



## Vegas PR News

Volume 4, Issue 1  
January 26, 2007

[prsalasvegas.com](http://prsalasvegas.com)

### In This Issue...

☐ Give Back To PRSA

☐ APR Gains Recognition

☐ Job Bank "Job Of The Month"

☐ New Members

☐ Help PRSA Advance The Profession And The Professional

☐ Support Student Volunteers

☐ The President's Report

### Give Back To PRSA – Join A Chapter Committee!

If you've ever wondered how you can make the most of your PRSA membership, and give a little something back to your local Chapter, then you may want to consider joining one (or more!) of the Las Vegas Valley Chapter's several committees.

The Chapter has several committees providing a range of opportunities for members, all geared toward offering even more member benefits to us all. These committees include the Pinnacle Awards (chaired by Sonya Ruffin, APR, [sruffin@bbbsn.org](mailto:sruffin@bbbsn.org)), Luncheon Seminars (Lori Bachand, APR, [lori.bachand@unlv.edu](mailto:lori.bachand@unlv.edu)), Finance (Amy Brooks, [amy.brooks@unlv.edu](mailto:amy.brooks@unlv.edu)), Professional Development (Diane Lancaster-Gibes, [dgebies@kkbrf.com](mailto:dgebies@kkbrf.com)), Membership (Shaun Sewell, [shaun.sewell@unlv.edu](mailto:shaun.sewell@unlv.edu)), and Professional Organizations Liaison (Tom Bradley Jr., [tom.bradley@lvwd.com](mailto:tom.bradley@lvwd.com)). Complete committee descriptions are available on our Web site, [www.prsalasvegas.com](http://www.prsalasvegas.com)

### APR Gains Recognition

In the January 5 – 11, 2007 issue of In Business Las Vegas, Phoebe Sweet, staff writer specializing in Banking and Marketing spoke about PR professionals and how they see the APR exam as a rite of passage. You can read the article in it entirety by clicking on the following URL link:

<http://www.inbusinesslasvegas.com/2007/01/05/banking.html>

### Job Bank "Job Of The Month"

Regional Transportation Commission of SNV

Public Information Specialist

Salary from \$33,155.20 to \$51,396.80

Apply on-line at [www.rtcsnv.com](http://www.rtcsnv.com) and click on the Employment Opportunities link for more details.

Confers with departmental staff to obtain information and materials for the production of written and graphic materials to inform the public and support departmental activities and functions. Researches information from departmental sources, including conducting interviews and reviewing files and other written documentation. Writes and edits news releases, feature articles, speeches, broadcast presentations, brochures, annual reports, newsletters, public service announcements and similar materials for newspapers, magazines, broadcast media and internal and external distribution. May provide information directly to various media under specific guidelines; makes presentations to business, community and other groups to present information and answer questions. More information is available online or by emailing: [recruitment@rtcsnv.com](mailto:recruitment@rtcsnv.com).

### New Members

#### Welcome to PRSA—Las Vegas Valley Chapter

The Las Vegas Chapter of PRSA is pleased to welcome the following new members:

##### Indu Fairbanks

Public Affairs Manager  
Boyd Gaming Corporation

##### Jennifer Lawson

Development Communications Specialist  
UNLV Foundation

##### Danielle Thorsen

Graduate Student

We look forward to seeing each of you during our monthly functions.

For membership information, visit [prsa.org](http://prsa.org) or contact **Shaun Sewell** at [shaun.sewell@unlv.edu](mailto:shaun.sewell@unlv.edu).

## **Help PRSA Advance The Profession And The Professional**

PRSA is seeking members wishing to volunteer their time and expertise on a PRSA national committee, task force or other PRSA group in 2007. Through your generous efforts, you will be helping to build value, demand and global understanding for the public relations profession. You'll meet other professionals from around the country who share your passion for the profession and you'll be recognized as a leader in your field. There are lots of options including the Accreditation Marketing Committee, Diversity Advisory Board, International Conference Committee, and Student Internship Task Force. To see the full list of opportunities and to fill out the Volunteer Sign-Up Form, simply log into the PRSA Web site.

Once your information is received, PRSA will do its best to match you with a leadership opportunity that meets your interests, background, and skills. Please contact Donna Jonas at National Headquarters at or 2007 PRSA National CEO and Board Chair Rhoda Weiss at with any questions.

## **Help The Chapter By Supporting Student Volunteers**

Student volunteers provide much needed and appreciated manpower during the monthly luncheons and Pinnacle Awards in return for a complimentary attendance to the event.

Without their help, the check-in process would be less efficient.

Next time you RSVP for a chapter event, please consider making a \$2.00 donation to help cover the cost of our student workers.

## **The President's Report**

The President's Perspective: A New Year, Another Resolution. By this time, you've probably shaken off the last of the holiday tinsel and packed up your decorations. Many of us spent some quality time over the holidays clearing up old files, sending final client billings out and getting ready for a new year.

A new year brings a fresh start and a clean slate. New resolutions filled with good intentions fill our heads and often land on our bulletin boards and strategic plans. I'd like to add one more to your list — make the most of your PRSA membership.

When our members fail to renew their dues, we ask them "Why?" More often than not, they tell us that they're not getting as much out of their national and local fees as they had hoped. In many cases, they aren't even aware of what benefits are available to them including:

*Reduced prices for chapter luncheon seminars, professional development events, Pinnacle entry fees, and other chapter events.*

*Free access to many members-only events including mixers and seminars.*

*Free access to the chapter's job bank and PRSA national's Career Tools — an Internet-based product that offers a comprehensive collection of job search and career management resources.*

Free access to resources from PRSA's national organization including PRC Search — a proprietary electronic database of articles and hundreds of award winning case studies from our national awards program — the Silver and Bronze Anvils

*A free daily e-newsletter with links to industry-related stories from across the country (sign up through PRSA national's MemberNet).*

*Exclusive access to the national membership listing on MemberNet to help you network with members in other markets.*

*Mentors from PRSA's College of Fellows, each with 20 plus years experience, that can help guide and advise you throughout your career.*

*A number of professional interest sections and affinity groups including Food and Beverage, Travel and Tourism, Entertainment and Sports, and Technology to plug you into the issues and trends specific to your industry sector.*

*Free subscription to PRSA's quarterly magazine, The Strategist, and monthly tabloid-style newspaper, Tactics, filled*

*with insightful commentary and industry news.*

*Special rates on teleconferencing services, office supplies, air freight and car rentals, plus a members credit card and insurance designed for you and your business.*

All of these great benefits come your way just by writing a check (or paying online).

Personally speaking, the most valuable assets of my membership over the last six years have been the network of colleagues with whom I've built relationships and the opportunities I've had to build my leadership and management skills through committee participation and Board positions. Every year I try to squeeze a little more out of my PRSA dollar and it's been well worth the investment.

I'd encourage you to add PRSA to your New Year's resolutions and get the most out of your membership. I doubt you'll regret it.

Nancy C. Syzdek, APR, President  
PRSA-Las Vegas Valley Chapter  
[president@prsalasvegas.com](mailto:president@prsalasvegas.com)

- Las Vegas Valley Chapter. All Rights Reserved.

**Copyright © 2006 PRSA - Las Vegas Valley Chapter. All rights reserved.**

---