



Newsflash Archive

October 2014 Newsflash

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Enter the Totem Awards and Nominate a PR Pro of the Year Online!

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 - due Oct. 22

Cost: PRSA Members: \$85 by October 3 or \$110 by October 22
Non-members: \$110 by October 3 or \$135 by October 22

Submit: **Submit online now!**

Nominate a PR Professional of the Year online as well. Nominations will be received until October 22 and the winner announced at the Totem Awards Celebration Event in February 2015.

The Official Call for Entries and Call for Nominations can be reviewed online at www.prsapugetsound.org.

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Are YOU Up To The Challenge?



The Puget Sound PRSA Chapter has a long history of creating opportunities for students who are on a professional track to enter public relations. From our mentorships, to our internships, to our scholarship programs, we have generously stepped up to the plate and helped. We are asking your help again. We have an ambitious goal of reaching \$200,000 in our scholarship fund by the end of 2015. Right now, the fund is around \$165,000. This includes the **Sally Heet and the Revels-Cayton scholarships**.

You have an opportunity to help support the scholarship fund every time you register for a PRSA program. Simply by clicking on the "PRSA Scholarship Fund" link on the registration form, you can make a donation separate from your registration payment. It's easy and it's a great way to keep on contributing regularly to the fund. Just think, if all 350+ members of our chapter contributed \$100 during the next 15 months, we would reach our goal! That's less than \$10 per month.

Will YOU be a part of helping us reach our goal? Thank you!

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October 9 - South Sound Event - Social Media 201: Analytics & Advertising

We have heard why to have social media, how to craft messages and when, but what is the next step? Analytics and Advertising. Join Derek Belt, Social Media Specialist with King County and Evan Dunn, Content & Social Strategist with OneAccord DIGITAL, LLC as they break down how to do them both, like an expert.

You will take away:

- Success isn't measured just by numbers
- Connecting the dots - how social media can help achieve goals and business objectives
- Social media advertising strategy fundamentals

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: Jennifer Aalgaard, APR, PRSA South Sound Group Chair at jennifer@gettingsmart.com | 206-291-7190

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October 22 - South Sound Event - Water Cooler Social

Join us for the "Water Cooler" Social with the PRSA South Sound group. Engage in a lively conversation about a current events and evaluate how the PRSA 4-Step process was either implemented or how it would have improved the outcome.

Where: Katie Downs, 3211 Ruston Way, Tacoma, WA 98402

When: Wednesday, October 22 at 4:30 - 6:30 p.m.

If you have additional questions, please contact: Jennifer Aalgaard, APR, PRSA South Sound Group Chair at jennifer@gettingsmart.com | 206-291-7190

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October 29 - Annual Meeting: The Power of Partnerships

A decade ago, we relied on PR firms, ad agencies, creative shops, event producers - many times solely - to achieve our business results. And it often worked. With thousands of television channels, millions of websites, billions on social media, and endless daily messages telling us to do this, do that, buy this, buy that, we've quickly come to realize as marketers and PR practitioners that we need more than just press, an event, an ad or a cute logo to garner attention and love of an audience. Word of mouth remains the strongest promotional asset to achieve trust, loyalty and action. We no longer can rely on one medium to achieve results. We must look to an integrated approach to create connections with our audiences. And partnerships become the key piece to the puzzle as we look to uncover the great emotional connector.

Join us for the PRSA Puget Sound Annual Meeting Luncheon and meet **Mark Dyce-Ryan, Principal at Seattle agency 206**, as he discusses what really drives results in today's marketplace. The annual meeting will also feature the presentation of the **Jay Rockey Lifetime Achievement Award** and **Hugh Smith Community Service Award**.

