



Vegas PR News

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Brag about Your Chapter – Everyone's a Winner in April!

Help the **Las Vegas Valley Chapter** prove to the nation that it has the right to gloat. **PRSA National** is asking us to share examples of successful programs, practices or tactics (Best Practices) that have helped our Chapter to recruit or retain members and create value in membership. National will not only post them on the web site for the benefit of all Chapters, but we will be winners, too. Tell us what you've done to retain members, about your successful programs for young/new pros, senior practitioners, special interest groups, unemployed, Members-Only programs or anything else that has worked for our Chapter.

To access the form to submit your Best Practice or to view the current Best Practices library, visit http://www.prsa.org/_Chapters/resources/bestmempractice.asp or go to www.prsa.org, select Chapters, then Chapter Resources, and scroll to the bottom. Past Chapter officers are also eligible to submit write-ups of successful programs they may have instituted prior to 2005. Send your submission to **Guy Campbell** at admin@prsalasvegas.com. Names of individuals who submit a best practice by **April 30**, as well as the 10 individuals who have already submitted them will be put into a random drawing for the following prizes from PRSA:

- TWO grand prizes: A free registration to a PRSA National teleseminar.
- 1st Prize: Waterman Ballpoint Pen and Pencil set.
- 2nd Prize: 3-in-1 World Time Clock; displays time (in 16 world cities), temperature and date
- 3rd Prize: Black pigskin leather backpack, with pockets.
- Entrants who do not receive the above prizes will receive a travel clock with calculator/calendar.

Join us Tuesday, May 24 at La Salsa at The District!

Our first PRSA--Las Vegas Valley Chapter membership mixer of the year is right around the corner. Mark your calendars for **Tuesday, May 24** from 5-7 p.m. at **La Salsa Fresh Mexican Grill** at The District at Green Valley Ranch (2265 Village Walk, Suite #105). Members and guests will enjoy complimentary margaritas, soft drinks and light appetizers at this fun networking event. Special thanks to **Pamela Puppel**, who will share a brief overview of La Salsa's community relations strategies and tactics. No need to RSVP--we'll look forward to seeing you at this great event sponsored by La Salsa.

Western District Conference Wrap-Up

The **April 8** WDC provided informative professional development sessions mixed with plenty of time to mingle. We welcomed nearly 100 participants from six different states for the all-day conference. Thanks to chapter members who supported the conference and especially to those who served on the planning committee. A full report, including feedback from attendees, sponsors and presenters, will be available online in the coming weeks.

Get Involved - Two Ways for You to Help

First, **Deanna L. Moore**, Director Of Fund Development for the Down Syndrome Organization of Southern Nevada, is seeking PRSA members to join a pro bono committee to help design a media campaign for the DSOSN. It will have an emphasis on free media or a plan using a shoe string budget. This is a great opportunity to give back to the community and it serves as a resume booster.

Second, are you interested in getting involved in the Las Vegas Valley Chapter? Join the **Professional Development Committee** and be a part of the wonderful educational programming events this year. Our first meeting will be on **Tuesday, April 19, 2005**, from 7:30 to 8:30 a.m. at the Coffee Pub on West Sahara near Palace Station. Please RSVP by April 17 to **Nancy Syzdek**, Vice President for Professional Development at 895-2397 or nancy.syzdek@ccmail.nevada.edu.

2004 Pinnacle Awards Survey Results

Results from the 2004 Pinnacle Award Survey clearly indicate that the Las Vegas Chapter agrees this event is a rewarding and exciting event.

The survey also indicated that many would welcome an informational refresher discussing how to enter the Pinnacle Awards, the value of participating and the "do's and don'ts" of entries. Look for an update soon regarding the date, time, and place for this meeting.

On that note, mark your calendars ~ the 2005 Pinnacle Awards will be held at the **Golden Nugget, Thursday, November 3, 2005**. More information, including call for entries, will be found in our newsletter on a regular basis.

The **Pinnacle Awards Committee** is forming now and we welcome anyone interested in making sure this event is one of the best. Contact **Paulette Mudrak** at 242-7784 or mudrapa@sierrahealth.com if you're willing to help or have any suggestions you'd like to share!

