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@PRSAPUGETSOUND NEWSFLASH

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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

Content:

Nominate a PR Professional of the Year by December 31

- Who do you know that has excelled as a PR Pro in the past year?

- Which colleague sets an excellent example of involvement and ethical practice that is a model for the profession?
- Do you know someone who deserves to be honored as the PRSA Puget Sound PR Professional of the Year?

Is that person you?

The PR Professional of the Year Award recognizes a Puget Sound area PR professional who has best demonstrated professionalism, innovation and involvement in the field of public relations within the past year (2017). The award is open to PRSA chapter members and non-members alike. Nominations can be submitted by any PRSA Puget Sound chapter member on behalf of another member or non-member. Self-nominations are also encouraged.

Evaluation

While heavily weighted toward a nominee's professional accomplishments, the evaluation will also consider how the individual demonstrated a commitment to integrity and ethical practice in his or her work and contributed to advancing the PR profession through community involvement or other service. The majority of a nominee's accomplishments submitted for consideration should have occurred during the past year.

Selection

A judging committee of chapter members and board members will select a winner from among the nominees. The award will be presented at the Totem Awards Celebration Event in March 2018.

To Nominate a Candidate

Complete the nomination form available at <http://www.prsapugetsound.org/Page.aspx?nid=108>
Submit to Karla Slate, APR at kslate@covingtonwa.gov.

Deadline

All nominations must be received by **December 31, 2017**.

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PRSA Puget Sound 60th Anniversary Gala & 2017 Annual Meeting

By: Jill Christensen, Chapter President, Public Relations Student Society of America (PRSSA) University of Washington

Last month at the PRSA Puget Sound 60th Anniversary Gala and 2017 Annual Meeting, we were all reminded that as public relations practitioners we are first and foremost storytellers – and we have the opportunity to choose which stories we tell. Keynote speaker and contributing opinion writer for The New York Times Lindy West delighted us with her witty humor and insightful message about the role of media and communications in the era of fake news. According to West, not only do we have a responsibility to protect the truth, but as storytellers, we have the opportunity to choose which voices we want to be heard.

In addition to West's motivational message, we had the opportunity to celebrate 60 years of public relations in the Puget Sound, and recognize influential members who have demonstrated outstanding achievements in our industry. Our hearts were touched as Peg Witham was honored posthumously with the Hugh Smith Community Service Award for her incredible work on behalf of nonprofits and steadfast commitment to helping others. We also had the pleasure of recognizing David Syferd with the Jay Rockey Lifetime Achievement Award for his exceptional accomplishments and dedication to the profession.

The event wrapped up with the announcement of our newly elected executive leadership team and exciting plans for the coming year. At the end of the day, we were reminded of the tight-knit community that PRSA creates, and left feeling inspired by Lindy West's mandate to tell the stories we believe need to be told.



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Seattle Hosts 2018 PRSA North Pacific District Conference April 22-24

The Puget Sound chapter will host the 2018 North Pacific District Conference April 22-24. It's the first time since 2005 the conference has come to the Puget Sound and the event brings opportunities to learn, save, share and give.

Learn

This year's conference will focus on game-changing concepts, strategies and leaders in our fast-changing industry, allowing you to advance your career to the next level. Keynotes and speakers will share fascinating perspectives on the past, with a look to the future, including:

- Microsoft Communications VP Frank X. Shaw
- Former White House Press Secretary & Seattle University Communications VP Scott McLellan
- PATH Chief Marketing & Communications Officer Carla Sandine
- Author, NYTimes and Forbes contributor and Webby award winning 'Indexed' blogger Jessica Hagy

You'll learn from industry leaders who are transforming their organizations and redefining how we think about the world around us. Explore the latest trends and tools to help you stay ahead of change, and develop your

professional agility.

Save

Early Bird registration closes Dec. 31. PRSA members pay just \$249 with early registration; non-members pay \$349. Rates increase Jan. 1.

Need support to convince the boss-see our **Business Case for Attending**

Share

Have a successful strategy or case study to share? Know insight on a trending topic? Lead a breakout session! **The Call for Speakers** is now open, but closes Dec. 31.

Give

As the host chapter, what better way to network than to volunteer to ensure attendees receive a warm welcome? Contact Conference Chair Jacque Coe, APR at thecoecs@msn.com.

#PRSAGameChangers

<http://prsanorthpacificdistrict.org/conference>



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Give Us Feedback on the PRSA Puget Sound Chapter

As we close our 60th year of PRSA in the Puget Sound, we are already looking to the next 60. Before we kick off 2018, we want to know what is important to our community.

Please click [here](#) to take our survey by December 22 and let you know your thoughts. It should take approximately 15 minutes and your feedback is invaluable to us as we plan for the upcoming year.

As a thank you, everyone who completes the survey will be entered into a drawing win one of 10 \$25 Starbucks Gift Cards.

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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), 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/>.

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PRSA New and Renewing Members - November

New Members

- Jennifer Capps - Chief Development Officer, Mason General Hospital
- Ian Edward Carver
- Brenda Collons - VP, Director of Strategic Communication & Public Relations, Hydrogen Advertising
- Hsuan Yuan Huang - Professor, Seattle University
- Lisa L. Jones
- Greg Magnoni - President, Magnoni Communications Services
- Derek K. Scheips - Clinical Assistant Professor, Edward R. Murrow College of Communication
- Joleen Zanuzoski - Public Relations Director, GreenRubino
- Derek Wing - Communications Manager, PEMCO Insurance

Renewing Members

- Lisa Copeland - Communications Manager, Washington Department of Ecology
- Liberty-Anne Johnson
- Andrea Long - President & Founder, Thistle Strategies LLC
- Annette Bagley - Director, Marketing, Bellingham WhatcomCounty Tourism
- Imelda Dulcich - Imelda Dulcich PR & Social Media
- Marla A. Ellis - Regional Communications Director, March of Dimes
- Brendan M. Hughes - Account Manager, Firmani + Associates
- Edith M. Jeffers - Communications and Community Relations Manager, Tacoma-Pierce County Health Department
- Tom Layson - President, New Media Solutions
- Angee Linsey - President/Executive Search, Linsey Careers
- Lois D. Maag - Commun Mgr, Dep't of Neighborhoods, City of Seattle
- Mark W. Swart, Jr.
- John Allen yeager - Director, Marketing, Bellingham Whatcom County Tourism

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

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