



Newsflash Archive

January 2013 Newsflash

Happy New Year!

We are looking forward to a full year of great speakers, events and awards to satisfy your New Year's resolutions and recognize your accomplishments.



Speaking of recognition, the Holiday Gala in December was a stellar night of awards and rewards (in the form of auction winners). See the Awards column for a spotlight on Cheri Brennan, APR, who received the Jay Rockey Lifetime Achievement Award, as well as a listing of other award winners.

First on the agenda this year is our Jan. 25 program on Cybersecurity - what we need to know and how to partner with legal and security experts to help our organizations respond to potential reputation-damaging issues.

On Feb. 5, we honor our own with the annual Puget Sound Totem Awards celebration. Please mark your calendar and plan for an evening of festivities and recognition. More details to come.

I am a big believer that we get out of an organization what we put into it. I challenge each of you to seek out opportunities to volunteer this year - whether on a committee or task force, as a mentor or speaker. I guarantee you will enjoy yourself and network with those you may not otherwise have met. You can start with the opportunities presented in this issue.

Bev Holland, APR
2013 Chapter President

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Holiday Gala a success!

Thanks to the generosity of PRSA Puget Sound members and for those individuals, businesses and organizations that donated items, the chapter was able to raise \$3,287 for the two scholarship funds. The Sally Heet Memorial Scholarship goes to an individual who displays excellent academic performance while studying to join the PR field. The Horace and Susie Revels Cayton Scholarship is awarded to a minority student working toward a career in public relations.

Special thanks to PR Newswire for its sponsorship.

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January 25 Program

Privacy and Security: Corporate Reputation Drivers of the Digital Age

Rarely a week goes by without negative headlines about companies experiencing a cyber-security incident or outcry from consumers or regulators about a privacy violation. We need to make sure communications professionals are prepared to manage and respond to a data breach so they can mitigate reputational, as well as financial, damage to their organization. This month, hear from leading experts on best practices for managing security and privacy incidents, with a focus on partnering with legal, finance and other functions to manage this growing threat.

This panel discussion will use recent examples of real incidents to provide practical guidance on how to manage incidents. Panelists include Aaron Weller, managing director, Data Protection & Privacy Practice at PwC; Christopher Budd, principal and founder of Christopher Budd Communications; and Leigh Nakanishi, Edelman Data Security and Privacy Group.

Where: Edelman Seattle
2301 Fifth Avenue, Suite 500

When: Friday, January 25, 2013
7:30-8am - Registration & Networking, light Continental breakfast
8am-9am - Program

Cost: \$15 PRSA Members - \$25 Non-members

Registration: **Register online** or call the PRSA office at 206-623-8632
Deadline is 10:00 am January 23, 2013
\$10 per person extra for at the door reservations

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South Sound Program: PR in the Campaign Season - Jan. 10

Time: 8 to 9 a.m. (doors open at 7:30 a.m. for networking)

Location: Metro Parks Tacoma headquarters
4702 South 19th Street, Tacoma (just off State Route 16)
Free parking (please leave "Visitor" spaces for MetroParks customers)

Cost: \$5 PRSA members; \$10 for non-members
(includes continental breakfast)

Questions: For more information about the South Sound Group, contact co-chairs: **Matthew Erlich** and **Liz Satterthwaite**.

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Totem Awards: Feb. 5 - Save the Date!

As you look to the new year, save the date for one of PRSA Puget Sound's premiere events - the Totem Awards Celebration! The event will be held at FareStart in Seattle on Tuesday, Feb. 5 from 5:30-9 p.m. Join us for an evening of networking, viewing award-winning PR programs, and honoring the best of PR in the Puget Sound. Registration will open soon.

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Volunteer Opportunities

Calling All Members - Your Talents Are Needed!

Looking for some opportunities to get more involved in your PRSA Chapter? Or maybe you'd like to do even more networking? We have a deal for you! Several of our committees are looking for members. Some activities are for a short time only, and others are on an ongoing basis. Likely you will be able to find a "fit" that meets your needs:

Totem Awards Banquet and Program: 3 - 5 volunteers needed to help with event planning and day-of-event. Your creative juices will get a good work-out! Not a lot of meetings - mainly emails and telephone calls. The Awards Banquet is Feb. 5, so this is a short-term assignment. Karla Slate APR is the contact: kslate@covingtonwa.gov

Membership Committee: 2 Volunteers for ongoing communications with current and prospective PRSA Chapter members. Committee members help welcome new members, look for ways to recruit members, and identify value-added communications for existing members. Jacque Coe APR is the contact: coej@bsd405.org

