



Newsflash Archive

## November 2013 Newsflash

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### President's message

In 2014, the APR credential will celebrate 50 years. While the APR is carried by a number of organizations, PRSA members hold the largest number of APRs. If you have thought about going for your APR, why not begin the process this year?

On Nov. 14, we have the incredible opportunity to hear Michael Smart on media pitching - don't miss it! He gets results, and he is an excellent trainer - I heard him speak to a packed house last year at the National convention, and he did it again this year. He's the only presenter at National PRSA who is booked for more than one breakout session!

Holiday Soiree is the new Holiday Gala- remodeled and evolved to a fun, fast-paced after work event Dec. 4 at the new Melrose Market Studios on Capital Hill. Still a great silent and live auction, still desserts - with a different twist. Come celebrate with your friends and colleagues when they receive some of the most prestigious awards in the profession, including the Jay Rockey Lifetime Achievement Award.

See you there!  
Bev Holland, APR  
President, PRSA Puget Sound



Laurie Willis, Emergency management (left), and Cindy Wall, former crisis communications lead for Boeing

(right), explain to the South Sound group the importance of having a plan.

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## Perfect pitch: Michael Smart workshop Nov. 14

How to take advantage of the upheaval in the media industry

Michael Smart leads workshops at PRSA's International Conference year after year. Why is he invited back? His ideas generate results.

*"In my experience, Michael's guidance is unique because I always come away with specific, actionable steps to tackle whatever PR issue I'm dealing with at the time."*

Sheri Aguirre, Head of Public Relations, Perforce Software, Alameda, CA



Date: Thursday, Nov. 14, 2013  
8:00 a.m. Registration, networking, Continental breakfast  
8:30 a.m. - 12:30 p.m. Program

Location: Weber Shandwick  
Conference Room, 2nd Floor  
818 Stewart St., Seattle, WA 98101

Cost: \$89 PRSA members & students - \$139 nonmembers  
Regular price deadline is 11:59 pm Nov. 7, 2013  
Late Registration and at the door:  
PRSA member \$114; Nonmember \$174

Registration: **Register online** or call 206-623-8632  
Registration deadline is 10 a.m. Tuesday Nov. 13.  
No refunds after deadline.

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## November 7: Photography Tips

South Sound Program (Tacoma)

Come hear useful photography tips from the husband-and-wife photography duo of Joe and Ingrid Barrentine. Joe is the photo editor for The News Tribune and The Olympian, and has been shooting stills and video for newsrooms for nearly 15 years. Ingrid worked as a photojournalist at three newspapers before launching Grit City Photography in 2011.

Our presenters would appreciate your responses to a brief survey to help tailor their program:

<http://www.surveymonkey.com/s/NMV8GFH>.

Date: Nov. 7  
Time: 8-9 a.m. Doors open at 7:30 a.m. for networking  
Where: Metro Parks Tacoma headquarters, 4702 S. 19th St, Tacoma  
Cost: \$5 PRSA members; \$10 nonmembers  
No reservations needed.

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## 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  
Menu: Hors d'oeuvres and no host bar  
Cost: PRSA members & Students \$65; Nonmembers \$75;  
Corporate table seating for 8 \$520  
Additional \$10 per person after November 27  
Registration: **Register online** or call 206-623-8632  
Registration closes 10:00 am December 2, 2013  
No refunds after deadline.

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### **Volunteer Opportunity: PR Gives Back to Nonprofits Event, Dec. 12**

PRSA professionals will give the gift of guidance to nonprofits at this community service event. Your expertise is requested to better serve our community. By volunteering two hours of your time, you will guide local nonprofits on best practices, top resources, and increase awareness of your role or firm.

Many nonprofits do not have PR or marketing staff or the budget to hire. Other nonprofits may have staff, and value the opportunity to consult with other PR pros to brainstorm an issue or a need. Two hours of free public relations counsel would be valuable to them.

Date: Dec. 12  
Time: 8-10 a.m.  
Where: STAR Center, 3873 S. 66th St., Tacoma  
Cost: Free event - refreshments provided  
Find out more: **Cindy Sharpe**, APR, President, Sharpe Public Relations, 813-244-2883.  
**Renée Quinn**, Community Relations Director, YMCA, 253-534-7841.

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### **Board members, National delegates elected at Annual Meeting in October**

A great slate of new board members and delegates were elected by PRSA members at the Annual Meeting October 16.



**Brenda South** - second term  
Marketing and Communications Committee

Brenda is Executive Vice President, West Coast Technology Practice at Weber Shandwick, with more than 20 years of experience in directing PR and marketing programs for companies across multiple industries including consumer, technology, nonprofit and business to business.

#### **Amy Boyd**

Sr. Account Executive

Amy has a BA from the University of Washington and has been in the public relations field for more than four years. She has been a member of PRSA since 2010 and served on the Student Outreach and Jump Start committees.



She is chair of the Seattle Metropolitan Chamber's Young Professional's Network (YPN).



**Christina Donegan, APR**

Manager, Strategic Communications, Puget Sound Energy (PSE)

Christina has worked in the public relations field for more than 12 years. Prior to joining PSE, she was communications vice president at the Seattle Metropolitan Chamber of Commerce. She received her APR in 2009. She has a BA from

Pacific Lutheran University in English and History; an MA in History from the University of Wisconsin; and a Certificate in Public Relations from the University of Washington.



**Jocelyn A. McCabe, APR**

Vice President of Communications, Association of Washington Business (AWB)

Jocelyn is an 18-year public relations professional, receiving her APR in 2008. She has participated on a number of Puget Sound PRSA committees. Prior to joining AWB, she was director of communications for the Association of Washington School Principals. She is a graduate of the University of Washington with BAs in Editorial Journalism and English/Creative Writing.

