



Newsflash Archive

July 2014 Newsflash

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Meet your new South Sound Group Chair - Jennifer Aalgaard



The PRSA South Sound Group is thrilled to welcome back Jennifer Aalgaard, APR, as the group's new Chair. She replaces Liz Satterthwaite and Matthew Erlich, who were co-chairs for the past two years. Jennifer will carry on the tradition of offering quality professional development programming and fun, casual networking opportunities for PR professionals who live and work in the South Sound area.

Jennifer is the Communications Manager for Getting Smart, an education advocacy firm. As the Communications Manager, Jennifer leads communications, public relations, and messaging activities to engage, influence, and generate action and support for the EdTech community. Jennifer has more than 10 years of public relations and marketing experience in the not-for-profit industry and specializes in social media, reputation management, and business development. Jennifer obtained her degree in Communications from Eastern Washington University and has served in leadership roles on the Board of Directors for the Association of United States Army Puyallup group, Women Helping Women Fund - Tri-Cities, First Night Tri-Cities, and served as co-chair of the South Sound PRSA group from 2009-2011.

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July 10 - SOUTH SOUND GROUP: Lunch Meeting: Brainstorm topics for upcoming program year

Noon-1:30 p.m.

JayRay, 535 E Dock St., Suite 205
(Free parking inside the building)

We need your ideas! This is the time the South Sound Group brainstorms topics for the group's program year, which runs September through June. We want to plan programs that meet your needs with topics that are timely, informative and help boost your professional development and networking opportunities. At this lunch meeting, we'll discuss topic ideas, potential speakers and volunteers to help coordinate monthly programs. A free lunch will be provided, so please RSVP. If you can't attend this meeting, please email your ideas.

To RSVP or to suggest program ideas, contact **Elle Warmuth**, APR: (253) 571-1019

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August 20 - COMING SOON - Ann Wylie Workshop



Mark your calendars! Ann Wylie will be back in the Puget Sound on August 20 to conduct a half-day workshop on PR writing. If you've ever attended an Ann Wylie workshop, you know it's not to be missed!

Ann Wylie has earned more than 60 communication awards, including a WIC Clarion and two IABC Gold Quills - the Pulitzer Prizes of business communications.

Ann's popular writing workshops take her from Atlanta to Amsterdam, from Boston to Brussels, from Hollywood to Helsinki, and from Portland to Paris. There, she helps communicators at NASA, Humana, SC Johnson, Motorola, Nokia, AT&T, America Online, H&R Block and other organizations polish their skills and find new inspiration for their work.

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August 23 - APR Workshop

After what will hopefully be a beautiful summer with some much-needed relaxation, you might be ready to refresh and enhance your professional needs and goals by diving in and earning your APR.

For communicators with at least five years professional PR experience, the Puget Sound Chapter offers an all-day APR Workshop (8 a.m.-5 p.m.) on Saturday, Aug. 23 in Federal Way.

This workshop is for experienced PR professionals who are serious and committed to earning their APR within a year's time. This is not an information session, but an actual workshop where current APRs will review the topics on the exam, the process for creating your portfolio and preparation tips for the readiness review.

For more information about earning your APR and for details on what's required to attend the workshop, contact **Elle Warmuth**, APR: (253) 571-1019.

APR Testimonial



"I have been working in the field of public relations for about eight years. Without formal education in PR or communications, I have learned skills on the job that have made me successful and have allowed me to take on ever-increasing responsibilities. But going through the APR process was extremely valuable. I learned things I didn't even know I didn't know.

My field of knowledge is much wider than before. I have more confidence in my skills and abilities. It has made me more aware of the profession, as a whole, and has started me on a quest to continue learning more."

*Kristen Jaudon, APR
Communications Specialist
Office of Superintendent of Public Instruction*

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Free Chapter Membership Summer Promotion! (up to \$100 value)

New members receive a free 1-yr Chapter membership when they join National as a Regular member (\$255 annual dues +\$65 initiation fee). National will reimburse Chapter for their dues. Chapters whose dues are more than \$100

will only be reimbursed up to \$100 and balance will be collected from member. Please use Promo Code: SUMMER14

RESTRICTIONS: *n/a for Associate member types (\$155 or less annual dues) and current/renewing members. Refer to <http://www.prsa.org/joinus/howtojoin> for details.*

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Membership

Welcome New Members

- Kate Taylor Devaney
- Sarah Fairfax Elson
- George-Marie Glover
- Ellen James, Allstate
- Michelle Elaine Lancaster, Microsoft
- Greg Pershall
- Maggie Santolla, Paladino and Company
- Karla Sclater
- Janet Upegui, PSF Mechanical, Inc.
- Patrick David Wagner

Welcome Renewing members

- Deborah Abe, Washington State Department of Labor & Industries
- Melanie Blair, Kimpton Hotels & Restaurants
- Kathy A. Budinick, APR
- Debra Carnes, Washington State Bar Association
- Shane Carpenter
- Judith Cushman, Judith Cushman & Associates
- Amy Susan Cziske, Solarity Credit Union
- Joseph Gillard
- Patricia-Aileen Cook Graesser, APR, United States Dep't of the Army
- Jason Hagey, Association of Washington Business
- Lynnel A. Hampton
- Claude Iosso, APR
- Karina A. Jennings, APR, Providence Health & Services
- Jane L. Kilburn, APR, Port of Seattle
- Jana Marie Koch, Consultant
- Mary G. Langholz
- Megan M. Matthews
- Toby S. Nelson, APR
- Neil S. Neroutsos, APR, Snohomish County Public Utility District
- Valerie L. O'Neil, APR, Starbucks Coffee Company
- Dean R. Owen, World Vision
- Willie Painter, Franklin Pierce School District #402
- Rhonda R. Rosenberg, King County Housing Authority
- Gary Dale Sabol, APR, Clover Park School District
- David Harold Sandler
- Kristene Sarmiento
- Katherine M. Schubert-Knapp, City of Seattle
- Linda Seesz, City of University Place
- Karla Slate, APR, City of Covington
- Teri Thomas, University of Washington: UW Professional & Continuing Education
- Jennifer A. Tice, Russell Investments
- Melissa Tizon, Swedish Medical Center
- Tracey Whitten, AFT Washington

Welcome back Reinstated members

- Jeff Hoffman
- J. Daniel McConnell, DMCPR Public Relations, Marketing and Crisis Communications

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Join us as a volunteer!

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**.