Date: Wednesday, October 29, 2014
Time: 11:30 - 1:15 pm
11:30 Registration and networking
11:45 Lunch service begins
12:00 Business meeting
12:15 Awards Presentation
12:30 Program begins
Location: Foster Golf Links
13500 Interurban Avenue S, Tukwila, WA 98168
Cost: PRSA Members & Students: \$40; Nonmembers: \$45
Tables of 8: \$400
Late Registration and At the Door:
PRSA Members & Students: \$50; Nonmembers: \$55
Registration: **Register online** or call 206-623-8632
Regular registration deadline is midnight October 26
Late registration closes 10:00 am October 28
No refunds after regular registration deadline.
Table purchasers Please email loretta@asi-seattle.net with your list of names with company affiliation for name tags

Speaker:

Mark Dyce-Ryan has spent the past 25 years as a successful public relations strategist, cause marketer, promoter, advisor and event producer. He has consulted a local, national and international roster of clients that includes Toyota, Walt Disney Records, Levi's, Chase, DoubleDown Interactive, the Trade Consul of Iceland, Laird Norton Wealth Management, Snoqualmie Ice Cream and Japan's Hamtaro - a children's property featuring a family of 15 hamsters. In addition he's advised numerous government agencies and non-profits, including a year-long project with Muhammad Ali and the National Parkinson Foundation. Mark played an important role in the revitalization of the retail core of downtown Seattle in the mid-90's, working as a liaison and consultant between national retailers and the City of Seattle. Mark co-founded 206inc in 2005 and quickly help build the company to become one of the top ad and PR agencies in the Northwest. Mark credits not only the great talent, but the creation of a family-culture that has consistently made 206inc one of the 'best places to work in Puget Sound and Washington' by the Puget Sound Business Journal, Seattle Business Magazine and Seattle Met Magazine. On June 1, 206inc was acquired by Advantage Sales & Marketing/IN Marketing Services, ranked by AdAge as the #1 marketing and promotions agency in North America. Mark serves on several boards including the Seattle Metropolitan Chamber of Commerce and Inspire Youth Project. He lives in Columbia City with his husband, Mitchell, and their two four-legged kids - Bobo and Stella.

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November 4 - Effective Crisis Communications in a 24/7 World: the Essential Primer

Join your fellow PR practitioners in a hand-on, interactive custom with leading national crisis communications expert, Dr. Joseph V. Trahan, III. This session 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.

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Membership

Welcome new members

- Francesca Nolan, Acucela Inc.
- Kristi M. Tripple, Rowley Properties, Inc.

Welcome back returning members

- Kristina Almeda Travailot
- Christopher T. Barron, Partnership for Learning

- David L. Beil, Central Kitsap School District
- Brian Brady Benedetti, MA, Pierce College
- David Blandford, APR, Seattle Convention & Visitor's Bureau
- Aaron Blank, The Fearey Group
- Amy Blondin, WA State Dept of Early Learning
- Chris Bridenbaugh, Bridenbaugh Communications
- Bob Calkins, Washington State Patrol
- Amy Cloud, PeaceHealth St. Joseph Medical Center
- Kristi Clough, Firmani + Associates Inc.
- Frank Clouser, Allstate Insurance
- Imelda Dulcich, Imeda Dulcich PR & Social Media
- Troy David Falardeau, US Army
- Jean M. Hayes, University of Washington
- Jeff Hoffman
- Lorraine S. Howell, Media Skills Training
- Flavia Garcia Hulsey
- Jennifer Keller, Western Washington University
- Stephen Kirkman
- Jana Marie Koch
- Michelle Elaine Lancaster, Microsoft
- Mary G. Langholz,
- Susan Lusty, Big Fish
- Lauren Brooke Lytle, Weber Shandwick
- Daniel Kevin Miller, Y & R Group Seattle
- Barry Neil Mitzman, Seattle University
- Erika Schmidt, APR, MorseBest Innovation
- Makaiya Liann Simmons
- Elle Warmuth, APR, Tacoma Public Schools
- Kathleen White, Port of Olympia

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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!

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The Newsflash deadline is the 25th of each month.

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