**Tyson Lin**

Strategic Advisor - Community Relations & Promotions, Seattle City Light



Tyson has worked in public relations and the media for more than 10 years. Prior to joining City Light, Tyson was a communications specialist for Make-A-Wish Foundation. He also worked at KING-TV/Northwest News Network. He has an MPA degree from Seattle University.

**Assembly Delegates**



**Troy Brown, APR**

Public Relations Director, Brandner Communications

Troy has 15 years of public relations experience and has been a member of the Puget Sound Chapter of PRSA since 2005 and received his APR in 2005. Troy was on the chapter board from 2007 - 2009. In 2003, he was a top 20 finalist in the Toastmasters national competition which draws some 25,000 entrants. He has a BA from the University of Washington and currently is a writing instructor with the Tacoma U of W campus.



**Janelle Guthrie, APR**

Communications Director, Washington State Attorney General

Janelle is a 20-year public relations professional graduating with honors from Washington State University with a BA in Journalism and Political Science. She is currently a member of the PRSA National Board of Ethics and Professional Standards. She previously served as PRSA National District Council Chair, North Pacific District chair and PRSA Puget Sound Chapter President. She joined PRSA in 1996 and received her APR in 2001.



**Beverly Holland, APR**

Communication Specialist, The Boeing Company

Bev is responsible for internal and external communications for several Boeing Fabrication sites, including Auburn, Wash. and Portland, Ore. She holds a Master of Science degree in journalism from the University of Illinois, Urbana and has been employed in the public relations profession for more than 30 years. She served as VP of Programs and recording secretary before being elected president of the Puget Sound chapter in 2013. Bev also received the "PR Professional of the Year" award in 2012.

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**Two new APR accredited professionals**

**Claude Iosso, APR**

City of Bellevue

Now in his 12th year as a communications professional, Claude decided to pursue accreditation to test his skills and network. The process proved useful for both purposes, and he was surprised that he learned a great deal

about the PR profession and how he can do his job better.

He says, "As a former journalist and encyclopedia editor, I can write and edit well with an eye to key messages. Now I surprise people at the office with research and measurable objectives. My APR gives me the knowledge and understanding to make the transition from an implementer to a visionary for the organizations I serve."

**Toby Nelson, APR**

Hunter Public Relations

Toby said the APR process afforded him the opportunity to have his existing knowledge credentialed and verified by a third party. More than that, however, it offered him the opportunity to learn about aspects of the public relations profession to which he had not previously been exposed.

He says, "Since being credentialed, I find that my work takes a more deliberate approach and that my overall view of the profession is more holistic and better informed."

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### National Accreditation news

PRSA asked independent group, OPG, to examine the accreditation in public relations (APR) program to make recommendations on its improvement. The report by OPG is out and PRSA is taking comments through Nov. 22. To comment, visit the **PRSA Blog: The Road Ahead for The APR**. The blog post with the OPG report can be found online at <http://prsay.prsa.org/index.php/2013/09/26/the-road-ahead-for-the-apr/>

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### 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.

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### Second Week of November is New Professionals Week

New PRSSA graduates or those with less than two years PR experience receive a free 1-year New Professionals Section membership when they join National as an Associate member (\$60-\$155 annual dues). *Chapter and other Section dues are additional. N/a for Regular and current members.* Please use Promo Code **AM13**

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### Membership

Thank you to our new and renewing members.

#### Welcome new members!

- Kathryn DiJulio
- Sean Fraser, Linster Creative
- Michael Graubard, 206inc
- Kirstin Moline, Synapse Product Development
- Ashley Paige Wilson, Vulcan Inc.
- Matthew Zell
- Nichole Zuger-Cheney, Adolfsen & Peterson Construction

#### Renewing members

- Lauren Anthony
- Christopher T. Barron, Partnership for Learning

- Keena Bean
- Michael Boroughs, The Boeing Company
- Robert D. Calkins
- Kristi Clough, Firmani + Associates Inc.
- Carol Ann Dedrick
- Monty G. Dennison, APR, Dennison Communications
- Gaylee Duncan, Executive Options
- Marla A. Ellis, March of Dimes
- Patricia P. Fearey, APR, The Fearey Group, Inc.
- Jennifer D. Hawton, APR
- Jean M. Hayes, University of Washington
- Lorraine S. Howell, Media Skills Training
- Randy Hurlow, APR, Downtown Seattle Association
- Marsha A. Iverson, King County Library System
- Shawn Jennison, Tacoma Community College
- Kelie Kahler, Puget Sound ESD
- Kevin Robert Laverty
- Megan Chelsea Marquett
- Tara A. Mattina
- Marci G. Maule, Outerwall Inc.
- Melissa Milburn
- Erin Kathleen Moyer, Laird Norton Wealth Management
- Martin Munguia, Community Transit
- Laurie Myer, Myer Communications
- Todd A. Nelson, Bechtel National Inc.
- Roger F. Nyhus, Nyhus Communications LLC
- Jennifer W. Seymour
- Kari Sherrodd
- Shirley Skeel, University of Puget Sound
- Patti Spencer
- Doris Torres, Dental Health Services
- Heather Wilson, Virginia Mason Medical Center
- Derek Wing, Bastyr University
- Dana Yaffee, J.D.
- Rachel Young, Cascade Regional Blood Services
- Adela Guadalupe De La Torre
- Mary Beth Lowell, Telenav, Inc.

#### **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 [thecoos@msn.com](mailto:thecoos@msn.com).

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