



Newsflash Archive

April 2015 Newsflash

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Meet and Tweet in April with International PR Professionals

PRSA Puget Sound members are invited to attend an educational and networking lunch with members of the Public Relations Global Network (PRGN) on Friday, April 24, 2015, hosted by The Fearey Group at Lucia: Italian Kitchen + Bar in Green Lake. PRGN is a group of 49 independent public relations firms from around the world.

The event will take place from 12:00 - 1:30 p.m. and will feature networking with local and international communications professionals. Sit next to professionals from Australia, Germany, England, Japan and many other countries to learn about the communications environment in their home countries. Tickets are \$20 and include lunch. To purchase a ticket visit <http://www.brownpapertickets.com/event/1342610>.

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Credentials and Cocktails: APR Info Session, April 21

April is APR Month! Make this month the time to learn more about the credential, its value and the process to become an APR. If you have five or more years professional of PR experience, the APR could be for you.

Our free, informal APR Info Session includes current Puget Sound Chapter APRs, who will give an overview about the process with lots of Q&A.

APR Information Session

When: Tuesday, April 21 at 5:30 p.m.

Where: Bahama Breeze (in the bar), 15700 Southcenter Pkwy, Tukwila

Free: No registration required

We'll provide the appetizers; cocktails are on your own

What's the APR, anyway?

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.

Watch former Puget Sound Chapter president and seasoned PR professional Suzanne Hartman, APR, share her value in the credential.



For more information: Elle Warmuth, APR, APR Chair, PRSA Puget Sound Chapter, (253) 571-1019

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Why I Became an APR

With a background in journalism, things like storytelling, messaging, and ethics have long been part of my career toolkit. They were my foundation as I transitioned into a public relations career. The APR process provided a solid structure, the framework on which I can continue to build my knowledge, skills and abilities. I now have more confidence in my intuition and my ideas because I see how my sometimes "crazy ideas" actually fit into the big picture.



Alicia Lawver, APR

Public Information Officer, Puget Sound Partnership

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PR Career Jumpstart

Join us Saturday, April 25 at the Seattle Times from 8:00 AM - 5:00 PM for a day-long professional career workshop and networking conference for aspiring PR professionals. Attendees are given a behind the scenes look at public relations as well as valuable tips and advice from local award-winning agencies and professionals around Western Washington. Reserve your seat today!

Registration: **Register online** or call the office at 206-623-8632

Online registration deadline is 10 AM April 24.

No refunds after deadline.

Contact: For event questions or to learn more about sponsorship opportunities contact **Emily Nauseda** - Jumpstart chair.

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Congratulations to Neil Neroutsos, PR Professional of the Year!

We would like to congratulate Neil Neroutsos, winner of PRSA Puget Sound's PR Professional of the Year award for 2014. This award was given out at the PRSA Totem awards on March 25th at the Museum of Flight. Neil currently serves as Chief Spokesperson/Public Relations Liaison at Snohomish County PUD. In his role with the electric utility, Neil leads media relations, develops marketing campaigns, advises senior management on communications strategies and oversees the writing, design and production of external publications.

Neil has more than 20 years of experience in marketing and communications, including work for Community Transit, the Chicago Academy of Sciences and the City of Highland Park, Illinois. He holds a bachelor's degree in journalism from the University of Washington and a master's degree in public relations from Northwestern University.

He has served on numerous boards and committees, including the Puget Sound Public Relations Society of America (past president), the Snohomish County Tourism Bureau (past chair), the U.W. School of Communications Alumni, Shoreline Parks & Recreation and the St. James Literacy Program. His work on behalf of the Chapter's Scholarship fund has been critical. In 2011, he almost single-handedly generated \$25,000 on behalf of the Chapter's fundraising efforts.

Neil began his career at United Way in Bremerton learning the ropes of the private, non-profit world of PR and has spent the majority of his working career in public service PR. Neil is a consummate professional with steady calm through power outages, windstorms and more. Thank you for all you do, Neil, and congratulations!

