



Newsflash Archive

April 2014 Newsflash

April is APR Month at PRSA!

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April is APR Month: Is the credential for you?

Not only is it APR Month, but the credential celebrates 50 years of cultivating APRs who are advancing the PR profession. Wondering if pursuing the APR is for you? Start exploring - at the comfort of your own desk - what the APR is all about when you participate in these webinars (free to PRSA members).

How the APR Can Boost Your Career: April 10

Do those three little letters after a colleagues' name really spell success? Is Accreditation-and maintenance-worth the time and effort? What's the ROI on APR, and does it pencil out? Join a fast-paced webinar to hear how the APR took panelists' careers to the next level, and how it continues to deliver value.

On-demand webinars:

- [Accreditation Power Play](#)
- [APR+M — The Military Public Relations Credential](#)
- [Getting Ready for the APR Computer-Based Examination](#)
- [Getting Ready for the Readiness Review](#)

For even more information about the APR, visit the chapter's [FAQ page](#), or contact APR Chair [Elle Warmuth](#), APR, (253) 571-1019.

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[Jumpstart 2014 is April 12 -- Register now!](#)

This year's PRSA Jumpstart is scheduled for Saturday, April 12 at the Seattle Times Building. Jumpstart is the Northwest's premier career development workshop for new PR professionals, featuring presentations from industry experts, roundtable sessions for small group discussions, networking opportunities, and more. Though the event is targeted to undergraduates majoring in PR or communications, the event is also a perfect fit for those looking to transition into the field. If you are interested in attending, please register [here](#).

Speakers attending include:

- Liz Kearns, Central Washington University
- Alex DeLeon, City University
- Melissa Stewart, Edelman
- Brandon Vaughn, Edelman
- Bob Frause, Frause
- Nathan Hambley, Frause
- Melanie Blair, Kimpton Hotels
- Andrew Hoge, Luly Yang
- Kyle Warnick, Microsoft
- Heidi Happonen, Nyhus Communications
- Jennifer Rash, PRR
- Christin Camacho, Redfin
- Jay Weisberger, Skanska
- Jessica Blauert, Washington State Independent Auto Dealers Association
- Dan Lee, Weber Shandwick

Keep an eye on the [PRSA Jumpstart](#) page for any additional updates.

If you have any questions about the event, please contact [Jay Peters](#).

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[PRSA Scholarship Amount Increases to \\$3500 - Applications Due April 18](#)

Do you know a college student who could use a scholarship? Applications are now being accepted for PRSA Puget Sound's two scholarship funds. 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. This year, the award levels have increased to \$3,500 for each scholarship.

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 18, 2014, deadline.

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[April 10 - South Sound Program: Value, empower and engage employees](#)

Learn about internal communications from one of Tacoma's largest employers and members of a state-wide internal communications team. They will share information about employees' communications values, employee recognition, and how to serve employees who work in different locations or shifts.

Effective employee communications can increase productivity, encourage talented staff to stay, and help achieve an organization's goals - as well as have a little fun on the job. Employees can be the best brand ambassadors when they know what's going on and feel empowered.

- Mary Getchell, Director of Strategic Communications, Franciscan Health System
- Ann Hartman, Internal Communications Manager, WA State Department of Employment Security
- Amy Ray, Communications Manager, Insurance Services Division, WA State Department of Labor and Industries

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. Please sign in at the door. Refreshments are included, no reservations necessary.

If you have additional questions, please contact:

- **Matthew Erlich**, (253) 651-8326, merlich2@yahoo.com

- **Liz Satterthwaite**, (253) 888-5544, satterliz@gmail.com

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April 17 - Michael Smart Webinar: The New Secrets of Media Pitching Success

If you missed Michael Smart's half-day workshop on pitching in the new media landscape in Seattle last November, you won't want to miss this webinar. PRSA Puget Sound is offering Michael Smart's webinar on The New Secrets on Media Pitching Success on April 17 for a price you can't pass up - \$25 for members and \$40 for non-members.

Michael Smart Webinar

The New Secrets of Media Pitching Success

Thursday, April 17, 2014 – 10-11 am PDT (1-2 pm EDT)

Webinar registration and important details

Biography:

Michael Smart, principal of MichaelSMARTPR, has been landing top-tier coverage for 14 years. He's also trained more than 4,500 communicators across the globe how to boost their media and blog placements, including pros from Disney, Verizon, Safeco, FleishmanHillard, Waggener Edstrom, many other companies, associations, and non-profits, large and small. Michael has twice been a top-rated presenter at the PRSA International Conference, and he partners with PRSA to offer daylong pitching workshops and national webinars on the topic.

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April 24 - South Sound Social: Fish Tale Brew Pub in Olympia

Please join us on Thursday, April 24 at 5:30 pm at Fish Tale Brew Pub in Olympia. The quarterly socials are great ways to meet communications professionals in a fun setting.

Fish Tale Brew Pub

515 Jefferson St. SE, Olympia

<http://www.fishbrewing.com/brewpub/>

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Membership Specials

New Members—Enjoy a Free Section (up to \$60 value)

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). *RESTRICTIONS: Chapter dues are additional. N/A for Associate member types (\$155 or less annual dues) and current/renewing members.*Please use Promo Code **MAR14**

Already a member? Enjoy \$20 off a Section

Current/renewing members pay \$40 dues for a new 1-yr Section membership (\$20 discount). If joining Counselors Academy, dues are \$100 (\$95 discount). If joining New Professionals Section, dues are \$15 (\$5 discount). *RESTRICTIONS: Discount cannot be used toward an existing Section membership. N/A for new members.* Please use Promo Code **SEC14**

Refer to <http://www.prsa.org/joinus/howtojoin> for details on membership specials.

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Membership

Thank you to our new and renewing members.

Welcome New Members

- Mark Asmundson, Northwest Clean Air Agency
- Brandon K Rapez-Betty, Spokane Transit Authority

Renewing Members

- Keena Bean
- Alyse Bernal, Seattle Children's Hospital
- Kathryn Elizabeth Bluher, Seattle Children's Hospital
- Kristi Clough, Firmani + Associates Inc.
- Kimberlee Craig, Chelan County PUD
- David Crowell, J.D., Seattle King County Realtors
- Jake Edwards, Holland America
- Abigail Elliott, Puget Sound Energy
- April Falcone
- Cameron Geasey, Consultant
- Joshua Lee Kelsey,
- Jana Marie Koch, Consultant
- Alexandra Laing, Group One NW
- Amanda Maier
- Raffaella Oeler
- Shannon Parthemer, APR
- Lake Washington School District
- Elizabeth Richmond, Richmond Public Relations
- Hillary Ryan
- Christy Shearer, Chelan County PUD
- Tucker Sloburg, Smead Capital Management
- Tim Smith, APR, Edelman
- Sarah Stall, University of Puget Sound
- Catherine Sweeney, APR, Sweeney Communications
- Ashley Grace Sytsma, Rick Steves' Europe

Reinstated Members

- Corby Casler, Coca-Cola
- Kathleen Sharbono, Boeing

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Committee Volunteer Opportunities Abound!

If you are interested in volunteer opportunities, please contact **Bev Holland**, past president and volunteer coordinator, to plug in where you can learn most. Committees include: membership, communications, Totem Awards, diversity, programs, Non-Profit Seminar, and more!

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The Newsflash deadline is the 25th of each month.

Please submit articles for consideration to **Karla Slate, APR**.