Accreditation Committee: 3 - 5 APR volunteers to support the Spring and Fall APR preparedness classes and to help recruit PRSA members who are interested in earning their APR. We are looking for existing APRs - not a lot of commitment of time, but vital to our Chapter's accreditation efforts! Contact: Elle Warmuth APR - elle.warmuth@cityoftacoma.org

Scholarship Committee: 3 - 5 volunteers during the Spring and Summer to help with the 2013 Scholarship campaign planning efforts and to identify potential scholarship recipients. Most activities of the committee occur via email, may have an occasional meeting. Contact: Amy Turner - aturner@enviroissues.com

Community Volunteer Opportunities

Look here to find opportunities to use your talents in the community for the benefit of nonprofit organizations. Please note: PRSA Puget Sound Chapter is simply the messenger and takes no responsibility for the assignment nor the work product.

In the wake of the tragic incident at Sandy Hook Elementary School on Dec. 14, our community, like many others across the country, is responding to questions and educating the public on understanding the impacts of mental illness. The National Alliance on Mental Illness (NAMI) of Washington is currently seeking a public relations professional to help with media releases and other communications on a pro bono basis.

If you would like to help with this important effort, please contact:

Jim Bloss
jfcbloss@earthlink.net
425-231-5186

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Professional Awards Given in December

The Puget Sound Chapter presented seven awards to outstanding communications professionals at the Holiday Gala in December, including Cheri Brennan, APR, who received the prestigious Jay Rockey Lifetime Achievement Award in recognition of her career achievements.

Cheri Brennan is a local public relations veteran with more than 30 years in the industry. Brennan founded Bellevue-based Alliance Communications and is one of four principals with Golf Marketing Team. She has dedicated much of her career to community service, using her communications and marketing skills to further nonprofit organizations' missions and raise funds for worthy causes.

Brennan is a leader in the marketing and communications profession, serving as local chapter president for the Public Relations Society of America, Marketing Communications Executives International and American Marketing Association.

Other professionals that were honored this year include:

PR Professional of the Year: **Beverly Holland, APR**, The Boeing Company

Outstanding New Member of the Year: **Lauren Lytle**, Weber Shandwick

Hugh Smith Community Service Award: **David Blandford, APR**, Seattle's Convention and Visitors Bureau

President's Award for Volunteerism: **Diane Bevins**, Association Services, Inc.; **Karla Slate, APR**, City of Covington; **Amy Turner**, EnviroIssues.



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New and Renewing Members for November/December

Welcome to new members and thank you to renewing members in November and December. 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.PRSAPugetSound.org.

New members

- David Caldwell, The Benaroya Research Institute at Virginia Mason
- Alexandra Davis, Russell Investments
- Sharon Heiber, National CASA Association
- Kathryn McCarthy, McCarthy Campaigns, LLC
- Rachel Payne, Tacoma Community College
- Karen Kartes Piatt, YMCA of Greater Seattle
- Tracy Schneider
- Ginger Michelle Vaughan, Quinn/Brein Public Relations
- Heather Wilson, Virginia Mason Medical Center

Renewing members

- Bridget R. Baeth, Tacoma Regional CVB
- Hilary Bingman
- Dorothy C. Bracken, APR, Puget Sound Energy
- Erik Ronald Elvejord, Holland America Line
- Bob Frause, APR, Fellow PRSA, Frause
- Christine Goetz, Serials Solutions
- Lorraine S. Howell, Media Skills Training
- Krystal Lin, Weber Shandwick
- David M. Marriott, APR, Gogerty Marriott, Inc.
- Amalia Martino, BlueShoes Media
- Joan Pliego, City of Snoqualmie
- Melissa R. Rohlfs
- Diane M. Schuirman-Hagedorn, Jayray
- William J. Seil, APR, The Boeing Company
- Melissa Tizon, Swedish Medical Center
- Amy Turner, EnviroIssues

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Your New 2013 Chapter Officers

These officers were elected or appointed by your chapter Board of Directors for 2013:

Beverly Holland, APR
Chapter President

Suzanne Hartman, APR, ABC
Past President/Ethics Officer

Erik Elvejord
Treasurer

Kathryn Reith, APR
Recording Secretary

Tim Smith, APR
VP of Programs

Jacque Coe, APR
VP of Membership

Elle Warmuth, APR
VP of Education/Accreditation

Please go to www.PRSAPugetSound.org for contact information.

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