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August 2015 Newsflash

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ANN WYLIE AND SHEL HOLTZ – AUG. 19 – REGISTRATION IS STILL OPEN

DON'T MISS OUT ON A GREAT PROGRAM

Don't miss out on the upcoming Ann Wylie/Shel Holtz full-day professional development program on Aug. 19 at the SeaTac Hilton. Seats are filling fast, don't miss out! Several organizations have registered anywhere from 5 – 13 folks for the full-day program. A description of the session can be found on the link above. You will DEFINITELY get your money's worth out of this program. Register today!



Ann Wylie and Shel Holtz

Communications, Writing & Technology
Professional Development Seminar

Aug. 19th (Wed) 8:00am - 4:00pm
Hilton Seattle Airport and Conference Center

Ann is back this year and joining her is Shel Holz, combining their unique training styles to bring your online storytelling and visuals together that will grow your audience and your results. Bring even more meaning to your messages – particularly for audiences on the go and seeing the world through mobile devices. This excellent, full-day program will have you rethinking your communication playbook.

Joining our Puget Sound PRSA Chapter in hosting Ann and Shel are: the Spokane PRSA Chapter, the Seattle IABC Chapter and the Puget Sound American Marketing Association Chapter.

We'll be at the Sea-Tac Doubletree Inn for easy access and free parking. For those arriving by air, there is a free shuttle to the hotel from the airport.

Details: Wednesday, Aug. 19; 8 am – 4 pm (registration at 7:30 am); mid-morning refreshments and lunch provided. Register online [here](#).

Cost: \$195 PRSA members or members of host organizations; \$250 non-members through Aug. 12. After Aug. 12 (or at the door) \$225 PRSA or host organizations; \$285 non-members.

This session will sell out fast. Don't wait.

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REI'S ALEX THOMPSON SPEAKS TO A PACKED ROOM JULY 29th

Gathering Also Raised over \$2,000 for Puget Sound Chapter Scholarships



Vice President of Communications and Public Affairs for REI, Alex Thompson provided an engaging two-hour discussion on a wide variety of topics, including the way in which REI balances its corporate stewardship responsibilities with its retail presence, particularly among its coop members. Thompson also engaged the crowd with tales of his own background and experience in global communications connecting back to why REI is such a great opportunity from which to communicate corporate social responsibility efforts. As a coop with thousands and thousands of members who directly share in the profitability of the organization, it's an opportunity and a challenge to motivate member cause-related advocacy.

In addition to great program, more than \$2,000 was raised for the chapter's scholarship fund. The 2015 scholarship recipients, Hannah Gorlick and Thomas Nguyen, were introduced and briefly spoke.

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Plan to attend chapter annual meeting – October 27

By Troy Brown, APR, 2015 PRSA Puget Sound president

With the heat of August it seems autumn is far off, but before long it will be a new season, with leaves changing colors, jack-o-lanterns burning and the PRSA Puget Sound annual meeting.

The annual meeting is your chance to influence the chapter's direction for the coming year. We'll be voting on a proposed revamp of the chapter bylaws, electing new officers and national assembly delegates for 2016, honoring new APRs, and presenting an informative program by notable communication pros to help you grow in your PR career.

The meeting will be a luncheon on Tuesday, October 27 in the South Center area, with easy access and plenty of free parking.

Watch Newsflash and the PRSA Puget Sound website for more details, including registering to attend.

Bylaws Changes:

You likely received an email, but also please note changes to update the chapter's bylaws to align with PRSA National. The last time changes to our bylaws were made was 2011. For more information, please refer to the following documents on our chapter [website](#). Please direct any questions, comments or suggestions on the proposed bylaws changes to **Cindy Sharpe**, Bylaws Committee Chair, csharpepr@gmail.com. These bylaws will go before the chapter membership for a vote at our annual meeting in late October.

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Jay Rockey Lifetime Achievement Award

Do you know a Puget Sound public relations professional who has been in the business for at least 20 years and has demonstrated outstanding professional ability as well as achievements throughout their career? Consider nominating them for the Jay Rockey Lifetime Achievement Award.

Presented by the Puget Sound Chapter at the annual meeting in October, this award recognizes career achievements as well as advancing the profession and the practice. The award was established in 2002 and named after Jay Rockey, in honor of his commitment to the profession.

You can find nomination guidelines on the PRSA website, linked [here](#). The nomination is submitted as a 300-500 word letter; qualifications are linked to the website. Deadline for nominations is **Friday, Sept. 18, 2015**.

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If You've Been Thinking about Joining PRSA ... Now's the Time!

There are many benefits to becoming a member of PRSA, the nation's leading professional association dedicated to advancing the public relations profession. And through **September 30**, new members can elect to receive a FREE one-year Puget Sound Chapter membership (a savings of \$52).

Why join PRSA Puget Sound? How about to become a more visibly-engaged member of the local public relations community and advance your career? Membership in our chapter provides a host of benefits, including opportunities to:

- Expand your circle of colleagues and contacts.
- Network at local meetings, luncheons, receptions and programs.
- Exchange knowledge with local experts.
- Earn recognition through industry awards.
- Step into leadership roles.
- Advocate for the profession.
- Learn about business development and job opportunities.

To join as a new member, visit the [PRSA National website](#). When prompted during your application, use promo code CHAPT15 and be sure to select the Puget Sound Chapter.

If you are already a PRSA member, please pass word of this special offer to others who might benefit from membership.

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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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Welcome New PRSA Puget Sound Chapter Members:

Joining in July:

New members

- Colin Downey
- Eleanor Englund - Clark Nuber
- Isa Flaherty
- Jacqueline Koch
- Katie Trefry - City of Burien
- Katern Westing - YMCA of Greater Seattle

Renewing Members

- Aubrey Abbott - Laborers International Union of North America
- Brian Benedetti, MA - Pierce College
- Kelly Bray, APR - Lifelong
- Barbara Clements - UW Medicine
- Fernando Costantino - NTT Communications
- Kizha Davidson - YWCA Seattle, King, Snohomish
- Goldin Doles
- Christina Donegan, APR
- April Falcone - Adaptive Biotechnologies
- Shannon Gerritzen - Hidden Path Entertainment
- Susanne Gillespie - Allison+Partners
- Marta Gronlund - WorkForce Central
- Annie Gustafson - Allstate
- Marion Haithcox, APR
- Lynnel Hampton-Bott
- Bethany Hawley - Recreational Equipment, Inc.
- Lorraine Howell - Media Skills Training
- Claude Iosso, APR - City of Bellevue
- Scott Iwata - Amazon
- Jane Kilburn, APR - Port of Seattle
- J. Daniel McConnell - DMCP Public Relations, Marketing and Crisis Communications
- Jo Meints - Kitsap Public Works: Roads Division
- Travis Murdock - Ivy Softworks
- Kaulani Robinson - Visit Seattle
- Linda Robson - Thurston County
- Linda Sellers, APR - Northwest Kidney Centers
- Sheila Siden, MBA - Consultant, Resource Strategies
- Patti Spencer - Spencer Communications
- Callie Turgeon - MSLGROUP
- Charles Ward
- Aaron Wolf - King County Economic Development Council

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The **Newsflash** deadline is the 25th of each month.
Please submit articles for consideration to **Brenda South**.

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