson, Frause

#### Renewing members

- Karin Zaugg Black, City of Seattle's Office of Economic Development
- Emma Bohmke
- Rita K. Brautigam, APR, Brautigam Communications
- Christine Patricia Cranston
- Thomas Dake
- Imelda Dulcich
- Kathleen Fearn-Banks
- Dotti Gallagher, APR
- Walter B. Greenwood, APR, Greenwood Public Relations
- Davina R. Gruenstein, APR
- Susan Hansen-Smith, Port of Seattle
- Marilyn E. Hawkins, APR, Hawkins & Company PR, LLC
- Aren Anders Kaser, Synapse Product Development
- Melissa Milburn
- Andrew J. Muntz, Mukilteo School District
- Todd A. Nelson, Bechtel National Inc.
- Jennifer L. Nibley
- Caroline Overly, Ph.D., Allen Institute for Brain Science
- Michelle Pollak Landwehr, Michelle Pollak PR
- Kathryn M. Reith, APR, Lake Washington School District
- Kaulani O. Robinson, Seattle's Convention and Visitors Bureau

- Jay A. Weisberger, APR, Skanska USA Inc.
- Rachael Woods, Northwest Educational Service District
- Dee Young, BergerABAM

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

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