



Las Vegas Valley Chapter

Newsletter – February 2009

YoPRO Group's First Mixer

Kick-off mixer at RA Sushi Feb. 24

Want to get together with other young PR professionals from Las Vegas? Have on-the-job questions and challenges that you want to bounce off your peers? The Public Relations Society of America Las Vegas Chapter is proud to announce Vegas PRSA YoPROs, a new group within the chapter designed for recent graduates and students with less than five years of experience and professionals new to the public relations industry.

Developed to assist up-and-coming public relations professionals to excel in their careers, Vegas PRSA YoPROs, connects them with professional colleagues and industry peers through dedicated programming, continuing education events, professional support systems and social networking opportunities – all at an affordable cost.

"The aim of Vegas PRSA YoPROs is to provide young professionals living in Las Vegas and working in public relations with a series of networking opportunities designed to prepare them for success, while strengthening the profession in the process," said Diane Gibes, PRSA-LVVC president. "Networking and professional development workshops provide a great opportunity for young professionals to learn from other experiences, share knowledge and build relationships."

Programming for Vegas PRSA YoPROs includes regular socials providing a relaxed environment at a different hot spot in Las Vegas; brown bag development workshops where young professionals meet with senior practitioners to discuss questions and concerns and education events such as teleseminars and workshops.

The group will host its first mixer on Tuesday, Feb. 24 at hot spot RA Sushi from 5-7 p.m. Complimentary appetizers and sushi will be provided and happy hour prices for drinks will be available. The event is free for PRSA members and non-members and space is limited. To RSVP for the mixer or to receive more information on Vegas PRSA YoPROs, contact Rina Foster at 702.254.5704, rina@preferredpublicrelations.com.
[RSVP Online](#).

Coalition Building – Organize, Educate, and Motivate Champions for your Cause

Chapter Luncheon February 27th

Support from opinion leaders and community groups are an important component of affecting positive change within the social and legal framework of our society.

Terry Murphy, president of Strategic Solutions, will cover the basics of coalition building, considerations for different publics, how to approach and communicate with different groups, what works and what doesn't, and real-world examples from her experience including the room tax issue, downtown matters, and some successful public outreach projects.



Learn to identify and mobilize industries and interest groups with common agendas to make positive change within your area of interest. From organizing opinion leaders and volunteers, to educating publics on the issues, and to taking legislative action, your organization can work to locate community groups who may share your view and engage them to join you in acting on your mutual behalf.

Terry Murphy is a public policy expert in Southern Nevada. President of Strategic Solutions since 1997, Murphy has served as an advisor to a variety of executives, public officials, businesses and public agencies on public policy, strategic planning and business development issues.

The luncheon will be held Friday, February 27th, at our new venue:
Cili Restaurant at Bali Hai Golf Course
5160 Las Vegas Blvd. S.
[More Info](#) | [RSVP](#)



This luncheon seminar is sponsored by B&P Advertising, Media, & Public Relations. B&P was founded in January 2001 and was born from the collective experience of the partners and a very specific philosophy. We believe (1) partners should always be hands-on with every client; (2) a truly effective firm will provide an arsenal of communications – from advertising, public relations and governmental affairs to media, brand management and research – and fully integrate them into one strategic war chest; and (3) the overriding objective should be stellar client service.

The agency has steadily built from resort casino clients to create a well-rounded roster covering categories including health care, education, transportation, charitable organizations, banking, law, entertainment and real estate. Visit B&P online at bpadlv.com.

Calling All APRs

Spring APR Breakfast March 4

It's a new year and we've got four new APRs in the fold and more on the way (we hope thanks to our recent information night). All accredited PRSA members are invited to join us for breakfast where we'll discuss the impact of the economy on our industry, both nationally and locally, as well as plans for this year's APR program.

We're changing our location this time to accommodate our folks on the west side. So be sure to join us at Angel Park on 8-9:30 a.m. Wed., Mar. 4, 2009. We're even bringing the cost down with a select menu for attendees to choose from which will include coffee or juice for \$15 per person.

APRs should [register online](#) by Fri., February 27.

Spring Getaway – Western District Conference

April 22-24 in Newport Beach

Mark your calendars for April 22-24, 2009 for PRSA's Western District Conference in beautiful Newport Beach, CA. This year we'll be hosted by the Orange County chapter, which has promised a stellar program of speakers, appropriately themed "Making Waves". Watch for more information in the coming weeks. If you're interested in being a presenter or sponsoring this year's event, please contact Nancy Syzdek, APR, Western District Chair-elect, (nancy.syzdek@jt3.com or 702-492-2129) for more information. [Western District website](#)

Bootcamp

Social media expert draws a crowd



Online communications authority Shel Holtz addressed PRSA Las Vegas' Social Media Bootcamp held on February 5 at St. Rose Dominican Hospital's San Martin campus.

Holtz provided the 70 seminar participants with an in-depth review of social media tools including Twitter, ning.com and Digg. He used a number of case studies to illustrate how public relations practitioners can effectively use these tools, both for their clients and themselves.

Learn more about Shel and his insights into social media at www.holtz.com. Special thanks to event sponsors St. Rose Dominican Hospitals, Las Vegas Entertainment Productions and Boyd Gaming

Photo by Mary Ann Price

Calling All Volunteers

Get involved with your chapter

The membership committee welcomes new Job Bank Chair Amy Maier this month. Amy is working hard to make the PRSA Las Vegas job bank even more valuable for job seekers and recruiters. Look for new features and functionalities in the PRSA job bank soon!

There are many rewarding volunteer opportunities with PRSA –LVVC! See [Committees](#) on the web site and fill out the contact form to have a board member get in touch with you. The chapter especially needs help on the Publicity and Blog/Newsletter committees.

Free Chapter Dues for New Members!

Part of a national promotion

Now through March 31, PRSA will pay local membership dues with all new national members that join during that time. Refer a new member or join at <http://www.prsa.org/membership/freechapter.html>. Use the promotion code **CHAP2009** to get the local membership discount.

[PRSA Las Vegas Web Site](#) | [Blog](#) | [PRSA National](#)