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Applications Being Taken for 2015 Puget Sound PRSA Student Scholarships

Time to SPRING into action! The PRSA Puget Sound Chapter Scholarship Committee is accepting applications for 2015 Scholarship recipients. Students from a four-year Washington state college majoring in a public relations/communications-related major are encouraged to submit their applications for one of two \$3500 scholarship awards. The two scholarship funds are the Sally Heet and the Horace & Susie Revels Cayton.

The deadline for submitting applications is Friday, May 15 at 5:00 p.m. For more information click [here](#)

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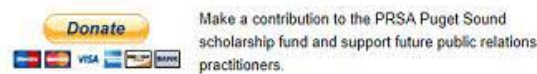
Your Amazon.com Purchase Can Support the Puget Sound Chapter Scholarship Fund


Did you know that with a quick click, you can support our scholarship fund with each of your Amazon.com purchases? If you have a purchase to make on Amazon.com, first go to our home page (www.prsapugetsound.org) and at the bottom of the page you can click on the Amazon.com logo and it will take you to their site - meanwhile, we will receive a percent of the sale for the scholarship fund! It's easy and it doesn't cost you anything.

You also can make a donation to the scholarship fund every time you sign up for a PRSA event. The scholarship donation button is right on every event registration, that way you can separate the cost of the event from your personal scholarship donation.

Easy ways to support our scholarship funds are right at your fingertips!

Support the Scholarship Fund



 Support the PRSA Puget Sound scholarship fund when you shop Amazon. In order to support the scholarship fund, click through to Amazon from the PRSA Puget Sound Chapter's site, and shop! A portion of your purchases will go to benefit our scholarship fund.

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Volunteers Needed

If you are interested in volunteer opportunities, please contact **Janelle Guthrie**, 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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Membership

Welcome New PRSA Puget Sound Chapter Members:

- Scott Allan Bird, Washington Department of Social and Human Services
- Elena Austen Caldwell
- Regan Conley
- Stephanie Davenport, Washington Restaurant Association
- Elizabeth Guevara
- Tammy F. McKenzie, Goodwill Industries
- Kimberly Merrikin, Goodwill Industries
- Kristin Millard, Enumclaw School District

Thank you Renewing Members:

- Katherine D. Boury, Goodwill Industries
- Shane Carpenter
- Alexandra Louise Carr, Museum of Glass
- Kimberlee Craig, Chelan County PUD
- Mark Firmani, APR, Firmani & Associates, Inc.
- Heather M Griesbach
- Jason Hagey, Association of Washington Business
- Jillian Evona Henze
- Kristi Herriott, Firmani & Associates, Inc.

- Catherine L. Hinrichsen, APR, C & C Communications
- Jeff Hoffman
- Erin Elizabeth-Babbo Hunter, Sound Transit
- Jana Marie Koch
- Lisa Fusch Krause, Boeing Support Services Group
- Mary G. Langholz
- Teresa Ann Loo, Port Blakely Tree Farms
- Jack Martin, APR, University of Washington
- Betsy McFeely, Goodwill Industries
- Gayle R. McIntosh, APR, University of Puget Sound
- Tammy F. McKenzie, Goodwill Industries
- Kimberly Merrikin, Goodwill Industries
- Toby S. Nelson, APR
- Kerri O'Farrell, Two Dogs Barking, Inc.
- J. Andrew Oden, APR, Oklahoma United Methodist Foundation
- Jeffrey S. Parietti, Kenworth Truck Company
- Shannon Nicole Parthemer, APR, Lake Washington School District
- Mary Grace Roske, APR, The Seattle Foundation
- Erika K. Schmidt, APR, Sappington
- Katherine M. Schubert-Knapp, City of Seattle
- Kathleen Sharbono, Boeing
- Christy Shearer, Chelan County PUD
- Tim Smith, APR, Edelman
- Resa V. Stephanson, Big Brothers Big Sisters of Puget Sound
- Rachel Young, Cascade Regional Blood Services
- Melinda Zimmerman-Smith, Terex Aerial Work Platforms/Genie

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The **Newsflash** deadline is the 25th of each month.

Please submit articles for consideration to **Brenda South**.