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March 2016 Newsflash



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[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>.

Registration deadline is 10:00 am March 9, 2016

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South Sound Group Meeting - Is What I'm Doing Working? - March 10th

Derek Belt, Social Media Specialist, King County

Social media has come a long way, but it's still a puzzle piece that gets left out of communications planning more often than not. For social media to be successful, and for the time you spend on social media to be considered valuable, it needs to be baked into the original plan. It may sound obvious to know your organization's purpose and leverage social media in ways that support that purpose, but this is an area many groups still struggle with. Learn how King County uses "action planning" to develop strong, sustainable and measurable social media goals. Then follow a "cookbook" with the right ingredients needed to measure your social media activities.

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 have additional questions, please contact South Sound Group Chair Jennifer Aalgaard, APR, at j.aalgaard@hotmail.com or (206) 495-2826.

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PRSA Puget Sound Scholarship Fundraising Event

Enjoy an evening of food, drinks and networking with peers while supporting future public relations practitioners. You can make an impact in the lives of public relations students by helping raise funds for the PRSA Puget Sound Chapter's two student scholarships - the Horace & Susie Revels Cayton Scholarship and the Sally Heet Memorial Scholarship.

Three ways you can help keep these scholarships funded:

1. Register to attend the event.
2. Bring cash to purchase raffle tickets to win some fantastic items.
3. Can't attend? Make a contribution to the PRSA Puget Sound scholarship fund online.

Ticket proceeds and raffle sales benefit the PRSA Puget Sound Scholarship Fund.

Date: Thursday, March 31, 2016
Time: 5:30 p.m. - 7:30 p.m.
Location: Nyhus Communications
720 3rd Ave, 12th floor, Seattle, WA 98104
Price: Pre-registration: \$30; Day of Event: \$40
Registration: [Register online](#) or call the PRSA office at 206-623-8632
Registration deadline is 10:00 am March 30, 2016
No refunds after the deadline.

Make a contribution to the PRSA Puget Sound scholarship fund **today** and support future public relations practitioners.


You can make an impact!

"The Horace & Susie Revels Cayton Scholarship eased my financial burden during my senior year when my tuition costs had reached an all-time high. The scholarship also confirmed my desire to pursue a career in public relations

despite any obstacles that may result from my identity as a Filipino American woman." - AnneMarie Ladlad, recipient of the 2014 Horace & Susie Revels Cayton Scholarship

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

 Reboot and Retool in Reno - A strategic communications conference

Top 10 reasons to attend the District Conference:

1. Reno is warm and sunny - "tan up" without the spray!
2. The environment - glitz and glam, and still close to nature - Lake Tahoe!
3. Great conversations with other professionals!
4. Opportunities to learn about serving the profession!
5. A fun summer getaway! (And only \$280 round trip air fare)
6. Terrific nightlife led by local PR insiders!
7. Great keynote speakers, including media relations guru Michael Smart!
8. Fantastic seminars to learn and share information!
9. Opportunity to network across 7 NPD states - we are the largest district in the country!
10. Most importantly, it's for your fun, enjoyment and career boost!

Sign up online: <http://prsanorthpacificdistrict.org/2016conference/>

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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 prssa.prsa.org/career/internships/, or contact prssainternships@prsa.org.

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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.

Congratulations to our newest APR - Jackie Zils of JayRay!

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

March 29 APR Info Session and Happy Hour, 5-7pm
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@teamssoapbox.com

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South Sound Group Meeting

Building Quality Community Relationships - April 14th

Details to come.

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.

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Seattle PR Pros Give Back to Local Nonprofits

The Young Professional (YoPro) group of PRSA Puget Sound organized and hosted PR Gives Back, a philanthropy event where PR and marketing professionals provide pro bono communication consulting services and expertise to local nonprofits. Interest from local nonprofits was extremely high and the spots reserved for them were claimed just a few days after registration opened. Those who were not able to claim a spot were added to a waitlist.

At the event, PRSA YoPro was able to connect 20 local nonprofits with PR and marketing professionals from Seattle. Together they worked in small groups to discuss communication challenges and issues the nonprofits faced and devise strategies and ideas to help nonprofits communicate their missions more vividly to their core audiences. In total, over 60 hours of pro bono consulting were provided to nonprofit attendees.

For many of the nonprofits in attendance the event provided a unique opportunity to connect with PR professionals who have worked in the industry for a number of years. It also provided nonprofits with the chance to connect with like-minded organizations with similar challenges and missions. The PR professionals in attendance were grateful for the opportunity to partner with organizations doing great work throughout the region and a few expressed interest in looking for additional opportunities to help nonprofit attendees.

The event took place on February 24 at 415 Westlake in Seattle's South Lake Union neighborhood. Organizers of the event were Deborah Black, Elena Caldwell, Joshua Holland, Shouhei Senno, and Teresa Lane. PR Gives Back originally started four years ago by the South Sound Chapter. It will occur again in the South Sound later this year with longtime PRSA member Cindy Sharpe leading the planning of the event. Nonprofits on the waiting list will be the first contacted for the South Sound's PR Gives Back event. Special thanks to the event's partners: **Nonprofit Leader.org**, Washington Nonprofits - a partner since 2013 - and 415 Westlake. Also, a big thank you to all of the PRSA members who participated in the event!

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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.

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Welcome New PRSA Puget Sound Chapter Members:

Joining in February:

New Members

- Patti Atherly - Plum Creek
- Cameron Boehning
- Logan Thomas Carlson
- Ben B. Cober - PGAV Destinations
- Lindsey Drake
- Allison Friedly - Green River College
- Hunter George - Metro Parks Tacoma

- Lynette Hoy - Firetalker PR
- Janice Kapner - T-Mobile
- Courtney Purdin - Parametrix
- De-Arnnie Schmidt

Renewing

- Aubrey M. Abbott - NW Cooperation Fund-LECET
- Tana Bader Inglima - Port of Kennewick
- Bryan Dwayne Blackburn
- Amy L. Boyd - The Rainier Club
- Troy A. Brown, APR - Brandner Communications
- Patti Brumbach - Washington State Beef Commission
- Barbara A. Clements - UW Medicine
- Cassidy C. Davis - Conrac Solutions, LLC
- Jeffrey J. Douglass - Booz Allen Hamilton
- Mark Firmani, APR - Firmani & Associates, Inc.
- Susanne C. Gillespie
- Catherine L. Hinrichsen, APR - C & C Communications
- Flavia Garcia Hulsey - Western Regional Medical Command
- Terry J. LaBrue, APR - LaBrue Communications
- Toby S. Nelson, APR - Hunter PR
- J. Andrew Oden, APR - Hybrid PR
- Shannon Nicole Parthemer, APR - Lake Washington School District
- Kathryn M. Reith, APR - Lake Washington School District
- Elizabeth A. Richmond - Richmond Public Relations
- Ashley Grace Sytsma - Rick Steves' Europe
- Sarah Taydas - Darigold
- Amy Turner, APR - EnviroIssues
- Raelani Valaile
- Jay A. Weisberger, APR - Skanska USA Inc.
- Jaime White
- Michelle Renee Wilmot

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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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The **Newsflash** deadline is the 25th of each month.
Please submit articles for consideration to **Brenda South**.