



Newsflash Archive

## May-June 2017 Newsflash

### Table of Contents

- **Upcoming Event: South Sound Group Program "2015 US Open - Case Study," June 8th**
- **Call for nominations for the Hugh Smith Community Service Award**
- **Takeaways from PRSA Puget Sound's Jumpstart at Edelman, by Lauren Macalalad**
- **PRSA Summer Promotion**
- **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**
- **Obituary: Remembering Dan McConnell, a Northwest PR Icon**

### 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**

### Upcoming Events:

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#### **South Sound Group Program: "2015 US Open - Case Study"** **June 8, 2017**

The 2015 US Open took place at Chambers Bay in University Place, Washington. Hunter George was the Director of Communications for Pierce County at the time and will discuss the strategy and tactics of the media effort for the Open. Hunter will be joined by the current Director of Communications for Pierce County, Libby Catalinich, who will discuss the outcomes of the Open as well as the after effects felt by the Chambers Bay Golf Course.

Hunter is a communications veteran of more than 25 years. For 19 years, Hunter was a political reporter and editor for The Associated Press and The News Tribune. In 2009, Hunter went to work for Pierce County as the Director of Communications. And in 2015, Hunter moved to Metro Parks Tacoma, where he manages public affairs.

Libby is the Director of Communications for Pierce County. In her role, she is accountable for internal and external communication to all three branches of the County government. She joined the county with experience from JayRay as a Senior Advisor, REI as Director of Corporate Communications, and Washington Mutual as Senior Vice President, Public Relations.

The **South Sound Group** meets at 8 a.m. -- doors open early for networking -- for the one-hour programs in the first floor boardroom 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 Victoria Lane at least 48 hours in advance of the meeting.

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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### 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 outstanding 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](#).

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.

**Back to top**

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### Takeaways from PRSA Puget Sound's Jumpstart at Edelman

Lauren Macalalad, a PR Intern, participated in the PRSA Puget Sound's annual Jumpstart, a one-day event that brings together current PR professionals and aspiring PR professional. Lauren wrote a blog about her experience, [please read it here](#).

**Back to top**

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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.*

**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 April and May):

### New Members

- Cassandra Hoch - Account Executive, Quinn Thomas - Seattle, WA
- Benjamin John King - Centralia, WA
- Michael Lang - Tumwater, WA
- Sara Montgomery - Manager, Public Relations, PeopleConnect - Seattle, WA
- Susanne Orton - Portland, OR
- Emily Persky - Olympia, WA
- Sondra Santos - Everett, WA
- Amanda Whitver - PR Counselor, Kiterocket Duo PR - Seattle, WA
- Claire Wilkerson - Communications Specialist, Gesa Credit Union - Richland, WA

### Renewing Members

- Emily Lynn DuPlessis - Lecturer, Central Washington Univer - Ellensburg, WA
- Alicia Lawver, APR - Tacoma, WA
- Wendy K. Ferrell, APR - Federal Way, WA
- Curt Fonger - CurtFongerVoice.com - edmonds, WA
- Kelsey Nicole Lamon - Cooperstown, NY
- Betsy McFeely - Community Relations Director, Seattle Goodwill - Seattle, WA
- Todd A. Nelson - Communications Manager, Waste Treatment Completion Company - Richland, WA
- Jessica Sullivan - Captain, King County Sheriff's Office - Puyallup, WA
- Colleen Temple - Director of Marketing & Communications, YMCA of Snohomish County - Everett, WA
- Nancy Adams Treder - Public Relations Consultant, Nancy Treder communications - Seattle, WA

**Back to top**

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## Obituary: Remembering Dan McConnell, a Northwest PR Icon

We'd all love to have the kind of impact with our lives that Dan McConnell has. Dan has been known as a local public relations (PR) icon in Seattle; a Northwest PR strategist whose career spanned adventures in sports, politics, and entertainment, to journalism and international business. Dan used his career to give back as well. President and CEO of DM CPR, Dan passed away recently, and the local PR community is in sadness, but reflecting on his amazing career.

After starting out as a White House intern while still in college at Indiana University, Dan worked on Capitol Hill as a legislative liaison, drafting legislation for the likes of Senators Robert F. and Edward M. Kennedy. He then took his turn as a newspaper and TV journalist, winning praise for his introspective writing about his close friend and former college classmate Bill Harris, one of the kidnapers of heiress Patty Hearst.

After a stint in network-affiliate newsrooms alongside cub reporter Jane Pauley and weatherman David Letterman, he served as a field artillery officer during the Vietnam War, doing top-secret weapons development and testing for jungle warfare. After the military, Dan joined the Cummins Engine Company as the corporate executive responsible for global PR.

