



## April 2017 Newsflash

### Table of Contents

- **Jumpstart 2017, May 6 - Open Registration!**
- **PRSA Counselors Academy Conference, May 7-9 - Seattle Area PR Pros: Attend at Special Rates**
- **APR Q&A: Getting to Know Joe Rothrock, APR, Virginia Mason**
- **PRSA May Promotions**
  - **Spring Graduates Promotion for New Professionals**
  - **Webinar Offer - It's Never too Late to Learn More**
- **So Many Ways to Participate**
  - **Volunteer for the PRSA Puget Sound YoPro Committee**
  - **Support the Scholarship Fund**
  - **Take Advantage of PRSA Jobcenter (2,000+ openings)**
- **New and Renewing Members**

### Join our Chapter on social media:

- Please follow us on Twitter at [@PRSAPugetSound](#) and be part of the **conversation**
- Like our page on **Facebook**
- Join the group on **LinkedIn**

### What's Coming up:

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#### Jumpstart 2017, May 6 - Open Registration!

Know someone starting a career in PR or interested in the field? How about someone who has a couple of years, but needs a refresher course? If that speaks to you or someone you know, please check out the details below!

Jumpstart 2017 will take place at Edelman Seattle next Saturday, May 6, 2017 from 9 a.m. to 3 p.m. The event is designed so that students and professionals looking to start a career in PR can get together, network, collaborate and learn more about the industry.

If you or someone you know would like to attend this year's event, please click the **registration link**.

This event is co-chaired by Delaney Berreth and Kate Devaney. If you have any questions or need additional details please email Kate at [ktdevaney@gmail.com](mailto:ktdevaney@gmail.com)

**Back to top**

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## PRSA Counselors Academy Conference, May 7-9 - Special Rates for Seattle Area PR Pros

Whether you're leading a multinational agency or serving as an independent counselor, knowing which of the latest communications trends can add value to your business - and how to implement those new strategies - is essential for senior-level communicators.

The upcoming PRSA Counselors Academy Conference will spotlight the C-suite conversations, case studies and research that spark growth and inspire the evolution of existing programs. Designed by agency leaders for agency leaders, this always-compelling conference program is developed by the PRSA Counselors Academy.

The GREAT news for Seattle area PR pros, the Conference is being held in our city and because of this, PRSA is offering us a special rate.

PR agency leaders and independent counselors in the greater Seattle/South Sound area can pay the section member rate of \$995 to attend the full conference, which can save you up to \$305. This offer is available to both PRSA members and non-members. Use promo code CA2017PUGET at registration to take advantage of this special offer. To see the program and conference details, register here:

<http://apps.prsa.org/Conferences/CounselorsAcademy/>

The annual PRSA Counselors Academy Conference is a premiere professional development and networking event. Agency leaders/independent PR counselors will receive 60 hours of collaboration and insight to wake up your agency and add value to your business. And you'll network with other agency leaders coming to Seattle from all across the United States and Canada. For more information about the PRSA Counselors Academy, visit this website: <http://www.caprpsa.com>

[Back to top](#)

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## APR Q&A: Getting to Know Joe Rothrock, APR, Senior Communications Manager, Virginia Mason

Joe's main role is overseeing internal communications at Virginia Mason, along with crisis communications when needed. How did he get started in PR? Where does he find inspiration? [Click here](#) to read the responses to these questions and the entire interview at the PRSA Puget Sound website.

[Back to top](#)

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## PRSA Promotions:

### Spring Graduates Promotion for New Professionals

New Public Relations Student Society of America (PRSSA) graduates or those with less than 3yrs PR experience will receive a free 1-yr New Professionals Section membership when you join PRSA as an Associate member. More details are available here: <http://www.prsa.org/new-professionals-section/>. Please note that Chapter and other Section dues are additional. It is not available for regular, current or renewing members.

