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## April 2016 Newsflash



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### The Art of Mobile Persuasion

A conversation with Jeff Hasen, author and founder of Gotta Mobilize

Billions have an intimate relationship with their mobile device. It's no surprise that marketers and public relations professionals want in on the action. But will consumers let us? Is it possible that brands could enhance this relationship, improving the mobile experience for the user by providing value?

Jeff Hasen, founder of Gotta Mobilize, will share insights from Google, Coca-Cola, REI, Expedia, Wunderman, Alaska Airlines and others featured in his book, *The Art of Mobile Persuasion* on building the relationship between brand and user, including:

- What the courageous mobile marketers are doing about the ever-increasing expectations of mobile users, personalization and the need for a new customer service model given the "self-sufficient" mobile shopper
- 5 words to describe ineffective mobile marketers and how not to repeat their mistakes
- 4 specific actions to take immediately

Date: Thursday, April 21, 2016

Time: 10:00 to 11:30 am

Location: South Lake Union Discovery Center

**101 Westlake Avenue North, Seattle 98109**

Online price: \$15 PRSA members | \$20 non-members

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

Registration deadline is 10:00 am April 20, 2016

No refunds after the deadline.

Parking: On street parking available or park at the Whole Foods parking garage across the street. There will be no on-site parking available.

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## **April 14 - South Sound Group Meeting**

**Cole Cosgrove, Senior Content Editor with Alaska Airlines, joins the South Sound PRSA Group**

Test Pilots: How the Alaska Airlines communications team is taking risks and trying new things to win the attention of employees. Thinking outside the intranet, the team launched a mobile app for internal news, developed a game-and-trophy system, and integrated social media to rally employees.

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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 Jennifer Aalgaard at least 48 hours in advance of the meeting.

If you'd like more information about the benefits of PRSA membership and how to apply, please check out Puget Sound PRSA's website. If you have additional questions, please contact South Sound Group Chair Jennifer Aalgaard, APR, at [j.aalgaard@hotmail.com](mailto:j.aalgaard@hotmail.com) or (206) 495-2826.

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## **Jumpstart Registration Is Open**

Register today for PRSA Puget Sound's premier career development event for aspiring PR professionals. Jumpstart will be held at 11:30 a.m. on Saturday, May 14 in downtown Seattle. The event caters to students and

professionals looking to transition their career. For questions, contact Jumpstart Chair Delaney Berreth at [delaney.berreth@gmail.com](mailto:delaney.berreth@gmail.com).

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### Special PRSA Pricing for MarketMix event

Learn from over 40 industry thought leaders, mingle with hundreds of your marketing peers and stay up on the latest trends in digital marketing at MarketMix on April 27th. Save up to 30% off regular ticket pricing when you register online @ [www.marketmix.org/register](http://www.marketmix.org/register). Tickets are going fast! For PRSA Members, make sure to use code number "PRSA" to take advantage of your special group discount pricing.

Your Full-Day Pass includes 3 keynotes and 12 breakout sessions on topics such as content marketing, omni channel marketing, agency trends, healthcare and sports marketing, and many more!

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### Chill at the Polar Bar with YoPro

The Young Professional (YoPro) group is back with a cool new mixer to celebrate spring. Join YoPro on **Wednesday, April 27th, 600 PM - 800 PM** at the Polar Bar in Pioneer Square for connections, conversations, and drinks. It's a great opportunity to mix and mingle with young and new professionals. The event is open to all; there is no age or professional experience restrictions. Contact **Josh Holland** with any YoPro event questions.

Register here: <http://bit.ly/sea-yopro-april-2016>

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### Reboot and Retool in Reno - North Pacific District Conference in 2016



Highlights of the North Pacific District Conference – have you registered?

#### Big Training Little Cost

The Biggest Little City has lined up two days of leadership training during our first district conference in 10 years. **"Reboot and Retool in Reno"** takes place **June 23 – 25 in Reno, Nevada**. The lineup brings four keynote presentations and 24 breakout sessions. In addition, the local **Sierra Nevada Chapter** is lining up excursions that highlight some of the area's most notable attractions and newest hotspots.

