



Newsflash Archive

## February 2016 Newsflash



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### Promoting Good Causes and Work - February YoPro Mixer - February 9th

From local nonprofits to global nongovernmental organizations (NGOs), communicating about social impact and good is serious business. Join YoPro on February 9th at 6 PM for a discussion about giving a voice to good causes with experts from Pyramid Communications. They'll share insights about how they blend thoughtful strategy, compelling communications, and dynamic creative to advance the impact of good causes and organizations around the world.

For more information and to register, visit <http://bit.ly/sea-yopro-feb-2016>

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 **Joshua Holland**.

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### **South Sound Group Meeting - Building a Brand from Scratch - February 11th**

Effective brands reflect the fundamental core and culture of an organization-which can be tough enough to unearth for established businesses. Imagine creating a credible identity for two former competitors with distinct cultures that joined forces to form a new entity. Hear the challenges and opportunities of building a brand from scratch from Tara Mattina, communications director for The Northwest Seaport Alliance, a new joint venture of the ports of Tacoma and Seattle.

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. 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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### **Communicating on a Global Scale, Mobilizing Audiences and Effecting Change**

#### **A Conversation with Alex Reid - February 18th**

Please join us to hear a very special guest Alex Reid, Head of Global Program Communications | Bill & Melinda Gates Foundation.

Take part in a conversation to learn how Alex and her team use the communication function to build understanding and advocacy around challenging and polarizing issues ranging from genetically modified organisms to vaccines to reproductive health.

Alex heads the communications for Gates Foundation's global programs, which work to dramatically improve quality of life for billions of people around the world. Strategic communications are critical to achieve the Foundation's ambitious goals. Success requires engaging with partners, defending the Foundation's investments, and collaborating with grantees to educate the media, general public, and other audiences.

Registration is limited.

**Who:** Alex Reid, Bill & Melinda Gates Foundation  
**When:** 10:00 am Thursday, February 18, 2016  
**Where:** South Lake Union Discovery Center  
101 Westlake Ave. N, Seattle, WA 98109  
**Price:** \$15 PRSA Members; \$20 Non-members  
Price increases \$10 per person at the door  
**Registration:** [Register online](#) or call the office at 206-623-8632  
Registration deadline is 10:00 am February 17, 2016

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### **PR Gives Back - February 24!**

PR Gives Back is on February 24 at 415 Westlake in Seattle. This FREE event connects PR and marketing professionals with nonprofit organizations. During the event, PR and marketing professionals in small groups work together with representatives from nonprofit organizations to discuss specific communication questions and potential solutions with the goal to enable participating nonprofits to walk away from the event with actionable suggestions. PR Gives Back is a two hour commitment and participation in it qualifies for public service

maintenance points for PRSA APRs. You do not have to be a PRSA member to participate. To sign-up, email Elena at [caldwellelena@gmail.com](mailto:caldwellelena@gmail.com).

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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.prssa.org/career/internship](http://www.prsa.prssa.org/career/internship), or contact [prssainternships@prsa.org](mailto:prssainternships@prsa.org).

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### **Strong Showing for the Mentor Program Kick Off**



Photo courtesy of Jacque Coe, APR

More than 40 participants in this year's Mentors Program, and chapter leaders met Friday, Jan. 22 for the kickoff party at Queen Anne Beerhall. This year's students come from all four of our local PRSSA chapters - Central Washington University, Seattle University, University of Washington and Western Washington University. 21 of them came to the kickoff to meet their mentors, network with others and prepare for a year of one-on-one professional development activities.

Thank you to all our mentors: Jennifer Aalgaard; David Blandford, APR; Amy Boyd; Kelly Bray, APR; Troy Brown, APR; Nandi (Thorn) Butcher; Jacque Coe, APR; Bill Dugovich, APR; Erik Elvejord; Christin Camacho; Heather Fernandez; Mark Firmani, APR; Christine Goetz; Joe Gura; Janelle Guthrie, APR; Suzanne Hartman, APR; Bev Holland, APR; Kate Hudson; Linda Ld Jacobson, APR; Melissa Jurcan; Terry LaBrue, APR; Neil Neroutsos, APR; and Catherine Sweeney, APR. Special thanks to David and Bill, who have mentored every year since the program began 12 years ago.

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## **SAVE THE DATE - Back to Basics: the 2016 Totem Awards**

Public relations creativity and accomplishments take center stage on March 10 at SoDo Park (3200 1st Avenue South, Seattle). Come celebrate and be inspired by the amazing work of your peers at the 2016 Totem Awards. Cocktail hour begins at 5:30 p.m. with dinner to follow. Register online: <http://asi-seattle.com/prsatotem/register.php>. Public relations creativity and accomplishments take center stage.

