



Newsflash Archive

March 2014 Newsflash

Grab your calendars - March is packed with events you won't want to miss!

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Town Hall Event Honors Volunteers and Showcases Membership and Volunteer Opportunities

On Feb. 26 about 36 PR professional from around the Puget Sound attended the PRSA Puget Sound Town Hall event. Attendees ranged from PR pros to brand new professionals, and committee volunteers to folks thinking about joining.

The event was an opportunity for PR professionals to network, meet board and committee members, hear about PRSA Puget Sound's volunteer opportunities and ask questions. We also honored 2013 volunteers with a Certificate of Appreciation and thank you gift bags.

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Committee Volunteer Opportunities Abound!

If you missed the Town Hall event, or 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, Holiday Soiree, and more!

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March 4 - Masters Program* "Supercharge the Power of Your Organization's Brand" Presentation and Q&A with Duane Knapp, worldwide brand strategy expert

Join us for this unique opportunity to learn from worldwide brand expert Duane Knapp. Duane is the recognized authority on building "Genuine Brands". He will address our Masters Group on March 4, 2014 at the Pan Pacific Hotel in Seattle. Seating for this exclusive event is limited. All senior level professionals are invited. Advance registration is required.

In his presentation, Duane plans to touch on topics ranging from brand trust factors to customer experiences and how it impacts public relations and crisis communications.

Highlights include:

1. Help Your Organization Develop Brand Promises and Keep Them as Part of A Long-Term Strategy.
2. Enhancing Brand Relevance and Preference.
3. A Public Relations Strategy is Critical to Developing a BrandPromise® Commitment.
4. It's All About the Experience at Every Touch Point.

Date: Tuesday, March 4, 2014

Time: 12:00 - 1:30 Luncheon with Brand Strategy Presentation and Q&A with Duane Knapp

Location: Pan Pacific Hotel 2125 Terry Ave, Seattle, WA 98121

Price: \$50.00 per person

Register: Call PRSA Puget Sound to register - 206-623-8632.

Advance reservations required.

**The PRSA Masters Group is a select forum for senior level public relations professionals to build community connections, share best practices and to come together with their peers to share information on current issues and industry trends. If you are interested learning more about the PRSA Masters Group contact Masters Group Chair, Chris Bridenbaugh, at cbriden@bridenbaugh.biz.*

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Congratulations Totem Award Winners!

Over 115 PR professionals gathered on Feb. 6 at the Hotel Monaco as we announced the Totem Award winners. The evening kicked off with cocktails and networking which led into a fabulous dinner prepared by Sazerac. Attendees were treated to a presentation by Scott Battishill from Curator on the "Dominos Introduces the Pizza Theater" public relations program, which subsequently received the Totem Awards Best of Show with a perfect 100 point score.

Other big winners of the night included Jessica Blauert with the Washington State Independent Auto Dealers

Association as Outstanding Young Professional and REI won the Presidents' Choice Award for the program "REI no



longer stands for Return Everything Inc." Congratulations to all of the winners. A complete list can be found on the **Totem Awards** webpage.

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Member Survey-Give Your Input for a Chance to Win a Starbucks Gift Card.

In an ongoing effort to provide value and remain relevant to our members, the Puget Sound chapter is launching a member survey, asking for member feedback and input on subjects ranging from dues to events, programs and speakers, awards and APR, as well as what you want and need in the future. The survey helps the local chapter make decisions on how to provide the best value to you and other professionals. The survey should arrive in your e-mail in mid-March. Please take a moment to take the complete survey and enter to win a \$20 Starbuck gift card. Questions? Contact VP/Membership Jacque Coe, APR at thecoecs@msn.com.

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Jumpstart 2014 is April 12 - SAVE THE DATE!

Planning is underway for this year's PRSA Jumpstart, 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.

The March Newsflash will have an update on agenda and registration. Keep an eye for updates on the **PRSA Jumpstart page**. If you'd like to be considered for a speaker or have any other questions about the event, contact **Jay Peters**.

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Scholarship Applications Now Available

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.

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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March 5 - APR Info Session - Preparing for the APR

This year marks the 50th anniversary of the Accredited in Public Relations (APR). With all the celebration, you may have questions about the APR and what it could do for your career. After 50 years, the APR remains the only nationally recognized certification of the public relations profession.

The APR is a rigorous voluntary certification program that tests a public relations professional's knowledge, skills and abilities (KSAs) in more than 40 areas ranging from research, planning, program evaluation, business literacy, ethics, management skills and more. Candidates must pass a rigorous computer-based Examination for Accreditation in Public Relations after being evaluated by a panel of peers.



Interested? Join us for a free information session featuring Puget Sound area APRs to hear about the APR credential and its value, the process, what's involved and to ask any questions you may have.

When: Wednesday, March 5 at 5:30 PM

Where: **The Red House**, 410 Burnett Ave S, Renton, [map](#)
(about a mile off of I-405)

Directions: From I-405: Take Rainier Ave exit and go about 1 mile north to 3rd. Turn right on 3rd and continue to Burnett. Turn right on Burnett and go one block, through the light. The Red House is on the left; the parking lot is across the street from the restaurant. We'll be in a private room upstairs.

