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June 2016 Newsflash



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What's Coming up:

July meeting - David Postman, Gov. Inslee's chief of staff

More details and confirmed date and location to come.

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Student Leaders Meet for Annual Retreat

Sixteen PRSSA leaders from three PRSSA chapters met at the Seattle Times building Saturday morning, May 14 for the 9th Annual PRSA/PRSSA Leadership Retreat. New and graduating officers from Central Washington University, University of Washington and Washington State University shared best practices on member engagement, fund-raising and more, and heard an inspiring keynote from our chapter president, Jay Weisberger, APR. The Retreat, hosted by the Student Outreach Committee, immediately preceded the PR Jumpstart. For more information, contact co-chairs **Kate Devaney** or **Catherine Hinrichsen, APR**.

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Nominations Open for 2017 Chapter Officers

Become a PRSA Puget Sound chapter officer or Leadership Assembly Delegate and make new friends and grow your leadership skills while helping to guide the direction of the chapter. Nominations are now open for 2017 positions: president-elect, secretary, treasurer and two Leadership Assembly delegates. To be considered or to nominate someone, email a **nomination form** to nominating committee chair **Troy Brown, APR**, by June 30, 2016. Your 2016 nominating committee: Troy Brown, APR; Janelle Guthrie, APR; Karla Slate, APR; Neil Neroutsos, APR; Jacque Coe, APR.

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Reboot and Retool in Reno this month!

If you go...

The North Pacific District Strategic Communications Conference June 23-25 is packed with great keynote speakers, breakouts and networking opportunities.

We'd like to know if you are going, so we can meet up with our Puget Sound colleagues at the conference. Email **Bev Holland, APR**, and let her know when you will be there and the best way to reach you when we are in Reno.

It's not too late to sign up for the conference. Click [here](#) to register ASAP. And we'll see you in Reno!

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Volunteers Needed

We need volunteers interested in helping the Totem Awards Committee and the PRSA gala committees and Communications committee. If you are interested, please contact **Janelle Guthrie**, volunteer coordinator, to plug in where you can learn most.

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Special Benefit for PRSSA Graduating Seniors and Young Professionals: Join our Puget Sound Chapter for Free!

When you join PRSA National at the **low Associate Member rate**, you can apply to have your local PRSA Puget Sound Chapter dues of \$60 paid for you! This is through the generosity of a local champion for students and young professionals; longtime national PRSA leader and esteemed practitioner Bob Frause, APR, Fellow PRSA. View the [application form](#).

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Have You Taken Advantage of PRSA Webinars?

A quick reminder that PRSA webinars are free to PRSA members. Take a look at the exciting line up [here](#). From strengthening branded online newsrooms to turning lame quotes into killer sound bites, hear from the experts.

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Join PRSA Today with Summer Special

Do you have more than three years of experience in public relations?

Join as a Member (\$255 annual dues plus a one-time \$65 initiation fee). Receive a FREE Chapter membership with promo code **SUMMER16**. (**Certain restrictions apply.**) **Get started!**

Do you have two to three years of experience in public relations?

Join as an **Associate Member 3** (\$200 annual dues). Receive a FREE **New Professionals Section** membership with promo code **AM16**. **Get started!**

Do you have one to two years of experience in public relations?

Join as an **Associate Member 2** (\$155 annual dues). Receive a FREE **New Professionals Section** membership with promo code **AM16**. **Get started!**

Do you have less than one year of experience in public relations?

Join as an **Associate Member 1** (\$115 annual dues). Receive a **New Professionals Section** membership with promo code **AM16**. **Get started!**

Were you a PRSSA member? And did you graduate within the past two years?

Join as an **Associate Member, PRSSA Graduate** (\$60 annual dues). Receive a FREE **New Professionals Section** membership with promo code **AM16**. **Get started!**

Are you a full-time graduate student working toward a public relations degree?