Registration deadline is 10:00 am March 7, 2016

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## **SAVE THE DATE**

**Want to learn more about APR? Check out the two opportunities to hear about accreditation in Tacoma and Seattle.**

March 22 APR Info Session and Happy Hour  
5-7pm At the Harmon Brewery and Eatery  
1938 Pacific Ave, Tacoma, WA 98402

March 29 APR Info Session and Happy Hour  
5-7pm At the Art Marble 21  
731 Westlake Ave N, Seattle, WA 98109

Are you looking to advance your professional development as a communications professional? Or are you simply a PR person who never passes up the opportunity for a happy hour? Whatever your motivation - join us for an APR Info Session and Happy Hour in Tacoma or Seattle.

We'll give you a brief overview of the process to receive your APR. Plus, you'll have the chance to meet other APR candidates and hear from current APRs on what the accreditation means to them.

The Info Session is open to both members and non-members. Please RSVP to Kelly Bray at [kelly@teamsapbox.com](mailto:kelly@teamsapbox.com)

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## **Save the Date: Jumpstart 2016 + Call for Speakers**

Please save the date for Jumpstart 2016 on Saturday, May 14, 2016. This day-long workshop provides students and young professionals interested in a career in PR with the resources and knowledge necessary to "jumpstart" their career. The event will be held at the Seattle Times building in downtown Seattle.

The Jumpstart planning committee is in need of speakers for the event. If you're interested in being a speaker to give advice to the next generation of PR pros, please contact Delaney Berreth at [delaney.berreth@gmail.com](mailto:delaney.berreth@gmail.com).

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## **PRSA National Promotion:**

From February 1-29, 2016, new members joining PRSA will receive a FREE 1-year Chapter membership when they join National as a Regular member (\$255 annual dues + \$65 initiation fee). For the Puget Sound chapter this is a savings of \$55 during the first year of membership. More information is available at

<http://www.prsa.org/joinus/howtojoin> (Note: this promotion is not available to current or renewing members, nor for associate memberships.)

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## Welcome New PRSA Puget Sound Chapter Members:

### Joining in January:

#### New Members

- Katherine Mackinnon - Nyhus Communications
- Peter Ryan McGraw - Port of Seattle
- Chelsea Sheasley - Tacoma Public Schools
- Laura A. Smith-Huda - Port of Seattle
- Marlys M. St. Laurent - Port of Seattle
- Margaret Annabel Steck - Steck Strategic
- Susan Marie Stoltzfus - Port of Seattle
- Emily Thurston

#### Renewing

- Megan J. Behrbaum, APR - Recreational Equipment, Inc. (REI)
- Katherine D. Boury - Seattle Goodwill
- Rita K. Brautigam, APR - Brautigam Communications
- Kelly W. Bray, APR - Team Soapbox
- Shane Carpenter
- Rosalie Contreras - Seattle Symphony
- Perry R. Cooper - Port of Seattle
- Mountfort A. Euston, APR, Fellow PRSA
- Kathleen Fearn-Banks
- Dotti Gallagher, APR
- Courtney Coe Gearhart - Recreational Equipment, Inc. (REI)
- Mary Ann Gillis, APR
- Lynnel A. Hampton-Bott
- Logan Page Harris - King County Dep't of Natural Resources & Parks
- Suzanne Hartman, APR - Chelan Public Utility
- Lorraine S. Howell - Media Skills Training
- Tina McCorkindale, Ph.D., APR - Institute for Public Relations
- Betsy McFeely - Seattle Goodwill
- Sharon F. Miracle Harris - Tree Top Inc.
- Jim Olson - Starbucks Coffee Company
- Patti Spencer - Spencer Communications
- Lorna Sutton - City of Tacoma Environmental Services
- Michelle E. Taylerson
- Colleen Temple - YMCA of Snohomish County
- Jo C. Tu - marlo marketing
- Dan Voelpel - Tacoma Public Schools
- Derek Wing - Bastyr University

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## Looking for a Job or New Opportunities? PRSA Members Can Access JobLine

Puget Sound PRSA members now have access to the best listing of communications jobs in Puget Sound - the Communicators & Marketers JobLine! As a sponsor of the JobLine, the Puget Sound chapter of PRSA is able to provide members with free access to job listings on this site as part of your member benefits. Activate your FREE member access to the Communicators & Marketers **JobLine**.

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## Your Opportunity, Your Backyard, Your District Conference

Did you know that the first PRSA North Pacific District Conference in nearly a decade is coming up in the Biggest Little City: Reno, Nevada, June 23-25, 2016? Two days of leadership training. Five keynote presentations. Twenty-four breakout sessions. One inaugural North Pacific District Practitioner of the Year award. Excursions through the districts and food scene that's putting the Reno-Tahoe area back on the map.

The 2016 #PRSANPDcon is your chance to enhance your skills, network with top talent and elevate your career. And there's plenty to look forward to.

Check out the **current line-up** to see more about program sessions and presenters.

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

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