#PRSAreboot schedule highlights include:

- Thursday, June 23 begins with a welcome reception at the new **Nevada Museum of Art's Sky Room**, sure to knock your socks off with its breathtaking views of Reno and the Sierras.
- Opening keynote, **"Act Like You Mean Business: Essential Communication Lessons from Stage and Screen"** is presented by Rob Biesenbach, corporate communicator, actor, author and speaker. The first 250

- conference registrants receive a free copy of Rob's book.
- Keynote on creating powerful integrated marketing communication strategies presented by **Bonnie Harris**, Wax Marketing founder and professor at West Virginia University.
  - Keynote speaker Michael Smart, communications and media relations trainer, brings a powerful punch with a presentation on **"Secrets of the New Media Relations Superstars."**
  - Keynote with noted Nevada political journalist **Jon Ralston** talking about the importance of the western states in a presidential election.
  - Panel discussion on "The Case of PR" bringing together PRSA National leadership including Past Chair Mickey Nall, Chair-elect Jane Dvorak and National Director for the North Pacific District Ronele Dotson.
  - State of the District with Pete Codella, APR, 2016 North Pacific District Chair.
  - Presentation of the inaugural PRSA North Pacific District PR Practitioner of the Year by Betsy Hays, APR, Fellow PRSA, 2016 NPD Immediate Past Chair.
  - Breakout sessions on:
    - secrets to working with millennials
    - storytelling and unleashing your creativity
    - crisis communications, politics and authentic engagement
    - personal branding, reputation management, and how to get what you're worth
    - inspirational infographics, social media, creating video on a budget, and going viral
    - cultivating the next generation of practitioners
    - nonprofit branding
    - speed presentations about working with the media
    - website best practices
  - Evening activities include a Reno Riverwalk Food and Drink Tour and networking.

Sounds like a lot? It is. And you're not going to want to just follow on Facebook or Twitter. Plan on attending and get ready to reboot the way you think. For more details and to register, **visit online**.

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### **Post Your Internship at the National PRSSA Internship Center**

Get connected to hundreds of qualified internship seekers through the PRSSA Internship Center, a service of the PRSSA national office that's available to students and employers nationwide. This service offers employers and members a streamlined interface for job posting and job searching. Submit your request at **[www.prsa.prsa.org/career/internship](http://www.prsa.prsa.org/career/internship)**, or contact **[prssainternships@prsa.org](mailto:prssainternships@prsa.org)**.

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### **Welcome New PRSA Puget Sound Chapter Members:**

#### **Joining in March:**

#### **New Members**

- Kathleen Cooper
- Steven Finh
- Alaina Laszewski
- Tara Parker, J.D.

#### **Renewing**

- Julie Anderson - Pierce County Auditor's Office
- Marvin Baker - 364th ESC
- Delaney A. Berreth - Seafair
- Erica V. Beyer
- Ty Cordova - State Farm Insurance
- Kimberlee Craig - Chelan County PUD
- Jessica Dally - South Sound Motorcycles
- Jason Hagey - Association of Washington Business
- Leslie Diane Harris - City of Kenmore

- Jillian Evona Henze
- Kristi Herriott - Firmani + Associates Inc.
- Mary G. Langholz
- Alicia Lawver, APR
- Teresa Ann Loo - Port Blakely Tree Farms
- Daniel Mason Losk
- Megan M. Matthews
- Gayle R. McIntosh, APR - University of Puget Sound
- Jeffrey S. Parietti - Kenworth Truck Company
- Brittany Parker
- Mary Grace Roske, APR - The Seattle Foundation
- Erika K. Schmidt, APR - Sappington
- Timothy J. Smith, APR - Edelman
- Sarah Anne Stall - University of Puget Sound
- Catherine Laura Sweeney, APR - Sweeney Communications
- Heather M. Thomas - Snohomish Health District
- Lauren Thompson
- Kayla Tippie - Wizards of the Coast
- Brandon Ceehin Yu

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### Dear Secret Agents,

Your mission, if you choose to accept it, is to use your network of connections to help us locate the following individual(s):

- Public relations professional
- Passionate about PR
- Wants to learn and connect with PR peers
- Looking for opportunities and programs to better their organization and themselves

If you successfully complete this mission you will receive a **\$25 e-gift certificate to Amazon for every member that you refer**. The person you refer to PRSA will receive the following when they join:

- Waived \$65 initiation fee
- 1 year free Section membership\* (\$60 value)

To complete this mission, have your contact **complete the membership application here**.

Make sure they enter your name in the "How did you hear about PRSA" section and include the promo code MP16 in the Coupon/Promo Code field upon checkout to receive the discount.

**This message will NOT self-destruct.**

\*The Counselors Academy Section membership is not included in this special offer.

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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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