Dan decided to go out on his own, and grew his communications consulting firm into one of the top three independents in the Pacific Northwest. A pioneer in extreme sports public relations, Dan brought prominence to the famed Iditarod Sled Dog Race and helped his friend, Sir Edmund Hillary, celebrate the 50th Anniversary of the first human conquest of Mount Everest. His adventures in PR included work with the World Wrestling Federation, six Olympics, Cirque du Soleil, world-class sailing and motor cross. His involvement with the Sochi Olympics was Dan's 10th assignment, working both Summer and Winter Olympic Games.

Dan's work in adventure sports is unparalleled, having promoted more than 150 expeditions, literally to the ends of the earth. He reached Everest Base Camp #2 with famed mountaineer Lou Whitaker as the PR director for the expedition's support team. "With Dan's help and the team, we were lucky to break the restrictions of China as the first Americans to go into the boundaries of Everest, Tibet and the City of Lhasa; about 10,000 feet on the North side of Everest. Dan, myself and others were some of the first white people allowed into the Tibetan monasteries. Whitaker adds, "It was a party at basecamp, and I recall memories of Dan breakdancing for the Tibetan liaison officers and yak drivers. Dan set the standard for media coverage of extreme outdoor endeavors-from solo around-the-world sailing, to climbs of unknown Himalayan peaks and solo treks to the North and South Poles.

"I was always amazed at how well known and well regarded he was among a wide range of individual sports people. He knew how to climb a mountain like Everest, or sail at a world class level even though he wasn't considered an athlete himself," recalls Dave Syferd, formerly of Elgin Syferd. "He really knew what it took for someone to make a simple statement like climbing Everest, and knew how to present that story for journalists so he always was successful for his clients."

Dan's consulting firm was purchased by Madison Avenue ad-giant DDB and for nearly 20 years, he provided communications strategies through the company's integrated support system that links more than 200 offices in 100 countries. During his tenure there, Dan led a host of award-winning teams on premium accounts such as Citibank, Weyerhaeuser, Microsoft, McDonald's, Holland America Line, Cirque du Soleil and the America's Cup and Whitbread sailing races before again going out on his own.

At DMCP, Dan specialized in developing communications strategies, solving crisis communications problems and storytelling for a small group of clients worldwide. His media strategy around a contentious musicians' strike during the high profile opening of Disney's Beauty and the Beast at the Fifth Avenue Theater was a case study in issues management. Dan was also among the first to use the worldwide web to distribute news about his clients globally and helped develop the first website for international sporting events.

Dan counseled scores of national and international companies and organizations, sports and media stars, two Presidents and the Dalai Lama. "His depth of experience was amazing. There was hardly a scenario he hadn't been through," says Dave Mandapat, Director of Public Relations for the Space Needle who worked with Dan for over 18 years to promote the Needle and Chihuly Garden of Glass. "He knew everybody, so when we had a had a story to tell and needed to reach out to NY or elsewhere-he knew who to call both nationally and internationally." His crisis communications programs have been recognized around the world and his relationships with the global news media have made him a sought-after media coach and trainer. Dan received the University of Washington's Excellence in Teaching Award for his work as a founding advisory board member and long-time instructor in the university's award-winning Public Relations and Strategic Communications Certificate Program.

But Dan was also extremely generous with his time. Marketing master Ron Elgin commented that Dan made an impact in more than just the PR practice at Elgin Syferd DDB. "He was a beloved icon to our team and always had a positive personality. He had this natural born teaching and mentoring quality. Dan always had time to sit down to mentor people." Beyond work, Dan served on the boards of Pacific Science Center, Fifth Avenue Theater, the Seattle Library Foundation, Seattle Community College, Western Washington University Foundation and mentor at Seattle University.

Cheri Brennan, APR of Alliance Communications knew Dan for many years. "Dan is remembered not only for his award-winning campaigns, but also for his generosity in giving back to his profession and our community, whether as a mentor, a teacher, a benefactor or in countless other ways," she says. Dan was a member of PRSA for 45 years and was honored by the Puget Sound chapter in 2006 with the Jay Rockey Lifetime Achievement Award.

Dan is survived by his wife of 47 years, Jane, as well as numerous family members. An endowment has been established at the University of Washington to honor Dan McConnell-benefitting the Communications Department where he taught many students. A celebration of Dan's life will be held Thursday, June 29th at 6:30 pm at Chihuly Garden and Glass. In lieu of flowers, donations to the endowment to honor Dan's legacy can be made at <http://giving.uw.edu/mcconnell>.

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

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

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

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