



## Vegas PR News

### April Luncheon Seminar - Surviving the storm The Red Cross Response to the '05 Hurricane Season

Volume 3, Issue 4  
April 9, 2006

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

How did the American Red Cross assess their performance during the enormous demands of the 2005 hurricane season? How has the crisis challenged their fund-raising efforts and brand equity? How are they ramping up for 2005? Join us at our April luncheon seminar and hear more from Charles Connor, Senior Vice President for Communications & Marketing for the American Red Cross National Headquarters in Washington, DC.

The luncheon will be held Friday, April 28 at Lawry's The Prime Rib, 4043 Howard Hughes Pkwy. The cost is \$25 for PRSA/PRSSA members before the deadline; \$30 for non-members before the deadline; \$35 after the deadline for members and non-members, and at the door. Register on-line at [www.prsalasvegas.com](http://www.prsalasvegas.com).

### In This Issue...

#### Chapter Q & A A new location for luncheons?

▣ April Luncheon

Is there something you want to know about the chapter or the Vegas PR community? Please send your questions to [president@prsalasvegas.com](mailto:president@prsalasvegas.com). Each month, we'll select a question and provide a response in new section in Vegas PR News to answer some of the common questions asked of Board members. Identities will be kept anonymous unless otherwise requested.

▣ Chapter Q & A

▣ POLC reaches out

This month's question is, "Can the chapter explore other locations for chapter luncheons?"

▣ Diversity Survey

The chapter has held its monthly luncheon seminars at Lawry's for the last few years because of its central location, quality of service, and value to our members. The facilities and food are frequently rated in the good to excellent range on our monthly evaluations.

▣ The President's report

However, the Board recognizes the inconvenience to attendees traveling from Green Valley, Summerlin, and Henderson. In addition, we are always on the lookout for a convenient location with good parking, quality meals, adequate staging, audio/visual equipment and excellent service.

Finding all of these components in one venue that can give us a better value is a challenge issued to our 2006 Luncheon Committee. Committee members are investigating other venues this year and providing feedback to the board. Do you have suggestions or ideas? Join the Luncheon Committee! Contact [Nancy Syzdek](mailto:Nancy.Syzdek), APR for more information.

#### POLC reaches out

The chapter's Professional Organizations Liaison Committee has been formed to reach out to Vegas' sister communications organizations. Committee members serve as liaisons to AdFed, AFP, AIGI, AMA, IABC, IAP2 and WIC.

Representatives from each organization will be invited to be our guest at chapter luncheon seminars and provide a brief introduction to PRSA-LVVC friends and members. POLC members will, in turn, introduce our chapter through attendance at other organizations' events.

We look forward to co-sponsoring events such as mixers and working together to build bridges of cooperation and mutual understanding. In fact, we're already looking to co-sponsor a holiday event for members of each organization.

The POLC is chaired by past-president Pete Codella, APR. For a list of committee members/assigned liaisons, visit [prsalasvegas.com](http://prsalasvegas.com).

#### Board explores diversity issues Members asked to weigh in

In an attempt to gauge attitudes and perceptions about the chapter's diversity—and better determine what we all can do to encourage greater participation by underrepresented groups—the board recently disseminated an on-line survey to members.

The brief 10-question diversity survey is available at [Survey Monkey](#). The board will compile results of the survey and share them with the membership to determine its next steps, which could include forming committee to develop a “diversity business plan” for the chapter. If you would like to have your voice heard on this important topic, please be sure to complete the survey by close-of-business Friday, April 28.

## The President's Report

Ah, spring! A time of renewal and fresh beginnings, or so all those romantic clichés tell us. Nonetheless, where it concerns the PRSA-Las Vegas Valley Chapter, things are sprouting anew as we shed the blahs of winter and look forward to sunny days ahead.

First, you likely have noticed something new with your Vegas PR News e-newsletter. Thanks to the wonders of modern technology, we are now sending you an e-mail with headlines and a link to the newsletter itself, instead of placing the entire newsletter in the body of the e-mail. Doing so allows us to share chapter news with all of you without bogging down your servers. Plus, we're saving a ton on e-mail postage. We hope you like this new format; any feedback you may have is appreciated.

Second, in response to PRSA-National's recent diversity push, I am inviting members and non-members alike to form a committee (which I will chair) with the goal of exploring development of a business plan to help diversify our chapter membership. We are seeking volunteers with connections to local African-American, Asian and Latino organizations that can help our chapter better serve PR professionals in these communities. At the same time, “diversity” in this instance also means helping members from various industries (notably gaming and hospitality) who otherwise are swamped with their daily workloads to find ways of becoming more involved in chapter activities. If you would like to join in this endeavor, please feel free to contact me at [president@prsalasvegas.com](mailto:president@prsalasvegas.com).

Lastly, this year's PRSA-Western District Conference is slated for Friday, April 28, at the Universal Hilton, Universal City, Calif. Hosted by the Los Angeles chapter, this one-day conference is an invaluable opportunity for us to meet and share ideas and experiences with colleagues from other chapters throughout the West, while learning more about new PR trends and practices. The Las Vegas Valley Chapter hosted this even last year to rave reviews (and, as I recall, record attendance), so hopefully our friends with the L.A. chapter will be able to stage an equally successful event. If you are interested in attending, register by visiting [www.prsawestdist.org](http://www.prsawestdist.org) or [www.prsa-la.org](http://www.prsa-la.org).

~ Tom Bradley Jr.  
PRSA-Las Vegas Valley Chapter President  
[president@prsalasvegas.com](mailto:president@prsalasvegas.com)

- Las Vegas Valley Chapter. All Rights Reserved.

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

---