



Newsflash Archive

March 2013 Newsflash

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Message from the president:

March is upon us and PRSA has lots planned to celebrate the changing of the seasons.

In this newsletter you'll find info about programs and events for every stage of professional life, from students to young pros and seasoned professionals.

Last month, we had a very successful Totem Awards at FareStart, as well as a well-attended Edelman Trust Barometer program, co-sponsored with IABC and NIRI (Investor relations communications). Thanks to Edelman and PR Newswire for their sponsorships!

If you missed these or the Social Media program for masters level practitioners in February, be sure to check out our offerings for March. Have a great month!

Bev Holland, APR
Chapter President

Will Ludlam, General Manager & Executive Vice President at Edelman Seattle, shared the 13th Annual Trust Barometer results with a sell-out crowd at the new Museum of History & Industry on Feb. 11.



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Chapter Volunteers - We You!

On Wednesday, Feb. 13 just prior to the February Chapter Board meeting, a special recognition breakfast was held to honor the more than 75 Chapter volunteers in 2012. An enthusiastic crowd turned out to hear KOMO-TV News Anchor and Reporter Denise Whitaker talk about volunteerism and how important it is to her. PRSA volunteers participated in a wide variety of Chapter activities in 2012 - from committee work, to event organization, to mentoring and more.

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March 21 Program: On the Firing Line: Lessons Learned as the Governor's Spokesperson

J. Cory Curtis, Communications Director to Gov. Christine Gregoire, will present his experiences. The topic is: On the Firing Line, Lessons Learned as the Governor's Spokesperson: A behind the scenes look at working for a Governor and how communications shapes public perception.



Date: March 21
Time: 7:30 a.m. continental breakfast, 8 a.m. program
Location: Weber Shandwick Conference Room, 2nd Floor
818 Stewart St, Seattle, WA 98101
Cost: \$15 members and students; \$20 nonmembers
Registration: [Register online](#) or call the PRSA office at 206-623-8632
Registration closes 10:00 am March 20
\$10 per person extra for at the door reservations

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March 14 South Sound Program: Social media success stories

Integrating social media techniques with traditional public relations can more effectively engage customers and community. Learn how some South Sound organizations create buzz, increase brand awareness, and even fund projects using Facebook, Twitter, blogs, and Kickstarter. Enter a drawing to win a fun door prize!

- Susan Evans, Manager at Blue Mouse Theatre
- Rob McNair-Huff, Partner at Seasonal View LLC
- Paolo Mottola, Digital Engagement Program Manager at REI

When: Thursday, Mar. 14, 7:30 a.m. gather, 8 a.m. program
Where: Metro Parks Tacoma, 4702 S. 19th St., Tacoma
Cost: \$5 PRSA members; \$10 for non-members (includes continental breakfast)

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March 14 - PRSA Young Professional Happy Hour

Are you new to Puget Sound or new to public relations? Curious and want to know more about who the PRSA Young Professionals are, what we do, and how we do it? Come hobnob happy hour style with our community of up-and-coming PR YoPros on Thursday, March 14th at Fado Irish Pub (801 1st Ave., Seattle). Network with other energetic professionals in their first five years in public relations at our first event of 2013; our definition of "young" is very broad, so as long as you are new to the profession and young at heart, you will fit right in.

RSVP on our [Facebook](#) page for to-the-minute updates. We hope to see you there!

Date: Thursday, March 14, 2013
Time: 5:30 - 7:30 PM
Location: Fado (801 1st Ave., Seattle)
Cost: Free; cash bar. Happy Hour specials available

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Jumpstart to the job market

The northwest's premier career development workshop for PR professionals is back in Seattle for 2013. Mark your calendars; Jumpstart is taking place **Saturday, April 13, 2013** at Saint Joseph's School (St. Joe's) in Seattle's Capitol Hill neighborhood.

At this daylong workshop attendees will have the opportunity to:

- Hear advice from seasoned PR professionals
- Participate in Q&A sessions
- Learn job-seeking techniques
- Discuss emerging trends within the industry

Similar to last year, the event will feature a lineup of prominent speakers from NW companies and agencies. Jumpstart is open to current students, recent graduates, and professionals looking to transition their careers. The event is a perfect opportunity to get your foot-in-the-door and stand out from the crowd by learning the ins and outs of the PR industry.

Stay tuned for additional details. Like us on **Facebook** and follow us on **Twitter** for updates.

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Totem Awards 2013

Thanks to everyone who participated in the annual Totem Awards by submitting a nomination or attending the event on Feb. 5. And congratulations to the award winners! You can find the award winners on the PRSA [website](#).

