



Newsflash Archive

January 2015 Newsflash

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Finding Your Way to Thrive in 2015

What's your purpose in life?

If the start of a new year has you pondering this question, good sources of inspiration are the biographies of either George Washington Carver or Booker T. Washington. Born into slavery, both men rose above brutal discrimination to become beacons of hope and possibility for all races. Carver served others by helping Southern farmers find economically viable alternative crops to soil-depleting cotton, and Booker T. founded Tuskegee University to educate and empower generations of former slaves and their descendants.

The essential message of these two men's lives is captured in Booker T's words: "If you want to lift yourself up, lift up someone else."

When I first joined PRSA 10 years ago, it was largely to network for new job opportunities. To that end, I volunteered on a number of committees and moved into various leadership roles. While volunteer work with our chapter opened the door for various new jobs, of even greater joy and purpose was the opportunity it provided to make new friends, and to lift up others by supporting their professional growth.

If you have ever volunteered with PRSA in any capacity, whether it was as simple as helping register attendees at an event, or as complex as leading planning for a major annual event - thank you!

For those of you looking to get more out of your PRSA experience in 2015, I encourage you to become active with one of our many committees - we have roles to fit nearly any interest and time availability. To learn what opportunities are available, please contact our chapter volunteer coordinator, Janelle Guthrie (janelleguthrie@hotmail.com), or me (tjbfam@earthlink.net).

Here's to your success in 2015!

Troy Brown, APR
President, PRSA Puget Sound

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Jan. 8 - PRSA South Sound Group: "The Words Leaders Use"

Writer, editor and speaker **Wiley Brooks** shares how leaders both inspire their employees and the public through what he calls the Language of Leadership. It isn't what they know. It's how they communicate it. Walk away from this program knowing how to use the power of clarity in everything you write and say. Whether it is for you or your bosses, the lesson will have immediate impact on how to choose words.

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.

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Introducing Your 2015 Chapter Leaders

President - Troy Brown
Past President / Ethics Officer - Karla Slate
VP Membership - Tim Smith
VP Education-APR - Elle Warmuth
VP Programs - Mark Firmani
South Sound Group Liaison - Tara Mattina
Treasurer - Erik Elvejord
Secretary - Courtney Gearhart
Masters Forum - Libby Catalinich
Communications & Marketing - Brenda South
Scholarships - Suzanne Hartman
Website and chapter bylaws updates - Cindy Sharpe
Career Jumpstart/Student Outreach/YoPro - Jay Weisberger and Amy Boyd
Non-Profit Seminar - Jacque Coe
Professional Awards - Christina Donegan
Totem Awards - Debra Carnes
Volunteer Coordinator - Janelle Guthrie
CM Jobline Liaison - Tara Mattina
North Pacific District Rep - Terry LaBrue
Assembly delegate (1 of 5) - Karla Slate
Assembly delegate (2 of 5) - Joe Rothrock
Assembly delegate (3 of 5) - Terry LaBrue
Assembly delegate (4 of 5) - Janelle Guthrie
Assembly delegate (5 of 5) - Bev Holland

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Save the Date! - Plugged In: a Town Hall for PR Professionals

Stay tuned for information on PRSA Town Hall 2015. It's a great opportunity to learn more about our organization and our latest plans and activities. You can:

- Learn about our various committees and volunteer opportunities
- Use the open microphone to share/discuss anything on your mind
- Network with other professionals
- Meet and chat with the 2015 board and committee chairs

What do you want from your professional association? This is your turn to ask questions and share ideas. We will also celebrate our volunteers from 2014! Hear from some of our most experienced professionals about why and how they plugged into PRSA. Learn the best place for you to get involved, and meet the leaders of your PRSA!

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Membership

Welcome New Members!

- Courtney Marie Morris
- Suzanne Wallace

Welcome Back Returning Members!

- Karen Lynn McKay Bevers
- Laura Morarity
- Andrew J. Muntz
- Jennifer Hood Pawlosky
- Grace M. Reid
- Melissa R. Rohlfs
- Erika K. Schmidt, APR
- Diane M. Schuirman-Hagedorn
- Alexia Marie Shaffer
- Cynthia A. Sharpe, APR
- James Sido
- Katie Skipper
- Sharon Thomas
- Amy Turner, APR
- Aaron Miller Wolfe

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The Newsflash deadline is the 25th of each month.

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