



- About
- Events and Programs
- Students
- News
- Awards
- Sponsorship
- APR

Newsflash Archive

January 2014 Newsflash

Table of Contents

- **President's Message**
- **Jan 9 - South Sound Program: Speak, Write, Meet to Get Noticed**
- **Jan 22 - Making Sustainability Stick: Creating, Implementing and Communicating CSR Strategies that Work**
- **Feb 6 - Totems Awards Celebration**
- **"PR Gives Back" a Success**
- **PRSA Holiday Gala honors outstanding practitioners; raises funds for future PR Pros**
- **New and renewing members**

President's Message

It wouldn't be a new year without talk of resolutions and starting fresh while waving goodbye to the past year. If you think about it, declaring a resolution and actually planning to succeed at it is a lot like developing a great PR Plan. What's your goal and how do you plan to achieve it?

According to an annual survey conducted by the University Of Scranton Journal Of Clinical Psychology, losing weight is the number one New Year's Resolution, ahead of dealing with finances and spending more time with family. So, I thought I'd apply a quick SWOT Analysis to what would be my New Year's resolution if I had one - to lose weight. I'm hoping it will get me motivated to proceed with stating some objectives, but I'm not optimistic.

- **Strengths:** I am not a candy junky and don't really even like chocolate or coffee (I know, I know!)
- **Weaknesses:** Carbs. Enough said.
- **Opportunities:** My office has a great wellness program I can participate in and there are gyms within two minutes of both my home and office.
- **Threats:** Board members who bring baked goods to meetings; attending meetings at Starbucks; being too busy to exercise; and the 10 fast food chains and ton of full service restaurants within a two-mile radius of my office.

Now that I've laid it out, I can see that there is just no way to overcome those weaknesses and threats. So instead, I resolve to face my biggest challenge in this New Year - remembering to write 2014 on everything instead of 2013!

I am excited to serve as your chapter president and look forward to meeting you at some of our fantastic programs we have planned for 2014. You can check out our upcoming events in this issue of Newsflash or visit



www.prsapugetsound.org.

With enthusiasm,

Karla Slate, APR
2013-2014 President, PRSA Puget Sound

[Back to top](#)

January 9 - South Sound Program: Speak, Write, Meet to Get Noticed

Kick off the New Year with more effective presentations, email that gets read and meetings that produce more results. **Michael Buschmohle**, president of Applause Associates, will share his attention-getting techniques with the PRSA South Sound Group. Author, artist, worldwide media coach and college instructor, he is a past hospital HR specialist and a former Roman Catholic priest.

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'd like more information about this event, please see the [online calendar](#).

If you have additional questions, please contact:

- **Matthew Erlich**, (253) 651-8326, merlich2@yahoo.com
- **Liz Satterthwaite**, (253) 888-5544, satterliz@gmail.com

[Back to top](#)

January 22 - Making Sustainability Stick: Creating, Implementing and Communicating CSR Strategies that Work

Join Kevin Wilhelm, founder and CEO of Sustainable Consulting, and Josh Chaitin, senior vice president of Business + Social Purpose at Edelman, as they discuss Kevin's new book *Making Sustainability Stick*. The presentation will focus on how various organizations are succeeding at implementing sustainability practices and purpose-driven initiatives, while engaging employees, gaining stakeholder support, fostering positive behavior change and improving their bottom lines. The speakers will discuss these issues through the lens of program design and implementation, as well as the role of effective communications in creating effective, lasting sustainability engagements.

Date: January 22, 2014
7:30 a.m. Registration and networking
8:00 a.m. Program

Place: Edelman
2301 Fifth Avenue, Seattle, WA 98121

Cost: \$15 PRSA Members & Students - \$25 Nonmembers
Prices increase by \$10 per person at the door.

Registration: [Register online](#) or call 206-623-8632
Registration deadline is 10 a.m. January 20.
No refunds after deadline.

[Back to top](#)

February 6 - Totems Awards Celebration

Join us in honoring those responsible for some of the best PR programs in the Puget Sound at the Totem Awards Celebration on Feb. 6. Comedian Pat Cashman will return with his witty personality to emcee the evening. The coveted Best of Show Award, President's Choice Award, and Young Professional Award will also be presented.

Date: Thursday, Feb. 6, 2014

Time: 5:30 p.m. - Cocktails and Networking
6:30 p.m. - Welcome and Dinner Service Begins
7:15 p.m. - Program/Awards

Where: Hotel Monaco - 1101 Fourth Avenue, Seattle, WA 98101

Price: Until Jan 20

PRSA Members \$95; Nonmembers \$115; Students \$50

After Jan 20 or at the door

PRSA Members \$115; Nonmembers \$135; Students \$50

Tables: Table reservations can save you up to \$160! Reserve a table for eight and receive member pricing for everyone sitting at your table whether they are a PRSA member or not.

