



Newsflash Archive

June 2014 Newsflash

What's happening in June?

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Welcome new Board Member Cindy Sharpe, APR



Please join us in welcoming Cindy Sharpe, APR to the PRSA Puget Sound Board of Directors. Cindy has been appointed to the Board of Directors to fill a recently vacant seat and will be focusing on diversity and the chapter's website.

Cindy is president of Sharpe Public Relations Inc., in Lacey. In her 25+ year career, she's worked at the Tampa Tribune, Hill & Knowlton, Shriners Hospitals for Children, and prior to starting her strategic public relations consulting business in 2001, she was Managing Director of Public & Government Relations for AAA Auto Club South in Florida.

Cindy's PRSA experience is just as broad, beginning with serving as president of the PRSA chapter at the University of South Florida, and then moving into leadership roles in the Tampa Bay Chapter of PRSA. She's served as chair of several chapter committees, as well as Chapter Secretary, Chapter President-Elect and Chapter President. She's served numerous years as a Board Member and as Assembly Delegate. For the Sunshine District of PRSA, she's served multiple years as a board member, as well as serving as District Secretary, District Treasurer, District Assembly Delegate and as the District Chairperson. She's also served on several PRSA national committees, including Nominations, Bylaws and Membership. Cindy is excited to bring her passion in PRSA to the Puget Sound area.

We are delighted to have Cindy on board. Cindy can be reached at csharpepr@gmail.com.

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[June 12 - PRSA South Sound Group: "Communicating Disaster"](#)

In March tragedy struck the small community of Oso, when a landslide blocked State Route 530 and the Stillaguamish River, burying homes in up to 70 feet of mud. The SR 530 slide is one of Washington's worst disasters, taking the lives of at least 42 people. When Snohomish County asked for assistance, people quickly responded - including communications professionals. Hear from three public information officers who engaged with the media, community, interagency teams and survivors to provide quick and accurate information about the SR 530 slide disaster and the road to recovery.

- **Lt. Richard Burke**, community liaison officer, Bellevue Fire Department
- **Capt. Kyle Ohashi**, public information officer, Kent Fire Department
- **Kris Rietmann**, assistant communications director, WSDOT

The South Sound Group meets at 8 a.m.-doors open early for networking-for the one-hour programs 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. Directions: From I-5 north or south, take SR-16 toward Gig Harbor. Take the 19th Street East exit toward Cheney Stadium, turn right on 19th, and then right into the Metro Parks Tacoma parking lot. Note: please leave the customer-designated parking open for Metro Parks. If you require special accommodations for a disability, please contact Sheree Trefry at 253.305.1059 at least 48 hours in advance of the meeting.

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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Heet & Cayton Scholarship Award Winners Announced

The 2014 Puget Sound PRSA Scholarship award winners were announced at the May 7 Board meeting.

From Seattle University, **AnneMarie Ladlad**, a junior majoring in communications, was awarded the Horace & Susie Revels Cayton Scholarship in the amount of \$3500. AnneMarie has a solid portfolio, with internship experience at a local public relations firm and with a Chamber of Commerce. Her 3.85 GPA put her among the top ranking candidates. AnneMarie is active in the Filipino community and is vice president of the United Filipino Club.

The Sally Heet Memorial Scholarship was awarded to Washington State University student **Taylor Winslow**. Taylor has an expressed desire to do public relations within the entertainment industry and her portfolio shows strength in video production and social media. She is involved in the WSU Chapter of Women in Communications and ASWSU and maintains a GPA of 3.84. Congratulations to AnneMarie and Taylor. There were 16 applicants for the two scholarships, one of the largest group of applicants in recent years. Thanks to PRSA Scholarship Committee members Neil Neroutsos APR, Kathleen Fearn-Banks, Jennifer Sutton and Imelda Dulcich for their work in reviewing this year's applicants.

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August 20 - Save the Date - 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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Did you know?

As a PRSA member, you have access to over 60 free webinars as well as other members. Also, volunteering is a terrific way to expand your networking circle and develop strong professional relationships within the local public relations community. Interested in assisting membership? Contact **Jacque Coe**, APR-VP of Membership.

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Membership

Welcome New Members

- Rhonda Curry, Director of Communications - Fred Hutchinson Cancer Research Center
- Kate Hudson, Account Executive - Weber Shandwick
- Zach Hyder, Partner - Quinn Thomas
- Hilary Solea Young, Vice President, Policy & Communications - Pioneer Human Services

Welcome Back!

- Bruce William Carlson, Program Specialist - AARP Washington

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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**.