



Vegas PR News

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April 8 - Getting from Idea to Action *Full-day and luncheon options available*

On **April 8**, the PRSA-Las Vegas Valley Chapter will host the PRSA Western District Conference at the Stardust Hotel & Casino. If you are looking for an opportunity to increase your expertise on a wide variety of topics and meet today's public relations opinion leaders at a cost effective price, this is the program for you.

Topics include:

Plenary session

- Diversity is a journey...an ongoing journey – **Bill Imada**, PRSA National Diversity Committee

Choice of:

- Tell us what you really think: How to effectively conduct focus group research – **Dr. Anthony Ferri**, UNLV
- Targeting tomorrow's leaders: Building a comprehensive youth education program – **Lisa Story**, APR, SNWA/LVVWD
- Lessons learned: Communicating in crisis – **Dave Tonelli**, Clark County Health District and **Karen Morales**, APR, T-Rex Project

Plenary session (lunch):

- PR naturally: How the natural foods industry uses education to build a marketplace – **Suzanne Shelton**, The Shelton Group

Choice of:

- How to get more customers who will pay you more money, more often – **Jim Ackerman**, Ascend Marketing, Inc.
- The Thrill of a lifetime: Launching a new thrill ride from 5,000 feet – **Michael Gilmartin**, Stratosphere Las Vegas Casino and **James Woodrow**, Preferred Public Relations & Marketing
- Rebuilding trust in travel: How the airline industry recovered from the 9-11 tragedy – **Elaine Sanchez**, McCarran International Airport

Plenary session:

- When the news isn't good: MGM Mirage responds to the Roy Horn incident – **Alan Feldman**, MGM Mirage and **Dave Kirvin**, Kirvin Doak Communications

Member rates are \$175 from **March 9 to April 4** and \$225 from **April 5 to April 8**. Nonmember rates are \$215 from **March 9 to April 4** and \$225 from **April 5 to April 8**. Sponsorship packages are available for those who are registering more than one person per organization.

For more information or to register, please visit www.prsalasvegas.com/wdc.php.

This event is made possible by the generosity of presenting sponsors Boyd Gaming, PrimeZone Media Network, Sierra Health Services, Inc. and Sprint.

March luncheon: PR in Las Vegas - That's Entertainment!

Las Vegas is the self-proclaimed "Entertainment Capital of the World," and for good reason: from Louis Prima to the Rat Pack to Elvis to Celine and Elton and, yes, Paris Hilton, the town is continually evolving as "the" place for celebrities to see and be seen.

This environment involves a different kind of public relations, as practitioners must know how to plan and stage events revolving around or otherwise involving high-profile celebrities -- and at the same time, handle myriad media from around the globe who want to report on the goings-on here, for better or worse.

At our **March 25** monthly luncheon, a pair of seasoned entertainment PR pros will share their experiences and provide insights on event planning in a high-profile environment, handling celebrity PR in a hot Las Vegas market, and its impact on the local, national, and international marketplace; and tips for responding to crises involving A-list names.

Our panelists will include:

- **Laura Herlovich**, owner of PR Plus and publicist for such artists as Bon Jovi, Guns 'N Roses, The Who, 'N Sync, Gladys Knight, Danny Gans, George Wallace and Chippendales, as well as the Grammys, Disney, the Utah Jazz and the Hard Rock Hotel and Casino; and
- **Madeleine Weekley**, regional director of public relations and promotions for Harrah's Southern Nevada, where she oversees public relations, casino promotions and marketing strategic alliance programs at Harrah's Las Vegas, the Rio and Laughlin properties.

Each panelist will discuss do's and don'ts and offer brief case studies based on their wealth of experience. We'll follow-up their discussions with a question and answer session. As always, the luncheon will be held at Lawry's The Prime Rib, 4043 Howard Hughes Pkwy. To register on-line, visit the [PRSA-Las Vegas Valley Chapter website](#).

Get involved and make a difference

The PRSA-LVVC has experienced tremendous growth over the last few years. We need dedicated volunteers willing to donate a few hours each month to help put together luncheons, professional development events and other special activities.

