



Newsflash Archive

July 2017 Newsflash

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

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[Meet Derek Wing - Hugh Smith Award Recipient 2015 Communications Manager and Superhero](#)



Do you know a Superhero? Chances are, you do.

Nominations for the Hugh Smith Community Service Award are closing soon, and Puget Sound PRSA is asking you to nominate a superhero—a communicator who volunteers their professional talents to benefit their community. For more details on the Award and to download a nomination form [please click here](#).

Derek Wing says communications people often forget how unique our talents are because we're surrounded by other communication colleagues with similar talents. "But we have a unique ability to get a message across to the masses," Derek says. "On a smaller level, it's like having a super power...that others don't have." By using our talents to perform work for a non-profit partner, Wing offers, "It's our way of using that super power for good."



A past Hugh Smith Community Service Award recipient, Derek has a lot of experience using his super power to help others. He sees community service as helping people that-in a unique way-can't help themselves. "One of the things I like and am proud of in the Hugh Smith Community Service Award is that it's the perfect mix of personal and professional," he says. "Often PR professionals use their talents for business purposes, but don't get to do things for community service. There's a special level of satisfaction when you help out your community that's different from your work on the average media pitch for your employer."

A Communications Manager for PEMCO by day, Derek used his super powers to help the Asian Counseling and Referral Service (ACRS). He stepped up to serve on the Board of Directors-advising ACRS on media relations and communications, and emceed several fundraising events. But when a local media outlet pursued a news story which threatened to tarnish the image of the organization, Derek used his skills to interact with the press outlet. As a result, the story became a non-issue, a scandal was averted, and Derek became an important hero to ACRS.

Know a PR Superhero? Nominations for the Hugh Smith Award are closing fast and you can nominate someone with a fast and easy click. **Nominations are on the Puget Sound PRSA website** and are due August 1. Nominees do not need to be a PRSA member. This year's recipient will be acknowledged at **PRSA's Annual Meeting & 60th Anniversary Gala** in October, and add a new title to their resume; Superhero. Questions? Contact Jacque Coe, APR at thecoecs@msn.com or 425-351-0082.

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2017 PRSA Puget Sound Chapter Scholarship Recipients Selected

PRSA Puget Sound has awarded two \$2,500 scholarships to Washington state communications students. Catherine McCool, a University of Washington senior, and Samantha Chapman, a Washington State University junior, were the top scholarship applicants receiving grants for the 2017-2018 academic year. Your support of PRSA scholarships makes a huge difference in students' lives. Make a contribution to the PRSA Puget Sound scholarship fund and support future public relations practitioners. [Donate here!](#)



"I am so honored. This means the world to me, and really shows me that my work is paying off."

Samantha Chapman



"I'm absolutely honored to have been chosen for this scholarship. I am looking forward to continuing my studies in PR and entering the field after I graduate."

Catherine McCool

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Call for nominations for the Hugh Smith Community Service Award

Know an outstanding PR professional in the Puget Sound region who gives their time and expertise to important community issues and/or nonprofit causes? Let's recognize their efforts! Nominations are now open for the **2017 Hugh Smith Community Service Award** that recognizes an exceptional professional who gives talent and time toward making a difference. *Nominees do not have to be members of PRSA.* You will find the easy nomination form [here](#).

This year's recipient will be acknowledged at our **PRSA's Annual Meeting & 60th Anniversary Gala** in October.

Please take the time to nominate an individual you find deserving of this honor by filling out the **online nomination form**. Nominations are due no later than August 1, 2017.

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APR Q&A: Getting to Know Tim Smith, APR, Executive Vice President and Group Head, Corporate & Public Affairs, Edelman, and President of the PRSA Puget Sound Chapter



Tim Smith's long and distinguished PR career started with the US Information Agency and then at the US Embassy in Moscow as part of the Press & Culture Section. Today he leads a team of about 30 professionals and helps clients navigate a growingly complex communications landscape. What value has the APR brought him? What are the best resources PR pros must check out? **Read the answers and many more insights here.**

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PRSA Summer Promotion:

Join PRSA now and take advantage of our Summer Promotion. New members receive a free 1-yr Section membership (up to \$60) when you join PRSA National as a Regular member (\$255 annual dues +\$65 initiation fee). If joining Counselors Academy, dues are \$100 (\$95 discount).

Please note that Chapter dues are additional. This is not available for Associate member types (\$200 or less annual dues) and current/renewing members. Please refer to <http://www.prsa.org/joinus/howtojoin> for details.

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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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Welcome New PRSA Puget Sound Chapter Members (Joining in June):

Renewing Members

- Mary Deming Barber, APR, Fellow PRSA, The Barber Group, Inc.
- Kelly W. Bray, APR, Team Soapbox
- Jaimie Carde, Projectline Services
- Kate Taylor Devaney, Lighthouse eDiscovery
- Colin Downey, American Red Cross
- Claude Iosso, APR, City of Bellevue, Washington
- Steven Y.H. Kam
- Karen Kirby, Bloodworks Northwest
- Jacqueline Marie Koch, Red Cross
- Dean R. Owen, Institute for Health Metrics and Evaluation
- Paul E. Pitre, Washington State University North Puget Sound at Everett
- Patti Spencer, Spencer Communications
- Michael Wark, University of Washington Tacoma
- Emily Willeman

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

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