



## Las Vegas Valley Chapter

### Newsletter – March 2009

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#### Luncheon - Weathering the Storm

*Panel Discussion March 27th*

It seems everyone is seeing some sort of impact since the recession moved into Southern Nevada last year. The concerns continue into 2009 as job losses mount, and businesses, governmental organizations and individuals are challenged unlike any other time in recent history. Whether it be a loss of clients, reduced budgets, layoffs, or business closures, a clear path to success during these tough times is difficult to see.

Please join us for a panel discussion with **Ruth Furman**, **Mary Beth Hartleb**, **SPHR-CA**, and **Mae Worthey**, to explore strategies and tactics to help you and your business weather the economic storm. Topics will include tips for keeping your clients and your job, working with reduced budgets, what to do if you become unemployed or have to lay off workers, and leveraging your skills if you lose your job. RSVP today and bring a friend. Cili's is a beautiful setting and the food is fantastic!

#### **Cili Restaurant at Bali Hai Golf Course**

5160 Las Vegas Blvd. S.

[More Info](#) | [RSVP](#)

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#### Clearing the Air on Conferences

*District and International Conferences are close by this year*



### SAVE THE DATE...

You've probably gotten multiple notices regarding PRSA conferences in Southern California this year. Here's the straight skinny on 'em:

**PRSA's Western District Conference** is being held **April 22-24** in beautiful Newport Beach. Our colleagues in the Orange County chapter have promised a stellar program of speakers and a lot of fun "Making Waves." The keynote speaker will be Peter Shankman of Help a Reporter Out and there will be breakout sessions on everything from story pitching on the West Coast to mobile media marketing strategies.

This conference is a great getaway and a heck of a deal - as little as \$195 for members, \$50 for students and \$102 per person for rooms at the Hyatt Regency. Discount deadlines are March 27 for the room and April 8 for the conference.

[Western District Info & Registration](#)

**The 2009 PRSA International Conference**, meanwhile, is slated for **November 7-10** in sunny San Diego. The theme is "Delivering Value" - for your clients, your company and your career! This one is a little pricey but promises more bang for your buck — it's a four-day event that covers all aspects of public relations and offers a national networking opportunity.

PRSA has cut the price, too. Members can attend for \$995 and even pay in four installments. Rooms at the San Diego Marriott Hotel and Marina are as little as \$236 per night. The discount deadline for the conference is September 25.

[International Info & Registration](#)

**P.S.** If you're interested in becoming a sponsor for either event, please contact our own Nancy Syzdek, APR, Western District Chair-elect, ([nancy.syzdek@jt3.com](mailto:nancy.syzdek@jt3.com) or 702-492-2129) for more information. [Western District website](#)

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## Dueling Surveys

The Las Vegas Valley Chapter sent out our local member survey this month at almost the same time that national PRSA sent its annual request for information.

The chapter survey is a big help in determining the services that the Las Vegas Valley Chapter offers directly to you. If you have misplaced the email or the link, contact [President-Elect Amy Brooks](#) to request another.

PRSA national also sent out a unique email link for its survey. Please contact Angie Montgomery of Ketchum Research at (646) 935-4208 or [angie.montgomery@ketchum.com](mailto:angie.montgomery@ketchum.com) if you have misplaced it. Participants who complete the national survey by April 7 will be entered into a drawing to win Amazon.com gift cards.

Please take the time to complete both surveys. We won't let the dueling surveys happen again.



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## Ethics – An Ongoing Education

Ethics is a central concern for any public relations professional. Here at the LVVC we are fortunate enough to have Shelli Ryan as our ethics chair. An APR and Fellow PRSA, Shelli will be posting an ethics moment on our blog each month. She has also lectured at UNLV and will be putting together an ethics panel for our September luncheon. See the March blog entry "[Have you lied on the job?](#)"

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## SEO – Another Ongoing Education

This past St. Patrick's day, 20 Las Vegas PR professionals learned that getting high-ranking search engine results for a press release takes more than luck. In the PRSA teleseminar "The Six Secrets of News Search Engine Optimization" instructor Greg Jarboe shared the tools and techniques required for maximizing a release's effectiveness and lifespan on the web.

These included how to select the right keywords for the right audience and tips for measuring return on investment. Special thanks to Preferred Public Relations for hosting this sold-out event. This was a \$150 seminar that our members paid \$10 each to attend. For more information on PRSA-LVVC's next professional development event, please visit [www.prsalasvegas.com](http://www.prsalasvegas.com).

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## Jobs! Jobs! Jobs!

### *And scholarships too!*

The Las Vegas Valley Chapter wants to be your #1 source for jobs and job-related information. Look for a new Resources section in the Job Bank coming in April. In the meantime, see [PRSA National](#), [PRWeek](#) and the [Las Vegas Review-Journal](#). Many thanks to Job Bank Chair Amy Maier, who has been working tirelessly to make the Job Bank a valuable resource.

The Job Bank is free for LVVC members and \$20 for six months for non-members. See the newly-revised [subscription instructions](#) to sign up. If you are a member and have problems logging in, contact Amy at [aesmaier@yahoo.com](mailto:aesmaier@yahoo.com) to update your profile.

### **New Scholarship Format – Career Jump Start Package!**

Now accepting applications for the PRSA Career Jump Start Scholarship Package! Two local students can receive a package designed to help them get a leg up on the competition as they apply for jobs in 2009. Deadline is April 30. Get the full details and download an application through the [blog entry](#) or [website scholarship page](#).

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## 2009 Pinnacles

### *Get involved with your chapter*

Be a part of PRSA's most exciting event – the 2009 Pinnacle Awards. We are seeking volunteers to serve on the Pinnacle Judging Committee. Members of the Judging Committee will assist in determining new award categories, plan entry workshops and help coordinate entry collection and evaluation.

It's a great way to learn more about what it takes to create an award-winning public relations campaign. To volunteer, contact KerriAnne Mukhopadhyay at [KMukhopadhyay@regionalflood.org](mailto:KMukhopadhyay@regionalflood.org) or Jennifer Schuricht at [jschuricht@theglenngroup.com](mailto:jschuricht@theglenngroup.com).

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## Free Chapter Dues for New Members!

### *Part of a national promotion*

Congratulations and welcome to our newest members, June Johns and Colleen May. 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/frechapter.html>. Use the promotion code **CHAP2009** to get the local membership discount. If you can't join by the 31<sup>st</sup>, look for new promotions on the national site next month.

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