There are many ways to contribute to the chapter including helping at the registration table at luncheons and other events, planning and marketing special events like membership mixers and the Pinnacle Awards, finding great speakers for luncheons and professional development events, and recruiting and greeting new members.

Levels of involvement range from an hour to a few hours each month. Here are some of the committees and their chairpersons looking for volunteers:

- **Finance: Shaun Sewell**, 895-4710 or shaun.sewell@cmail.nevada.edu.
- **Professional Development: Nancy Syzdek**, APR, 895-2397 or nancy.syzdek@cmail.nevada.edu
- **Pinnacle Awards: Paulette Mudrak**, 242-7784 or mudrapa@sierrahealth.com
- **Marketing & Communications: Guy Campbell**, 263-8844 or gmocampbell@gmail.com
- **Membership: Lori Bachand**, APR, 895-2840 or lori.bachand@cmail.nevada.edu
- **Luncheon: Tom Bradley**, 822-8365 or tom.bradley@lvwd.com

Professional Development starts off the year strong

In February, the chapter hosted its largest professional development event to date. "Cut Through the Clutter" featured the vast knowledge and experience of PR pro **Ann Wylie** in a pre-recorded teleseminar format. Nearly 40 people registered for the event and the response was largely positive. Participants walked away with a newfound appreciation of what audiences are willing to read. They also learned how they can edit their copy for ideal lengths for sentences, phrases and paragraphs.

Live and pre-recorded teleseminars are a great way to share professional development programming with local public relations professionals. If members were to book the events individually, they would pay from \$150 to \$225 for each event. By making the teleseminars into chapter events, PRSA-LVVC members usually only pay \$25 to participate.

The next teleseminar is tentatively planned for later this spring. Watch for an announcement on the chapter's next teleseminar soon.

BCIC to host Philanthropy Matters presentation

The Business Community Investment Council (BCIC), a fund of the Nevada Community Foundation, is hosting a quarterly Philanthropy Matters presentation featuring guest speaker **Irwin Molasky**, president of Paradise Development, speaking on "The Power of One." The presentation will be held **March 29** from noon to 1 p.m. at the Lloyd George Federal Building, 333 Las Vegas Blvd. S. Cost is \$30 for BCIC non-members and free for members. For more information, visit www.BCICLV.org or call (702) 391-2242. Checks may be mailed to Nevada Community Foundation, 300 S. 4th St., Suite 1009, Las Vegas, NV 89101.

Vegas PR News now on-line

If you'd like to check out past issues of the *Vegas PR News* e-newsletter, you can find them on the PRSA-LVVC website at www.prsalasvegas.com/newsletters.php. We'll add more newsletters in the future so you won't miss an issue!

The President's Report

As Vegas warms up it seems our day-to-day activity does as well...and now it's March. I guess the older you get the more it seems like time is speeding up. I actually heard that the Dec. 26 Indian Ocean tsunami sped up the earth's rotation by three seconds a year, or something like that.

At any rate, here are a few ramblings related the Las Vegas Valley Chapter and the goings on of the past month or so:

- Want to know what's happening in PR? Be sure to visit our chapter's online announcements for updates from PRSA national as well as from the LVVC.
- Did you miss the early registration deadline for next month's Western District Conference? Well, 54 people didn't miss it, and about half of them are from out-of-town. The conference is poised to set attendance records. We'll always have one thing going for our chapter — we're located in Las Vegas! And don't fret about WDC registration 'cause members can still register for \$175 till **April 4**. Then it goes up to \$225. So take a minute now, look at your schedule, and decide if you can join us. It'll be a great program. Visit www.prsalasvegas.com/wdc.php for information and registration.
- The Pinnacle Awards committee is now meeting to finalize plans for November.
- The job bank includes a dozen PR employment opportunities and continues to keep us informed of local PR jobs.
- We look forward to seeing you on March 25 at the monthly PRSA luncheon. On the docket for this month is entertainment PR.

Thanks to everyone for your continued support of PRSA.

~Pete Codella
President, PRSA – Las Vegas Valley Chapter

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