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May 2015 Newsflash

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Why do I volunteer with PRSA?

By Troy Brown, APR, 2015 chapter president

A former boss of mine, Michael Cheyne, encouraged me as I grew in my career to look for ways to give back to a profession. In the early 2000s I was looking for a professional association to become active in, and participated in a couple of others around town, including volunteering on various committees. In most of those groups, volunteers were not actively encouraged or supported.

But, joining PRSA Puget Sound in 2005 was different. At the first event I attended - an informal get-together at Azteca Restaurant on Seattle's East Lake Avenue - when I mentioned an interest in volunteering, chapter member Jennifer Hawton, APR, enthusiastically encouraged me to participate, and offered several ideas and contacts for getting started. Active interest by one person propelled me to volunteer in various roles over the years, which eventually led to serving as chapter president this year.

Volunteers are the life of our chapter, and I'm committed to making sure our volunteers are empowered and provided the means to succeed in their roles.

Our volunteer coordinator, Janelle Guthrie, APR, is a similar enthusiastic proponent for volunteers. If you're looking to get more out of your chapter membership, please contact her (janelleguthrie@hotmail.com) or me (tjbfam@earthlink.net) and we'll help you find a role that fits your interests and schedule.

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May 14 Puget Sound PRSA South Sound Group: "Washington State Fair: Rebranding an icon for today's world"

The Puyallup Fair was a well-established event in the region for decades. Some said that they shouldn't mess with a good thing by changing the name. Others had the belief that it was time to move it to the next level. **Karen LaFlamme, APR**, will give us a behind-the-scenes snapshot of rebranding the Puyallup Fair to become the Washington State Fair, and what is being done to make it relevant in today's ever-changing world. This presentation addresses both the name change and the steps taken to refresh the tradition for the future, including:

- When the rebranding concept was first discussed
- Customizing vehicles to reach specific audiences
- Steps taken to keep it relevant

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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Scholarship Application Deadline Extended to May 15!

It's not too late to submit an application for one of the two Puget Sound PRSA Chapter scholarships. The deadline was extended to May 15. Information and application can be found **here**. Each scholarship is \$3500 for the 2015/16 academic year. Apply TODAY!

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YoPro Summer Mixer - June 24

Save the date, the Young Professionals (YoPro) group is hosting a summer meet-up on June 24th to celebrate the start of summer.

Similar to past YoPro events, it will be a great opportunity to mix and mingle with young and new professionals. The event is open to all; note that there are no age or professional experience restrictions. More information about location and how to register will be available mid-May. Contact Josh Holland (jholland218@gmail.com) with any YoPro event questions.

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Totem Thanks

On behalf of the 2015 Totems Committee, thank you for attending this year's Totems' celebration and congratulations to all of the winners!

We're looking forward to seeing lots of great entries next year. Please encourage all of your colleagues to submit entries.

See all the event photos that can also be downloaded from the PRSA Puget Sound Chapter Facebook page.

If you're interested in ordering additional awards or certificates, please email debrac@wsba.org to receive order form.

Don't miss PRSA's other fantastic events! Become a member by signing up at www.prsa.org.

Thanks again,

2015 Totems Committee

(Abbey Elliott, Debra Carnes, Jennifer Olegario, Jocelyn Nystrom, Kristene Sarmiento, and Toby Nelson)

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SAVE THE DATE - AUGUST 19 - Shel Holtz and Ann Wylie - Communications, Writing & Technology Professional Development Seminar

Back by popular demand is Ann Wylie with her exceptional writing communication workshop. Joining Ann in August is Shel Holtz, technology communication guru. Join communicators from around the Northwest in this sure-to-be-sold-out event on Wednesday, August 19.

Registration information will be coming soon. This full-day event is must-do professional development session. The program is co-sponsored by the Seattle International Association of Business Communicators (IABC) and the Greater Spokane area PRSA Chapter.

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"April Showers bring May Flowers...and Free Promotions for New Groups"

The PRSA Group Member Program is offering a "**Memorial Day 2015**" promotion beginning **Friday, May 8th through Friday, June 5th** for all New Groups that join during this time. Take advantage of the following discounts:

1. **Waived** \$65 Initiation Fee for all New Members.
2. **Waived** \$35 Reinstatement Fee for all Reinstated Members.
3. **Waived** (1st Year) \$60 Professional Interest Section dues (one Section only, excludes Counselors Academy) for all Members in the Group.
4. **Waived** (1st Year) Chapter dues (cost varies per Chapter) for all New Members in the Group.

You can visit www.prsa.org/groupprogram for more information on benefits, program criteria and employer advantages (copy below). To join as a **New Group**, contact pamela.weess@prsa.org for the next steps. I look forward to hearing from you and bringing the team on board as a PRSA Group member.

Employer Advantages:

- **Single Invoicing.** Make a single payment each year for group members' dues, rather than numerous individual payments.
- **Transferability of Membership.** Each membership within a group is easily transferable. This is convenient when an employee changes departments or leaves your organization.
- **Ease of Adding New Members.** PRSA will prorate the dues to maintain the same term year and renewal date.
- **Employer Posting Opportunities.** Receive discounted or free postings on PRSA's career and employment website, the PRSA Jobcenter.
- **Listings in Online Organization Search.** Take advantage of complimentary listings in our Find-A-Firm Directory.
- **The Best Pricing on PRSA Events.** Save on registration for on-site training at the annual PRSA International Conference, as well as various specialty conferences and seminars throughout the year.
- **Geographic and Sector-Specific Networking.** Membership to specialty communities, such as our local Chapters or Professional Interest Sections, is provided according to group size.

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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 at 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!



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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:

- Bryan Dwayne Blackburn
- Eric Galioto - Paladin Staffing
- Cory Ladd
- Yuran Pei
- Paul Pitre - WSU North Puget Sound at Everett
- Gale Robinette - Virginia Mason Health System
- Britney Thompson
- Charles Ward
- Kyle Yim

Thank you Renewing Members:

- Deborah Abe - Washington State Department of Labor & Industries
- Julie Anderson - Pierce County Auditor's Office
- Lauren Anthony
- Mary Deming Barber, APR, Fellow PRSA - The Barger Group, Inc.
- Cheri Brennan, APR - Alliance Communications
- Kate Buska - Provenance Hotels
- Ashley Comar - Seattle Southside Visitor Services
- David Crowell - Seattle King County Realtors
- Judith Cushman - Judith Cushman & Associates
- Cassidy Davis - Edelman
- Kate Taylor Devaney - Lighthouse eDiscovery
- Abigail Elliott - Puget Sound Energy
- Shannon Gerritzen - Hidden Path Entertainment
- Lynnel A. Hampton-Bott

- Sara Haner - United Way of Snohomish County
- Lorraine S. Howell - Media Skills Training
- Scott Toshiro Iwata - Amazon
- Amalia Martino - Revel Creative
- Neil S. Neroutsos, APR - Snohomish County Public Utility District
- Neil Parekh - United Way of Snohomish County
- Joe Rothrock, APR - Virginia Mason Medical Center
- Patti Spencer - Spencer Communications
- Debra Stenberg - Federal Way Public Schools
- Jessica Sullivan - King County Sheriff's Office
- Britney Thompson
- Jennifer Tice - Russell Investments
- Nancy Adams Treder - Nancy Treder Communications

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

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