



- [About](#)
- [Events and Programs](#)
- [Students](#)
- [News](#)
- [Awards](#)
- [Sponsorship](#)
- [APR](#)

Newsflash Archive

## January 2017 Newsflash

### Table of Contents

- **February 1: South Sound Group Program - "When Crises Collide"**
- **February 15: PR Gives Back - 2017 Winter Edition**
- **Nominations Being Accepted for PR Professional of the Year (Deadline February 5)**
- **March 7: Join Your Community at the Totem Awards Celebration**
- **Volunteer for the PRSA Puget Sound YoPro Committee**
- **Take Advantage of PRSA Jobcenter (2,000+ openings)**

### What's Coming up:

#### PRSA South Sound

#### When Crises Collide - The similarities and differences on handling PR crisis from a public and private perspective

Date: Wednesday, February 1, 2017

Time: 11:30 a.m. Registration, Noon - 1 p.m. Program

Location: Thurston Community Media/Thurston Community Television  
440 Yauger Way SW Suite C  
Olympia, WA 98502

Handling a crisis does not take a "one size fits all" approach. Each crisis is unique. And while there are some similarities when handling a crisis, there are also differences, especially when the organization is public, like a government agency, or a private organization or corporation. Different rules apply.

Our speakers will include:

- **Libby Catalinich, APR** - Libby Catalinich is the director of communication at Pierce County. In her role she is accountable for internal and external communication for all three branches of the County government (executive, legislative and judicial). She reports to the County Executive and the County Council. She joined Pierce County from JayRay, a public relations, advertising and branding company based in Tacoma, where she was a senior advisor. Previously, Libby was with REI, as the director of corporate communications for the nation's leading outdoor retailer. She was responsible for the teams that manage employee communications, issue management, executive communications, public relations, product publicity, corporate events and media relations. Catalinich serves on the PRSA Puget Sound Chapter Board of Directors and is a member of Rotary #8.
- **Joe Jimenez, APR** - Joe Jimenez has three decades in public relations which include serving in lead communication positions at the Defense Department's National Center for Telehealth and Technology,

JBLM's Public Affairs Office, Washington State Department of Health, Washington National Guard, and the Federal Emergency Management Agency. He has also been communications counsel for national labor, environmental, and technology organizations. He's a retired Army lieutenant colonel with combat service in Vietnam and a retired federal civil service public affairs officer.

This meeting will be free and open to all. It will be a brown bag event. Please bring a lunch, if you'd like. No reservations necessary.

If you'd like more information about the benefits of PRSA membership and how to apply, please check out Puget Sound PRSA's website. If you have additional questions, please contact South Sound Group Chair Victoria Lane, at [victorialane03@gmail.com](mailto:victorialane03@gmail.com) or (317) 250-3154.

**Back to top**

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## **PR Gives Back - 2017 Winter Edition**

### **PR Gives Back is coming to Seattle February 15!**

Date: Wednesday, February 15, 2017

Time: 8:00 a.m. - 11:30 a.m.

This **FREE event** connects PR and marketing professionals with nonprofit organizations. During the event PR and marketing professionals in small groups work together with representatives from nonprofit organizations to discuss specific communication questions and potential solutions. Enabling participating nonprofits to walk away from the event with actionable suggestions.

PR Gives Back is a two-hour commitment and participation in it qualifies for public service maintenance points for PRSA APRs.

You do not have to be a PRSA member to participate.

To sign up and learn more, follow the link below:

<https://www.eventbrite.com/e/pr-gives-back-to-nonprofits-tickets-31132655611>

If you have any questions, please email Joshua Holland at [jholland218@gmail.com](mailto:jholland218@gmail.com).

**Back to top**

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## **Nominations Being Accepted for PR Professional of the Year**



Do you know a PR professional that has made significant contributions to the public relations profession and community? Nominations for the 2016 PR Professional of the Year Award are now being accepted. More details and a **nomination form is available here**. Nominations are due by February 5 and the winner will be recognized at the Totem Awards Celebration on March 7 (please see more details about the Awards Celebration below).

[Back to top](#)

## Totem Awards Celebration - Join Us to Honor the Best!



Date: Tuesday, March 7, 2017  
Networking/Cocktail Hour 5:30 p.m.  
Dinner 6:30 p.m.  
Awards 7 p.m.

Location: Georgetown Ballroom  
5623 Airport Way S  
Seattle 98018

Don't miss the annual Totem Awards Celebration - honoring the best in PR in the Puget Sound!

Join us as we shine a light on the PR gems of the Puget Sound! The Totem Awards honor the best PR programs and tactics executed over the past year. In addition to Totem Awards and Certificates of Excellence honoring the programs and tactics, we will also award the PR Professional of the Year Award (nomination period open until Feb. 5) and the Young PR Professional of the Year Award (based on winning submissions).

You need not be a Totem Award winner to attend! Join us to cheer on our fellow colleagues, network and mingle, and enjoy a delicious dinner!

Price: PRSA members \$100 | Non-members \$125 | Students \$75  
Registration: [Register online](#) or call the PRSA office at 206-623-8632.  
Meal Choices: Sicilian Gnocchi (vegetarian)  
Pan Seared Halibut or  
Braised Beef Short Ribs



[Back to top](#)

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### 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**, YoPro committee lead.

[Back to top](#)

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

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