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## May 2016 Newsflash



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## Sound Transit's University Link Extension Received Rave Reviews After Opening in March

Hear why from Sound Transit's Bruce Gray, as he discusses coordinating traditional and social media outreach for the smooth launch.

Date: Thursday, May 26, 2016

Time: 10:00 to 11:30 am

Location: South Lake Union Discovery Center  
**101 Westlake Avenue North, Seattle 98109**

Online price: \$20 PRSA members | \$25 non-members

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

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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## South Sound Group Meeting

**Metro Parks Tacoma Headquarters , May 12th 8-9:00 AM**

Join Harvest Pierce County Program Director Kristen McIvor and guests as they walk through the last decade of how Pierce County's community garden program grew from a conversation to a thriving urban agriculture movement. The big secret? Building relationships and connecting a variety of missions and resources to a common cause that benefits both individual organizations and the greater community. Alicia Lawver, facilities communication coordinator for Tacoma Public Schools, will moderate. Alicia and Kristen worked together on Phase I of this multi-partner effort while both worked for the City of Tacoma's TAGRO program. Since then, this growing effort has also involved the Tacoma-Pierce County Health Department, Pierce Conservation District, Metro Parks Tacoma, WSU Master Gardeners, and many others.

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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 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 is Almost Here, Join us May 14th

Jumpstart is just around the corner and we would love for you to join us! On Saturday, May 14 from 11:30 a.m. to 4:30 p.m. PRSA is hosting Jumpstart - its annual premier career development event. This half-day professional workshop and networking conference gives attendees the opportunity to learn the ins-and-outs of the public relations industry from some of our region's most elite PR professionals. The event promises networking opportunities, behind-the-scenes information and many valuable resources.

Jumpstart is designed to help educate aspiring professionals who are interested in learning more about the public relations industry. Whether you're a student, young professional or new to the field, all are welcome and encouraged to attend.

Register for this free event: [www.prsapugetsound.org/Page.aspx?nid=35&date=5/14/2016](http://www.prsapugetsound.org/Page.aspx?nid=35&date=5/14/2016). For questions, contact Jumpstart Chair Delaney Berreth at [delaney.berreth@gmail.com](mailto:delaney.berreth@gmail.com).

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## Jumpstart Happy hour

For the second year in a row the post Jumpstart happy hour will be hosted at Firmani +Associates in SLU. Join YoPro and Jumpstart attendees for an evening of beverages and small bites. The event is a great way to connect with new PR professionals and exchange ideas.

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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](mailto:memberservices@prsa.org) for more information.

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## **WHY I'M ATTENDING THE NORTH PACIFIC DISTRICT CONFERENCE**

*by Cindy Sharpe, APR, President, Sharpe Public Relations*

Prior to moving to the Pacific Northwest three years ago, I built my career in Tampa, Florida. A member of PRSA since 1986, I gained professional development through attending chapter meetings and sometimes attending a PRSA International Conference or other national conference - when I could get my employer to pay for it.

But the one event I could always count on every year for affordable professional development and networking was the annual Sunshine District Conference. The networking connections I made at District Conference were more valuable than connections I made at national conferences, because these professionals lived and worked in my backyard.

This is why I was so happy to hear that the North Pacific District was planning a District Conference in my new neighborhood and why I registered right away. It's the first conference that the North Pacific District has planned in ten years, and I hope it becomes an annual event.

Looking at the agenda, I'll get professional development opportunities that equal national conferences, with several well-known speakers. The connections I'll make are regional, with professionals that live and work near me, valuable to me as an independent counselor. The price I'll pay is much more affordable than national conferences. Finally, as an APR, I'll get maintenance of accreditation points.

Visit the District website to register: <http://prsanorthpacificdistrict.org/2016conference/register/>

I hope to see you in Reno June 23-25th!

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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:

**April 2016**

### New Members

- Ming Lacey - Wooster PR
- Andrea Litzow - Nyhus Communications
- Joan Dee Mussa, MA
- Robin Reinhard - PR Newswire
- Nancy Standifer

### Renewing

- Casey Barks - Fairmont Hotels
- Cheri L. Brennan, APR - Alliance Communications
- Grace Carlson, APR - Carlson Studio Marketing
- Judith Cushman - Judith Cushman & Associates
- Lynnel A. Hampton-Bott
- Lorraine S. Howell - Media Skills Training
- Colleen M. Moffitt - Communique PR
- Joe A. Rothrock, APR - Virginia Mason Medical Center
- Patti Spencer - Spencer Communications
- Janet Upegui - PSF Mechanical, Inc.

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### Margaret A. (Peg) Witham

Margaret A. (Peg) Witham was released from her struggle with lung cancer on Wednesday, April 13, 2016 and died peacefully at home in the presence of her husband, Barry, and hospice staff. Born in East Liverpool, Ohio in 1948, Peg graduated with B.S. and M.A. degrees in Communications from Miami University in Oxford, Ohio and moved to Seattle in 1979 where she was employed as the first Director of Public Relations at Evergreen Hospital in Kirkland. Her success in combining skills in communication with the emerging field of senior care led to her employment with

the Sun Bridge Corporation where she was designated the Outstanding Regional Marketing Director in 1999. Eventually she established her own firm, Peg Witham Consulting, where her early clients included national organizations like Philips Medical Systems and local communities such as Nikkei Concerns. Her unique blending of hospital marketing and senior care services allowed her to focus her business on planning and implementing marketing programs for senior living communities. Among her many clients were Patriot's Glen, Artegan, Soundcare, Mira Vista, Infinity Rehab and Sun Health Care.

An active member of local public relation and marketing societies, Peg served in a number of capacities in the Puget Sound area. She won her accreditation to the Public Relations Society of America (APR) in 1989 and served as a National Assembly delegate for the next three years. After a term as Vice President for the Puget Sound Chapter in 1992, Peg became President in 1993 where she served with admiration and distinction. She also chaired the Corporate Section of the Public Relations Society of America, and was President of the American Society for Healthcare Marketing. Among her other distinctions were "Best Magazine" from the American Hospital Association and "Citizen of the Week" from Citizen Newspapers in 1984.

Peg was also active in the PR Indies Group, an organization formed in the 90's to network for women in communication fields. She delighted in offering professional advice and mentoring young women at the start of their careers. The friendships among the Indies were profound, and just prior to her death Peg hosted a meeting of the group who celebrated her career and accomplishments. She had a zest for life, dearly loved her family, friends and colleagues and brought sunlight to every occasion,

Following her retirement in 2014, Peg and Barry moved to Emerald Heights in Redmond where she interviewed new residents for the television station and arranged programs for single women in the community. She also continued her Yoga and Pilates training and was active in the Center for Spiritual Living and the Summit Assistance Dogs programs.

Peg is survived by her husband, Barry Witham and her sister, Sandra Scavazon of Palm Beach, Florida; two stepsons, Michael (Anna) and Drake (Hazel) and grandchildren Cormac Gray Witham and Cole Rainier Witham.

A Memorial Service will be held at Emerald Heights on Sunday, August 21st at 1:00 PM. Peg was a great lover of animals and requested that donations on her behalf be made to Summit Assistance Dogs, P.O. Box 699, Anacortes, WA 98221. - See more at: <http://www.legacy.com/obituaries/seattletimes/obituary.aspx?n=margaret-apeg-witham&pid=179733203#sthash.t4dyB6fX.dpuf>

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

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