Plan now to submit Pinnacle Awards entries this fall!

The 16th Annual Gathering of Health Care Public Relations Professionals

Dr. Bernadine Healy to Deliver Keynote Address at PRSA Health Academy Conference in Washington D.C., themed "Rebuilding Public Confidence in the Health Care Industry."

The **Health Academy of the Public Relations Society of America (PRSA)** will present its 16th annual strategy and issues Conference for health care PR professionals, **May 4-6, 2005**, at the **Wyndham City Center in Washington, D.C.** "Rebuilding Public Confidence in the Health Care Industry" is the theme for this year's Conference. **Bill Griffeth**, co-host of CNBC's "Power Lunch," will moderate the kick-off roundtable session with a diverse group of senior communicators and other executives from Pfizer, Genentech, American Hospital Association (AHA), National Institutes of Health (NIH), among others.

"It is time for professional communicators to take a stand and define our responsibility in rebuilding confidence in the health care industry in America," said **Michael Roth**, chair of PRSA's Health Academy. "There is a tremendous disconnect between public perception of the health care industry and the truth behind our daily work lives. While we are proud to be part of an innovative profession that strives to care for and save human lives, negative media attention is having an increasingly adverse impact on the way we do business."

Delivering the Conference's keynote address will be **Dr. Bernadine Healy**, former director of the NIH and former head of the American Red Cross. She currently serves as a *US News & World Report* columnist and a television correspondent. Healy will share her wisdom on the latest trends and issues affecting the health care industry and insights into the Conference theme. A Q-and-A session follows her talk.

For Conference registration information, call 800-350-0111 or visit www.healthacademy.prsa.org. For more information about the program, contact **Alissa Marisch** at 212-460-1461 or alissa.marisch@prsa.org.

About The Health Academy

The 900-member Health Academy is a Professional Interest Section of the Public Relations Society of America. Its members are mid- to senior-level public relations practitioners representing a broad spectrum of health care organizations such as hospitals and health systems, medical societies, long-term care providers, insurers, managed care organizations, biotech and medical device manufacturers, alternative medicine providers, pharmaceutical companies, government agencies and public relations firms with health care practices.

Las Vegas Valley Chapter Updated Membership Directory

An updated chapter membership directory is now available. Please visit the [Member Directory](#) section of our Web site to download the new PDF. If you don't know your username and/or password, please follow the directions online in the Member Directory section.

Welcome to the Las Vegas Valley Chapter's newest members!

Dawn Marie Britt

PR Manager
The Venetian Resort Hotel Casino

Kirsten Knoepfle

Communications Manager
Unocal

Mary Ann Price

PR Manager
The Venetian Resort Hotel Casino

Lauren Westerfield

PR Specialist
Consultants in Marketing, Inc.

The President's Report

Hopefully those of you who were able to attend the April 8 **Western District Conference** at the Stardust felt a sense of pride at what our chapter was able to accomplish. I for one was very pleased with the organization and implementation of the conference. Kudos to the planning committee and especially **Kirsten Cannon**, the committee co-chair and last year's chapter president.

Following the success of the WDC we've had several people comment that Las Vegas would be a good location for PRSA's international conference and for a PRSSA conference. At this point, it's too early to say whether or not those ideas will come to fruition. But suffice it to say, we made a good impression.

As a chapter we have experienced good growth over the past year. Chapter membership is up to an all-time high of 138. We hope that growth continues and that each member will reach out to others in our field to encourage membership and participation.

Coming up in the next few weeks:

- We'll be implementing some updates on prsalasvegas.com
- A new local professional development opportunity will be planned
- The May 20 training/luncheon will be finalized
- A member mixer on May 24 at La Salsa at The District
- A complete WDC report, including feedback results, will be prepared and posted online

- And progress continues to be made for the 2005 Pinnacle Awards scheduled for Thursday, November 3 at the Golden Nugget

Thank you members for your support of PRSA and the Las Vegas Valley Chapter. We couldn't do it without you. As always, we're looking for a few good volunteers. Feel free to contact me with any feedback or to volunteer at president@prsalasvegas.com.

Have a great April!

~Pete Codella
PRSA-Las Vegas Valley Chapter President

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