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Newsflash Archive

## July 2015 Newsflash

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### [Tune Up Your Tevas and Dust Off That Day Pack - We Have A Communication Adventure In Store!](#)



Join us on Wednesday, July 29 for a real treat. Perhaps THE premier outdoor adventure retailer got its start right here in the Seattle area. That once-funky old store up on Capitol Hill in Seattle, with its floors of outdoor "stuff," bargain back rooms, and hallways leading from bikes, to backpacks to boots, has grown up. That one store has mushroomed to 129 stores across the US - along with a hugely popular online presence. That kind of growth doesn't come without some pains and lots of gains. Part retailer and part outdoor steward, REI tries to find a natural balance in today's tech-driven world.

Join REI Vice President of Communications and Public Affairs, Alex Thompson, in a walk on the wild side of communications.

Registration is at 9:30 am and the program begins at 10 am at the downtown REI Flagship store, 222 North Yale Street. Parking is available on site. [Register online](#) or call the PRSA office at 206-623-8632.

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### [2015 Puget Sound Chapter PRSA Scholarship Winners Announced](#)

PRSA Puget Sound congratulates our 2015 scholarship recipients. This year, the Sally Heet Memorial Scholarship recipient is Seattle University student **Hannah Gorlick**. Hannah is pursuing a degree in Strategic Communications. Her goal is to work in public relations in the public sector and ultimately as a consultant. The 2015 Horace & Susie

Revels Cayton Scholarship recipient is **Thomas Nguyen**, an Asian- American student at the University of Washington studying Communications with a minor in Law, Societies and Justice. His goal is to work in television and/or the entertainment industry.

Meet our 2015 scholarship winners at 10:00 am on July 29th at our program at the REI Flagship store 222 Yale Avenue North.

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### **Ann Wylie Is Back - Along With Shel Holz on Wednesday Aug. 19 for a Full-Day Session**

Any of you who have had the opportunity to join Ann for one of her half-day sessions know that it's jam-packed with great information and strategies. You probably left the session thinking, "That just wasn't long enough." Well, you're in luck. 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 Hilton Seattle Airport and Conference Center for easy access and 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](#).

For those wishing to spend the night at the Doubletree, a special rate has been set up: 18740 International Blvd; (206) 246-3600. Just mention Puget Sound PRSA. 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.

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### **Night at the Ballpark with YoPro**

How do you craft the perfect pitch when your key audiences and influencers know a lot about different types of pitches, statistics, and their favorite players? Join YoPro on July 27 for a night at Safeco Field with the Mariners communication team. They'll share insights about how they tell stories using PR and social media. After the talk, attendees will have the opportunity to watch the Seattle Mariners take on the Arizona Diamondbacks. Tickets are only \$12!

For more information and to register, visit <http://bit.ly/sea-yopro-july-2015>.

YoPro is a series of networking events held throughout the year. The events are designed to help professionals meet new connections, learn, and grow as a professional. YoPro events are open to the public; there is no age restriction. If you have any questions about the event, please contact **Josh Holland**.

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### **Sound Sound Group:**

Help brainstorm next season's South Sound Group programs at a special lunch-time planning session. What PR moves would you like to talk about? Content Marketing? The latest tech tools? Analytics? We want to know.

Bring your ideas for topics and speakers July 15. We'll meet at 12 p.m. at JayRay's waterfront offices, 535 E. Dock St., Suite 205, in Tacoma. Find map and directions at <http://www.jayray.com/contact/>.

Thank you, JayRay, for your continued professional development support!

Lunch will be provided. Please RSVP to Jennifer Aalgaard at [j.aalgaard@hotmail.com](mailto:j.aalgaard@hotmail.com) or 206-495-2826 by Monday, July 13, 2015.

Questions? Unable to attend but want to contribute ideas? Contact the South Sound Chair, Jennifer Aalgaard at [j.aalgaard@hotmail.com](mailto:j.aalgaard@hotmail.com) or 206-495-2826.

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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 June:

#### New members

- Sienna Badura - The Fearey Group
- Donna Marie Chancellor
- Johanna Holub
- Teresa Lane
- Michelle Maggs - Weber Shandwick
- Catalina Mahon - Champions Centre
- Jack Martin, APR - University of Washington
- Brittany Parker
- Caitlin Ratzloff
- Nandi Thorn - The Fearey Group
- John Weiss

#### Renewing Members

- Melanie Blair - Kimpton Hotels & Restaurants
- Susan Bowe, MPA
- Elena Caldwell
- Jacque Coe, APR
- Valerie Danna, APR - Starbucks
- Linda Farmer, APF - Pierce County Library System
- Bonnie Ginsberg - Community Transit
- Aimee Gordon - SEI Healthcare 1199NW Multi-Employer Training and Education Fund
- Patricia-Aileen Graesser, APR
- Kristi Herriott - Firmani + Associates
- Linda Jacobson, MA, APR
- Karina Jennings, APR - Providence Health & Services
- Karen Kirby - Bloodworks Northwest
- Jana Koch
- Mary Langholz
- Audrey LaDell Lockwood, MBA
- Cody Malone - Promotion Holdings Global
- Megan Matthews
- David Sandler - Seattle Central College
- Erika Schmidt, APR - Sappington

- Lisa Marie Snyder-Stone - STAY Connected
- Resa Stephanson - Big Brothers Big Sisters of Puget Sound
- Colleen Toomey - University of Washington
- Jo Tu - marlo marketing
- Hilary Young - Pioneer Human Services

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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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