Join as an **Associate Member, Graduate Student** (\$60 annual dues). Receive a FREE **New Professionals Section** membership with promo code **AM16**. **Get started!**

Are you a former member of PRSA?

Join as a **Reinstating Member** (\$255 annual dues plus a one-time \$35 reinstatement fee). **Get started!**

Are you part of an organization that has five (5) or more individuals interested in joining?

When you sign up your team of five or more members for the first time, receive a FREE Chapter or FREE Professional Interest Section membership. **Get started!**

Are you retired?

Members who have been in good standing for at least five years may qualify for retirement status (\$50 annual dues). You must be employed less than 50 percent of the time. Contact Membership at memberservices@prsa.org for more information.

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PRSA Membership Promotion

Dear Special Agent,

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)

See details [here](#).

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Certificate in Public Relations & Strategic Communications from UW

UW Professional & Continuing Education

Overview

In this [certificate program](#), learn to persuade audiences with clear and engaging content that is strategically distributed across a variety of channels, including traditional and digital media, social networks, corporate communications and speaking engagements. Develop the ability to build relationships with journalists and other key influencers. Explore how to work with specialized audiences such as legislators, investors, donors, community members and employees. Gain the skills needed to respond to a crisis and plan, execute and evaluate an effective communications strategy.

Get Hands-on Experience

- Participate in a full-day PR crisis simulation event, including a recorded press conference and feedback from professionals
- Develop a communications strategy for a local organization that addresses a real-life public relations problem
- Take part in a mock interview with a professional reporter and get constructive feedback
- Build a portfolio of writing pieces in a variety of PR forms

Who Should Enroll

- Professionals in the early stages of their career in public relations and strategic communications
- Individuals wanting to enter the strategic communications field
- Media or niche communications professionals who want exposure to the broader field of communications and experience with diverse tools and techniques

PROGRAM TIMING: Mondays & Wednesdays, 6-8:30 pm, September 2016-May 2017

FORMAT: Classroom

LOCATION: Downtown Seattle

INFO SESSION: June 26, July 28 - sign up on website

APPLY NOW: www.keeplearning.uw.edu

CONTACT: info@pce.uw.edu, 206-685-8936 or 888-469-6499, www.keeplearning.uw.edu

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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, or contact prssainternships@prsa.org.

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Welcome New PRSA Puget Sound Chapter Members:

May 2016

Renewing

- Aubrey M. Abbott - NW Cooperation Fund-LECET
- Mary Deming Barber, APR, Fellow PRSA - The Barber Group, Inc.
- Melanie Blair - Kimpton Hotels & Restaurants
- Susan Bowe, MPA - Washington State Department of Transportation,
- Kari Coglon Cantey - Highline College
- Barbara A. Clements - UW Medicine
- Regan Conley
- Kate Taylor Devaney - Lighthouse eDiscovery
- Colin Downey - American Red Cross
- Alison Eldridge, APR - Washington Student Achievement Council
- Linda E. Farmer, APR - Pierce County Library System
- Susanne C. Gillespie - Allison+Partners
- Patricia-Aileen Cook Graesser, APR
- Flavia Garcia Hulsey - Western Regional Medical Command
- Zach Hyder - Quinn Thomas
- Erin Marie Kelly - Edelman
- Jacqueline Marie Koch - Red Cross
- Teresa Lane - Edelman
- Michelle Maggs - Weber Shandwick
- Kristin Millard - Enumclaw School District
- Neil S. Neroutsos, APR - Snohomish County Public Utility District
- Amy Nichole Parodi, APR - World Vision, United States
- Gale Robinette - Virginia Mason Health System
- Karla Slate, APR - City of Covington
- Patti Spencer - Spencer Communications
- Melissa Tizon - Providence Health & Services
- Raelani Valaile
- Colleen Wadden - Providence Health & Services

New Members

- Anna Blankenship
- Jessica Gaylord
- Evan Koch - Ekcelsior
- Robynn A. Polansky - Childhaven
- Richard Wisti - Puget Sound Clean Air Agency

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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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