More info: **Elle Warmuth**, APR Chair, PRSA Puget Sound Chapter, (253) 571-1019

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March 13 - South Sound Group Program: Media Relations

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.

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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March 13 - Pushing the Boundaries of PR: Video Innovations & Content Creation

As the lines blur between PR firms, advertising agencies and content production companies, PR practitioners are tasked more and more often with creating multimedia content that is both engaging and innovative. Yet, for many in our profession this is new and uncharted territory, and one that easily offers as many opportunities for award-winning success as pitfalls for confusion and disappointment. Join producer Basil Shadid of Weber Shandwick for insightful and practical tips and tricks for pushing the boundaries of our field and understanding how to most effectively develop and deploy multimedia content. This example-rich presentation will explore three main topics:



1. What to do when your client or company says, "We want to do a video";
2. How to bring entertaining messages to life that sustain viewer interest and prompt action; and
3. How to go beyond traditional video types to offer real innovation to your client or company.

Basil Shadid is an award-winning producer at Weber Shandwick whose professional credits include the Academy Award-nominated "Iraq in Fragments" and Emmy-winning "Girls on the Wall." His work spans film, television, new media, transmedia and commercial mediums. Basil recently produced 'Live@Sundance', a daily one-hour live episodic series that provided the official voice of the 2014 Sundance Film Festival. 'Live@Sundance' was a partnership between Weber Shandwick, The Sundance Institute and YouTube. This highly successful venture was a first for the Institute which was looking for ways to curate festival content for audiences who weren't coming to Park City, Utah.

Date: Thursday, March 13, 2014
7:30 - 8:00 a.m. Registration and networking
8:00 - 9:00 a.m. Program

Location: Weber Shandwick
Conference Room, 2nd Floor
818 Stewart Street, Seattle, WA 98101

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

Registration: [Register online](#) or call 206-623-8632
Online registration deadline is noon Wednesday Mar 12.

No refunds after deadline.

Included: Continental breakfast

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April 10 - Free Webinar - How the APR Can Boost Your Career

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 the APR, and does it pencil out? The APR is celebrating its 50th anniversary this year. Join Sue Walton, APR, vice president for university and public affairs, University of North Dakota; Grace Leong, APR, managing partner, Hunter Public Relations and Steven Zenofsky, APR, assistant vice president and manager, public relations, FM Global for a fast-paced webinar as they share concrete examples of how the APR took their career to the next level, and how it continues to deliver value. The free webinar is scheduled for April 10, 2014, from 3-4 p.m. EST.

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Free Section Membership (up to \$60 value) for New Members in March

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. Refer to <http://www.prsa.org/joinus/howtojoin> for details.*

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Already a Member? Get \$20 off a Section in March

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.*

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Membership

Thank you to our new and renewing members.

Welcome New Members

- Tabatha Bennett
- Jessica Brooks
- Stephanie Alexis Caron
- Britta Gidican, Trupanion
- Shelby Elizabeth Healy
- Kelsey Lorraine Hilmes
- Ann Uthaiwan Kuo, Customers Market Consulting
- Chris Mateo, Coordinated Care
- Teresa Meek, Teresa Meek Communications
- Carol Mitchell, Pierce Transit
- Jennifer Olegario, Washington State Bar Association
- Katie Skipper, Northwest Clean Air Agency
- Debra Stenberg, Federal Way Public Schools
- Sarah Thomas

Renewing Members

- Tana Bader Inghima, Port of Kennewick
- Amanda Susan Bedell
- Megan J. Behrbaum, APR, Recreational Equipment, Inc. (REI)

- Rita K. Brautigam, APR, Brautigam Communications
- Patti Brumbach, Washington State Beef Commission
- Rachelle Mollin Cunningham
- Pete DeLaunay, APR, DeLaunay Communications, Inc.
- Mark Firmani, APR, Firmani & Associates, Inc.
- Joseph Gillard
- Logan Page Harris, King County Dep't of Natural Resources & Parks
- Kelsey Nicole Lamon, Lane Powell PC
- Christi Ball Loso
- Kris McNamar, South Sound 911
- Melissa Milburn
- Toby S. Nelson, APR
- Kasia Pierzga, Washington State Department of Revenue
- Amy Jo Rosendahl
- Olena Rypich, Washington Center for Nursing
- Elizabeth M. Satterthwaite, Engage Northwest LLC
- Makaiya Liann Simmons, Central Washington University
- Chelsea Tennyson, Dusted Valley
- Melissa Tizon, Swedish Medical Center
- Amy Turner, APR, EnviroIssues
- Jay A. Weisberger, APR, Skanska USA Inc.
- Jean A. Wooldridge, St. Cloud Communications
- Dee Young, BergerABAM
- Rachel Young, Cascade Regional Blood Services
- Jackie Zils, JayRay Ads & PR

Reinstated Members

- Christine Patricia Cranston
- Stacey F. DiNuzzo, Seattle Children's Hospital
- Jackie Koopman, StayWell Health Management
- Terry J. LaBrue, APR, LaBrue Communications
- Shauna McBride

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The Newsflash deadline is the 25th of each month.

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