Here are the overall award winners:

- Best of Show: Colehour+Cohen, "NEEA 2011 Annual Report"
- Presidents' Choice: Boeing Commercial Airplanes, "A Win for Everyone"
- Young professional of the Year: Wyatt Curtiss, Colehour+Cohen for "Restore the Duwamish Shoreline Challenge"

Congratulations to all!

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APR accreditation value exposed



Aaron Wyatt, APR, a recently certified professional, talks about the value of the credential, below. Stay tuned for review opportunities this spring in preparation for the APR exam.

APR was clearly a value-add endeavor from beginning to end. My APR classes broadened my professional network. My preparatory coursework and studies strengthened my skill set. And finally, my APR credential gave me the confidence to approach communications from a solid foundation of research-based, best practices.

Aaron Wyatt, APR
Communications Director at the Washington Student Achievement Council

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Scholarship applications now available

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.

[Contribute to the Scholarship Fund by shopping on Amazon](#)

You can now help grow our scholarship fund and support the future of our profession simply by shopping on Amazon. Visit our [website](#) and click on the Amazon icon. If you bookmark this link and use it when you shop, a portion of your purchase will be donated to the PRSA Puget Sound Scholarship Fund.

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[Congratulations to Janelle Guthrie, APR, past president](#)



Puget Sound PRSA's Janelle Guthrie, APR, has been named to the PRSA National Board of Ethics and Professional Standards. Board members are charged with updating and maintaining the PRSA Code of Ethics and providing guidance to PRSA members through case studies, professional standards advisories and other means. The team is currently working on an aggressive strategic plan, including updating the PRSA Ethics website and increasing outreach to chapters, members, educators and students. Janelle served as chair of the National District Council in 2012, chair of the North Pacific District in 2011, Puget Sound Chapter Ethics Officer in 2009 and Puget Sound Chapter President in 2008. Feel free to contact her with your ethical dilemmas at janelle@janelleguthrie.com.

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[Volunteer Opportunities](#)

Multi-Communities, a small nonprofit organization dealing with the issues of domestic, youth and sexual violence, is looking for the pro-bono services of a PR professional to help increase visibility. Director Bettie Williams-Watson would prefer someone who can help several hours a week for about 3 months. If you are interested, call Bettie at (206) 250-8725. You can also check out the website at www.multi-communities.org.

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[Membership Deals Bloom in March!](#)

Free Section

New members receive a free 1-yr Section membership when they join National as a Regular member (\$255 annual dues +\$65 initiation fee). If joining Counselors Academy, dues are \$100 (\$95 discount). Chapter dues are additional. N/a for Associate or current members. **Promo Code MAR13**

\$20 Off a Section

Current members pay \$40 dues for a new 1-year Section membership (\$20 discount). If joining Counselors Academy, dues are \$100 (\$95 discount). If joining Your Professionals Section, dues are \$15 (\$5 discount).

Discount cannot be used toward an existing Section membership. N/a for new members. **Promo Code SEC13**

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[New and Renewing Members](#)

Welcome New Members!

- Alexa Licata, ExOfficio
- Kris McNamar, South Sound 911
- Kasia Pierzga, Washington State Department of Revenue
- Melanie Skaggs

Welcome Back Renewing Members!

- Tana Bader Inghima, Port of Kennewick
- Megan J. Behrbaum, APR, Recreational Equipment, Inc. (REI)
- Christopher Budd, Trend Micro
- Elizabeth G. Catalinich, APR, REI (Recreational Equipment, Inc)
- Courtney A. Coe, Recreational Equipment, Inc.

- Rachelle Mollin Cunningham
- Elizabeth (Biz) Dailey, The Dailey Company LLC
- Pete DeLaunay, APR, DeLaunay Communications, Inc.
- Mountfort A. Euston, APR, Fellow PRSA
- Mark Firmani, APR, Firmani & Associates, Inc.
- Hunter George, Pierce County, WA
- Leslie Diane Harris, City of Kenmore
- Logan Page Harris, King County Dep't of Natural Resources & Parks
- Suzanne Hartman, APR, Seattle City Light
- Catherine L. Hinrichsen, APR, C & C Communications
- Anna Kim-Williams, Microsoft
- Kelsey Nicole Lamon, Lane Powell PC
- Yvonne L. Leach, The Boeing Company
- Christi Ball Loso, Fred Hutchinson Cancer Research Center
- Daniel Kevin Miller, Curator
- Olena Rypich, Washington Center for Nursing
- Liz Satterthwaite
- Catherine Laura Sweeney, APR, Sweeney Communications
- Michelle Renee Wilmot
- Aaron Wyatt, APR

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