### PRSA Webinar Offer - The Learning Process Never Stops

Just because you are out of school doesn't mean the learning process is over. Some might say it has only just begun! One of the biggest challenges communication and public relations professionals face is making time for learning on a consistent basis once their career is in full swing.

PRSA understands the importance of learning and offers more than 90 on-demand webinars that members can access 24/7 for free. We would like for you to experience what 21,000 of your peers have regular access to, by offering you a FREE webinar (a \$200 value). [Click here](#) to view our extensive list of webinars and use the code **TRYPRSA17** to watch your choice of webinar free of charge.

After you have watched the webinar, we encourage you to join PRSA which will give you access to ALL of these webinars, with new webinars being added monthly. If you join\* PRSA by May 31, 2017, we will waive the initiation fee (a \$65 value) when you use the promo code **JOINPRSA17**. Join now:

<https://apps.prsa.org/JoinUs/membershipApplication>

\*Please note that this offer is not valid for regular, current members or renewing members. Refer to <https://www.prsa.org/membership/membership-categories> for details. Chapter and other Section dues are an

additional fee.

**Back to top**

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## So Many Ways to Participate

### Volunteer for the PRSA Puget Sound YoPro Committee

Looking for a way to give back and help shape the future of the PR Industry? Join the PRSA Puget Sound YoPro committee. This group helps organize and plan quarterly events for young professionals in the Seattle area. Past events have been held at Edelman, Fearey, Safeco, and a number of other locations throughout the region. The committee offers the opportunity to connect with different businesses and leaders in the Puget Sound area. Past volunteers have helped search and secure venues, develop programming, and execute marketing strategies to attract attendees.

If you're interested in joining or have questions, please contact Joshua Holland ([jholland218@gmail.com](mailto:jholland218@gmail.com)), YoPro committee lead.

### Support the Scholarship Fund

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

**Donate here!**

### Take Advantage of PRSA Jobcenter

PRSA Jobcenter is a targeted source of public relations, communications and integrated marketing communications jobs, for job seekers and employers alike.

Job seekers have access to more than 2,000 jobs in the communications industry.

As an employer, whether you are posting jobs for PR, community relations, corporate communications, public affairs or health communications; PRSA Jobcenter connects you to a niche market with more than 83,000 potential employees, including 22,000 PRSA members and nearly 12,000 PRSSA students.

Start using the PRSA Jobcenter now: <http://jobs.prsa.org/>.

**Back to top**

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## Welcome New PRSA Puget Sound Chapter Members.

### Joining in March:

#### New Members

- Arden Ainley - Skagit Valley College
- Trevor Durham - Washington State University Foundation
- Julie Fisher
- Devin Johnson
- Ian Klei - Bechtel National, Inc.
- Larissa Sapegin Long
- Meredith Brownsey McNamee - WSDOT
- Tom Murphy - Microsoft Services
- Jennae Numo
- George Arthur White - Goodwill of the Olympics & Rainier Region

#### Renewing Members

- Bridget R. Baeth - JayRay
- James Canning - Gallatin Public Affairs
- Grace Carlson, APR - Carlson Studio Marketing
- Ty Cordova - State Farm Insurance
- Jessica Dally - Dental Health Services
- Jillian Evona Henze - Washington Hospitality Association
- Kristi Herriott - Firmani + Associates Inc.

- Flavia Garcia Hulsey - Regional Health Command Pacific
- Daniel Mason Losk
- Toby S. Nelson, APR
- Jennifer Olegario - Washington State Bar Association
- Shannon Nicole Parthemer, APR - Lake Washington School District
- Joe A. Rothrock, APR - Virginia Mason Medical Center
- Elizabeth M. Satterthwaite - Engage Northwest LLC
- De-Arnnie Schmidt - Amazon
- Timothy J. Smith, APR - Edelman
- Sarah Anne Stall - University of Puget Sound
- Jaclyn Rae Welsh
- BJ Whitman, APR, Fellow PRSA - BJW Public Relations

**[Back to top](#)**

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

Please submit articles for consideration to **Fernando Costantino**.