



Newsflash Archive

## November 2014 Newsflash

### Table of Contents

- **TOTEM AWARDS DEADLINE EXTENDED - ENTER NOW!**
- **Nominate an outstanding PR practitioner for PR Professional of the Year!**
- **November 4 - ½ Day Workshop with PRSA Fellow and crisis management expert Dr. Joe Trahan**
- **November 12 - APR Info Session**
- **November 18 - Masters Group: Seattle Cider Company**
- **December 9 - Volunteer Opportunity: PR Gives Back to Nonprofits**
- **Membership**
- **Volunteers help power our programs and committees!**

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### TOTEM AWARDS DEADLINE EXTENDED - ENTER NOW!

Entering the Totem Awards is easier than ever! We've moved to an online submission system that eliminates the need for submitting bulky binders, allows a longer submission period, and is easy to pay for online.

Date: Totem Award Component and Program Entries - extended until at least November 6

Cost: PRSA Members: \$85 by October 3 or \$110 after October 3  
Non-members: \$110 by October 3 or \$135 after October 3

Submit: **Submit online now!**

[Back to top](#)

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### Nominate an outstanding PR practitioner for PR Professional of the Year!

Nominate a PR Professional of the Year online as well. Nominations will be accepted until at least November 6 and the winner announced at the Totem Awards Celebration Event in February 2015. **Submit online now!**

[Back to top](#)

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### November 4 - ½ Day Workshop with PRSA Fellow and crisis management expert Dr. Joe Trahan

Join your fellow PR practitioners in a hands-on, interactive custom workshop with leading national crisis communications expert, Dr. Joseph V. Trahan, III. The session, *Effective Crisis Communications in a 24/7 World: the Essential Primer*, will focus on the hallmarks of navigating a crisis in today's visible media landscape, including tenets of Maximum Disclosure & Minimum Delay, Telling the Truth-Security, Accuracy, and Top Dog barks first-One.

Dr. Joe is a frequent speaker at PRSA National conferences and groups across the country, and will be fresh from the 2014 PRSA National Conference. This session will help you to navigate traditional and social media, as well as deploy your own media to communicate with all of your key audiences with speed, transparency and authenticity to own the message and mitigate fallout. This workshop will also provide participants with an introduction or refresher for The Incident Command System (ICS), Joint Information System (JIS) and Joint Information Center (JIC).

**Date:** Tuesday, November 4, 2014  
7:30 am Registration and networking  
8:30 am - 12:30 pm Program

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

**Cost:** \$89 PRSA Members & Students - \$139 Nonmembers  
Regular price deadline is October 31  
Late Registration and At the Door  
\$114 PRSA Members & Students - \$174 Nonmembers

**Registration:** **Register online** or call the office at 206-623-8632  
Online registration deadline is 10:00 am Monday, November 3  
No refunds after deadline

**Included:** Continental breakfast, snacks & beverages

### Speaker



A New Orleans native, Dr. Joseph V. Trahan, III, has over thirty-two years of public relations/affairs experience in governmental, association, and educational and non-profit public relations.

Dr. Trahan is retired Lieutenant Colonel, United States Army Reserve (USAR), and a former Commander of the 314th Public Affairs Operations Center located in Birmingham, Alabama.

While in the armed forces, Dr. Trahan successfully operated four Joint Information Bureaus and one Joint Information Center from 1991-94. Some of his assignments were: Joint Logistics over the Shore -1992; the Presidential Task Force Andrew-1992; the National Boy Scout Jamboree -1993 and the 50th Anniversary of Operation Overlord (D-Day) - 1994.

Since 1998, Dr. Trahan has superbly trained more than 3,500 people yearly in media relations throughout almost all of the United States. England, Norway, France, Belgium, Paraguay, Mexico and the Netherlands. He is a graduate of Tulane University and holds a Master of Arts degree in Public Relations from Ball State University and a Ph.D. in Mass Communication with an emphasis in Public Relations and Advertising from The University of Southern Mississippi. An accredited member of Public Relations Society of America, Dr. Trahan is a former member of the National PRSA Board of Directors and National PRSSA Faculty Advisor. Dr. Trahan is also a Fellow in Public Relations Society of America's College of Fellows.

