



Newsflash Archive

December 2016 Newsflash



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PRSA South Sound – January 12, 2017 - 8:00 - 9:00 AM

Capturing People's Attention: A Practical Overview of Ben Parr's Captivology

Competing for attention is getting harder and harder every day. Ben Parr, former editor of Mashable and cofounder of DominateFund, provides insightful and practical change to inspire action. This session will provide real life examples of how to implement Captivology's Science of Capturing People's Attention.

Jennifer Aalgaard, APR, Communications Program Manager for Amazon Flex, joins the PRSA South Sound Group.

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.

Metro Parks Tacoma headquarters, 4702 S. 19th St.

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 Victoria Lane 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 Victoria Lane, at victorialane03@gmail.com or (317) 250-3154.

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YoPro December Mixer at WE Communications

Join the Young Professional's (YoPro) committee on December 14 at WE Communications for a discussion about the best and worst PR moments of 2016. The event will include a networking session, panel discussion, and Q&A to follow. Register at <http://bit.ly/sea-yopro-dec-2016>. The event is open to all; there is no age or professional experience restrictions. Contact **Josh Holland** with any YoPro event questions.

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Welcome New PRSA Puget Sound Chapter Members:

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Renewing Members:

- George N. Bukota, APR
- Rosalie Contreras - Seattle Symphony
- Perry R. Cooper - Port of Seattle
- Imelda Dulcich - Imelda Dulcich PR & Social Media
- Abigail Jane Elliott - Port of Seattle
- Erik Ronald Elvejord - Holland America Line
- Courtney Coe Gearhart - REI
- Susan Hansen-Smith - Port of Seattle
- Lois D. Maag - City of Seattle
- Peter Ryan McGraw - Port of Seattle
- Roger F. Nyhus - Nyhus Communications LLC
- Joan Pliego - City of Snoqualmie
- Michelle Rico - Allstate Insurance
- Diane M. Schuirman-Hagedorn - Jayray
- Laura A. Smith-Huda - Port of Seattle
- Marlys M. St. Laurent - Port of Seattle
- Susan Marie Stoltzfus - Port of Seattle

New Members

- Shelby Barnes - Mile 23 Strategies
- Robin Joy Burt -Timberland Regional Library
- Sean Christensen - Community Transit
- Liberty-Anne Johnson
- Jeffrey Kleingartner
- Andrea Long - Thistle Strategies LLC
- Alexander Strautman - The Word & Brown Companies
- Mark W. Swart, Jr.
- Jaclyn Rae Welsh
- John Allen Yeager - Aegis Living

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Save the Date — PRSA is holding a Virtual Career Fair next year, on March 30, 2017. And admission is free!

Registration will open in January, and will be a quick, easy process. Once you create an account and upload your resume, you can log in from anywhere on the day of the Virtual Career Fair.

During the event, being held from 1–4 p.m. EDT, you can choose which employers you want to interact with and then engage in a one-on-one chat directly with a recruiter at those organizations. You can share your background, highlight your certifications and experience, discuss your resume, and ask questions.

Following your chat interview, you'll be able to go back to the Event Lobby and select additional recruiters to contact from other participating companies.

Check back with the **Jobcenter** for updates!



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