



Newsflash Archive

December 2014 Newsflash

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December 9 - Volunteer Opportunity: PR Gives Back to Nonprofits

Twenty nonprofit organizations will join us on Dec. 9 at PRSA's "PR Gives Back" at Tacoma's STAR Center. They are coming to receive PR and marketing advice from some of Puget Sound's best PR, marketing and communications professionals. That's you!

We need about 13 more professionals to join us. Please contact us to volunteer two hours of your time to give back to the nonprofits that serve our communities every day. You do not need to be a PRSA member to participate.

PRSA APRs, your participation may qualify for public service maintenance points.

PRSA Gives Back to Nonprofits

Date: Tuesday, Dec. 9

Time: 8 a.m. to 10 a.m.

Where: STAR Center, 3873 S. 66th St., Tacoma

Cost: FREE! Continental breakfast will be provided

To attend, volunteer and find out more, please contact **Cindy Sharpe, APR**, president, Sharpe Public Relations, 813-244-2883, SharpePR@gmail.com.

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Be a Mentor!

We need about 10 more chapter members to mentor a PRSSA student from Central Washington University, Seattle U, UW and our newest chapter, Western Washington University. We expect a big turnout of students for this year's Mentors Program, which begins Jan. 1. As a mentor, you provide ongoing guidance and coaching to one student for a year, for as little as one hour per month. Mentors should be PRSA members with at least one year of PR experience. Please contact Catherine Hinrichsen, APR, chinrichsen@seanet.com.

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FREE Webinars with your PRSA Membership

If you have some downtime this winter, don't forget about all of the great webinars that are free to access on the PRSA National website.

Here is a small selection of the free On-Demand Webinars offered to PRSA members. More On-Demand Webinars can be found [here](#).

- **Bringing the Power of PR to Brand Marketing**
Marketing a brand and building equity requires more than just communicating product benefits to consumers.
- **Public Trust and Confidence**
Recent Study Results and Implications for Strategic Communications
- **Copyright Compliance**
Stay Compliant and Stay Out of Trouble
- **Getting Ready for the APR Computer-Based Examination**
Learn to Analyze Scenario-Based Questions to Increase Your Examination Success

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Give the Gift of Membership (Now - Dec. 29)

Current members and prospects can purchase membership for a friend or colleague. Contact membership@prsa.org or (212) 460-1400, M-F, 9:00 a.m. - 5:00 p.m. ET.

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Membership

Welcome new members

- Brian Cox, City of Tacoma
- Alix Davis
- Danny Dodd
- Stacy Ellifritt, City of Tacoma
- Siri Haynes
- Elizabeth Minium
- Keri O'Farrell, Two Dogs Barking
- Gwen Schuler, City of Tacoma
- Resa Stephanson
- Michael Thompson
- Kayla Tippie, Wizards of the Coast
- Raelani Valaile

Welcome back returning members

- Jay Becker, APR
- Kimberlee Lyn Beers, Boeing
- Katherine Boury, Seattle Goodwill
- Kate Burrows, Pierce College
- Barbara Clements, Pacific Lutheran University
- Ty Cordova, State Farm Insurance
- Alexandra Davis, Russell Investments
- Kathleen Deakins, APR, JayRay
- Nora Doyle, Tacoma Public Utilities
- Kathleen Fearn-Banks, University of Washington
- Nanette Feeney, Boeing
- Heather Lynn Fernandez, The Fearey Group

- Christine Goetz, ProQuest
- Susan Hansen-Smith, Port of Seattle
- Sonja Lucinda Hanson
- Jade Hooper
- Randy Hurlow, APR, Downtown Seattle Association
- Edith Jeffers, Tacoma-Pierce County Health District
- Kristine Josue, Wellspring EAP
- Kelie Kahler, Puget Sound ESD
- Stephanie Kenitzer, US General Services Administration
- Pamela Keyes, Bainbridge Island School District
- Megan Chelsea Marquett
- David Marriott, APR, Gogerty Marriott
- Jocelyn McCabe, APR, Jocelyn McCabe Public Relations
- Roger Nyhus, Nyhus Communications
- Amy Nochole Parodi, World Vision
- Katie Skipper, Northwest Clear Air Agency
- Kayla Tippie, Wizards of the Coast
- Michelle Renee Wilmot

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Volunteers help power our programs and committees!

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**.