**Back to top**

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## November 12 - APR Info Session

**What's the APR?** 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.

**Is the APR for you?** 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.

### **APR Information Session**

**When:** Wednesday, Nov. 12 at 5:30 p.m.

**Where:** **Duke's Chowder House**, 757 Southcenter Mall in Tukwila



**More information:** [Elle Warmuth](#), APR Chair, PRSA Puget Sound Chapter, (253) 571-1019

[Back to top](#)

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## November 18 - Masters Group: Seattle Cider Company

Have you noticed? The popularity of hard cider is booming! Seattle Cider Company, the city's first cidery since Prohibition, has brought true craft cider back to Seattle. A reflection of its initial success, Seattle Cider has increased its production by 300% since it opened a little over a year ago.

Senior practitioners, come re-connect your colleagues and learn how Seattle Cider carved out a niche in the very crowded wine, spirits and beverage categories from our special guest, chief cidemaker Brent Miles.

Date: Tuesday, November 18

Time: 5:30 - 7:00 p.m.

Where: Seattle Cider Company, 4700 Ohio Ave South

Cost: Tickets are \$25 and include two cider beverages, snacks and the program.

Admission is by invitation only. If you are interested in joining the Masters Group and attending this event, please contact Libby Catalinich, APR at [lcatalinich@jayray.com](mailto:lcatalinich@jayray.com). Masters can purchase tickets by calling the PRSA office at 206-623-8632.

*About PRSA Puget Sound / Masters Group*

*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.*

*--Libby Catalinich - Masters Group Chair*

[Back to top](#)

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## December 9 - Volunteer Opportunity: PR Gives Back to Nonprofits

Your expertise is requested to serve those who help our community every day. On Tuesday, December 9, PRSA is hosting "PR Gives Back," and PR and communications professionals will gather to give the gift of guidance to nonprofits at this community service event. By volunteering only two hours of your time, you will help counsel local nonprofits on best practices, top resources and strategic direction.

Many nonprofits do not have PR or marketing staff or the budget to hire. Other nonprofits may have staff, and value the opportunity to consult with experienced PR pros to brainstorm an issue or a need. Two hours of free public relations counsel is valuable to them.

*"Thank you all so much for taking time to meet with me today. I appreciate all of the feedback greatly and can't wait to share it with our senior management team and start implementing some of the advice. This was a wonderful event and I hope to keep in touch with all of you. Thank you again, your advice was so very valuable to all of us at Centerforce." Renee Gillard of Centerforce, a Tacoma 501(c)3 agency that connects people with disabilities to their communities through work, and one of the nonprofits from 2013 PR Gives Back.*

In small groups, nonprofits come to the table with questions or specific issues, discuss potential solutions with PR professionals through roundtable brainstorming, and walk away with actionable suggestions. We can accommodate up to 20 nonprofits and will accept them on a first come, first served basis. We'll need 40 professionals ... so we need you.

Last year 35 professionals gave their expertise and time, and found it very rewarding.

*"This was a lot of fun and a great way for us PR pros to give back. Thank you!"*

*"Great community connections. Two-way learning."*

*--Feedback from PR Pros who attended 2013 PR Gives Back*

PRSA APRs, your participation can qualify for public service maintenance points. To attend, volunteer, and find out more, contact: Cindy Sharpe, APR, President, Sharpe Public Relations. 813-244-2883, [csharpepr@gmail.com](mailto:csharpepr@gmail.com)

Date: Tuesday, December 9

Time: 8 a.m. - 10 a.m.

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

Cost: **FREE!** Continental breakfast will be provided

**Back to top**

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## Membership

### Welcome new members

- Nikolett Bacso, Parallels
- Jean Rojas
- Nick Tolley, Seattle Southside Visitor Services

### Welcome back returning members

- Daniel Kevin Miller, Y & R Group
- Maheen Mustafa, Minerva Strategies
- Makauya Liann Simmons
- Kari Sherrodd

**Back to top**

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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!

**Back to top**

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The Newsflash deadline is the 25th of each month.

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