Table of 8 - Until Jan. 20 - \$760; After Jan. 20 - \$920

(Table reservations after Jan. 20 cannot be guaranteed.)

Registration: [Register online](#) or call 206-623-8632

Questions: Contact [Karla Slate](#), 253-480-2402

[Back to top](#)

"PR Gives Back" a Success



Nearly 35 public relations professionals gathered on Dec. 12 to provide free public relations counsel to 15 South Puget Sound nonprofit organizations in PRSA Puget Sound's first "PR Gives Back to Nonprofits" event at the Metro Parks Tacoma STAR Center.

To prepare for the event, co-chairs Cindy Sharpe, APR and Renee Quinn set out to locate nonprofit organizations in need. A partnership was formed with Washington Nonprofits, a membership-based organization representing more than 58,000 nonprofits in Washington State. TV Tacoma featured the event in a segment broadcast on Nov. 14. There were so many nonprofits interested in participating in the event the committee had to develop a waiting list.

The non-profits were matched with public relations professionals willing to donate 2-3 hours of their time and their expertise to provide counseling to the nonprofit executives. The event committee wishes to thank all of the public relations professionals who came out that morning to donate their time and talent. A special thanks goes to Kristy Gledhill and the STAR Center for providing the event space free of charge.

[Back to top](#)

PRSA Holiday Gala honors outstanding practitioners; raises funds for future PR Pros

At this year's annual PRSA Holiday Soiree held on Dec. 4, PR pros from across the Puget Sound came together for a night of celebration to honor individuals for their contributions to the chapter and to the profession, while also taking the time to raise funds for [PRSA's Scholarship Fund](#) that annually awards two \$2,500 scholarships to outstanding college students pursuing a career in the field.

Through a silent and live auction, PRSA raised more than \$5,000 toward the fund, thanks to the generosity of the night's attendees.

The night culminated with the announcement of the 2013 Professional Achievement Awards, with David Marriott receiving the top honor of the evening, the Jay Rockey Lifetime Achievement Award. Past award winners Bob Frause and Cheri Brennan presented David Marriott with his award, followed by a few words from Jay Rockey, who was also in attendance.

Meet your 2013 Professionalism Achievement Award Winners

- **David Marriott, APR**, Gogerty Marriott - *Jay Rockey Lifetime Achievement Award*
- **Elle Warmuth, APR**, Tacoma Public Schools - *PR Professional of the Year*
- **Catherine Hinrichsen, APR**, C&C Communications; **Kauilani Robinson, APR**, Seattle Convention & Visitor Board - *President's Award for Volunteerism*
- **Emily Nauseda**, Frause - *Outstanding New Member of the Year*

Thanks to all who attended, gave generously and made it a memorable evening!

[Back to top](#)

Membership

Thank you to our new and renewing members.

Welcome new members!

- Tony D. Buhr
- Edith M. Jeffers, Tacoma-Pierce County Health Department
- Jennifer Hood Pawlosky, Allen Institute for Brain Science
- Charles B. Ramey, Boeing

Renewing members

- Jay M. Becker, APR
- Dorothy C. Bracken, APR, Puget Sound Energy
- Elizabeth G. Catalinich, APR, REI (Recreational Equipment, Inc)
- Amy Cloud, PeaceHealth St. Joseph Medical Center
- Jennifer L. Cook, AAA Washington
- Erik Ronald Elvejord, Holland America Line
- Bob Frause, APR, Fellow PRSA, Frause
- Dotti Gallagher, APR
- Courtney Coe Gearhart, Recreational Equipment, Inc.
- Maksim Goldenshteyn
- Susan Hansen-Smith, Port of Seattle
- Marilyn E. Hawkins, APR, Hawkins & Company PR, LLC
- Beverly J. Holland, APR, Boeing Commercial Airplanes
- Karen J. LaFlamme, APR, KJL Communications
- Alexandra Laing, Group One NW
- Alexa Licata, ExOfficio
- Andrew J. Muntz, Mukilteo School District
- Raffaella Oeler
- Melissa R. Rohlfs, Charles Wright Academy
- Allison Schumacher, Committee for Children
- William J. Seil, APR, The Boeing Company
- Cynthia A. Sharpe, APR, Sharpe Public Relations, Inc.
- Deborah G. Shawver, APR, Providence Health System, SW Washington
- Tracey Whitten, AFT Washington
- Patti J. Carey, Office of the Education Ombudsman
- Amy Nichole Parodi, World Vision, United States
- Rose Sonenthal, The Boeing Company

[Back to top](#)

The Newsflash deadline is the 25th of each month.

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

