



Las Vegas Valley Chapter

Newsletter – April 2010

Annual “Meet the Media – Make Your Pitch” Luncheon Set for April 23

“Last call” to register for one of the chapter’s most popular events of the year. At PRSA’s annual speed-pitching event, you’ll have the opportunity to personally pitch your best story ideas to the city’s top print, television and radio news managers. Bring your best pitching techniques and your interesting story ideas for one-on-one “pitch sessions” with our distinguished panel of media representatives. Mid-way through the event, participants will rotate to a second panelist’s table for another chance to pitch.

The event is set for 11:30 a.m. to 1 p.m., Friday, April 23, at Cili at Bali Hai Golf Club, 5160 Las Vegas Blvd. South.

You’ll find more details about the event, including the media panelists, and registration at www.prsalasvegas.com.



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PR Pros to Gather Next Week at PRSA Western District Conference

“An Oasis of Opportunities” awaits you at the [2010 PRSA Western District Conference](http://www.prsawdc.org) set for April 28-30 at the Riviera Resort and Spa. This year’s conference is sponsored by the California Inland Empire Chapter, one of the ten [Western District](http://www.prsawdc.org) Chapters. The presenting sponsor is Fleishman Hillard International Communications.

Keynote speaker [Mark Weiner](http://www.prsawdc.org), CEO of [PRIME Research](http://www.prsawdc.org) and author of “Unleashing the Power of PR” is sure to provide valuable insights to help you navigate your organization through today’s real-time media landscape.

In addition, a full-line up of speakers and terrific workshops is being finalized in the coming weeks. You won’t want to miss the opportunity to meet West Coast media contacts from major networks, magazines and blogs, as well as network with industry professionals from throughout a five-state region.

Register online at www.prsawdc.org
\$255 Non-Member Conference Admission
\$225 Member Conference Admission

Free Webinar: Reputation Building

Thursday, May 6
12 p.m. to 1 p.m.
Register online at www.prsalasvegas.com



What is the role of Corporate Social Responsibility in driving stakeholder engagement, transparency and reporting? How can CSR add value to a company’s communications strategy?

Through in-depth examination of case studies, gain insight into one global organization’s citizenship program and its foundation based on integrity and compliance practices.

See how CSR is closely aligned into a company’s communications strategy, leveraging stakeholder

relationships to advance a company's reputation.

You will learn:

- How to leverage your company's culture as an important differentiator when communicating on key dilemmas or issues.
- Understand how CSR can add value to your company's communications strategy, including issues management, and learn how the benefits of a strong corporate responsibility program can benefit your company's business strategy, providing you further ideas for storytelling and proactive outreach.
- Recognize the core competencies and skill sets that are critical in engaging and working with stakeholders on key issues.

You will hear from:

Frank Mantero, director, Corporate Citizenship Programs, GE Corp., is responsible for coordinating the company's global citizenship efforts, developing and managing the company's Citizenship Report, monitoring the company's engagement with stakeholders and leading the company's presence on the Dow Jones Sustainability Index. He is the lead spokesperson for GE-sponsored disaster relief efforts and GE Foundation activities. In addition, he is responsible for the public policy grant portfolio for the GE Foundation, which includes programs on human rights, rule-of-law, climate change and globalization.

PRSA thanks this month's webinar **sponsor, Thomson Reuters**, for providing the webcast technology for this webinar.

New Chapter Website Coming Soon!

By Kevin R. Malone, VP of Communications

Get ready for a major overhaul of the chapter's Web presence in just a few weeks. It's out with the old and in with the new; we're building an entirely new site with a provider called StarChapter. Go live is tentatively set for May 17.

If you're a chapter member, please update your contact information with PRSA National as the new site will be synchronized with national from here on out. If you're a job bank subscriber, we will transfer your subscription and it will continue uninterrupted. We will also transfer the event invitation and newsletter lists.

StarChapter makes a lot of sense, if for no other reason than "taming the beast." The chapter's current Web site is separate from CVENT reservations, which is separate from the Job Bank, PayPal, WordPress blog, Survey Monkey, etc., etc.

StarChapter replaces eight other services at a cost of about \$60 per month less than we are paying. It comes highly recommended from other PRSA chapters. See the [Inland Empire](#) and [Dayton](#) chapters for examples and [StarChapter](#) itself.

A FEW THINGS WON'T CHANGE, HOWEVER. THE [PINNACLE AWARDS](#) WILL REMAIN ON A SEPARATE SITE AS WILL OUR SOCIAL MEDIA SITES. VISIT THE CHAPTER ON [FACEBOOK](#) AND [LINKEDIN](#)

Opportunity Village to Host PRSA Mixer in May

Opportunity Village will host a chapter mixer at its new Engelstad Family Campus Thursday, May 27, from 5:30 p.m. to 7:30 p.m. Come and see the facilities at South Buffalo and Patrick. Don't miss the chance to connect with your fellow PR professionals. More information is coming soon.

Opportunity Village is Nevada's largest private, not-for-profit community rehabilitation program. The new campus houses an employment center and an arts center. The existing facilities on Oakey remain open.

PRSA Member Included Among Newspaper's "Rising Stars"

The chapter salutes member and long-time local PR professional Lisa Santwer of Purdue Marion & Associates Public Relations who was among the 10 professionals recognized by the Las Vegas Business Press as a Rising Stars of 2010.

The weekly newspaper stated that the 10 professionals "represent some of the best and brightest the Southern Nevada business community has to offer." Santwer and the other nine were honored at a ceremony in March.

Click on this link to read the story:

http://www.lvbusinesspress.com/articles/2010/04/06/special/rising_stars/doc4bba8fd308284991941379.txt

Spring Membership Promotion Continues in April

Become of member of PRSA today and get the best of both for one price. New members can receive a free one-year PRSA-LVVC membership when they join PRSA National in April. That's a \$45 savings. Join online at

www.prsa.org with promotion code **SPRING2010**. This offer can not be combined with other offers. Associate members can not apply.

Contact Jennifer Schuricht, vice president of membership at jenrossler@yahoo.com for more information.

PRSA-LVVC Offers Stipend to New APRs

Now there's another reason to earn your Accreditation in Public Relations (APR). Not only is it a mark of distinction for public relations professionals who demonstrate their commitment to the profession and to its ethical practice, new candidates who earn their APR will receive a \$100 stipend from the PRSA-LVVC. The stipend will be awarded to this year's APR recipients at the 2010 Pinnacle Awards Ceremony in November. For more information about becoming an APR, contact Cheryl Persinger, APR co-chair at cpersinger@bpadv.com.

Calendar of PRSA Las Vegas Valley Chapter Events for 2010

Date	Event	Location
Fri., April 23 11:30 a.m.-1 p.m.	<i>Luncheon Seminar: Annual "Meet the Media" Experience: Make Your Opening Pitch County</i>	Cili at Bali Hai
Wed., April 28-Fri., Apr. 30 Thurs., May 27 5:30-7:30 p.m.	<i>Annual Western District Conference</i> hosted by the California Inland Empire Chapter <i>Membership Mixer</i>	Rivera Resort & Spa in Palm Springs, Calif. New offices of Opportunity Village
Fri., June 25 11:30 a.m.-1 p.m.	<i>Luncheon Seminar: "How Do You Get Your Message to the Media When Everyone Hates You?"</i>	Cili at Bali Hai
July TBD July TBD Fri., August 27 11:30 a.m.-1 p.m.	<i>Professional Development Seminar: Topic TBD</i> <i>Membership Mixer</i> <i>Luncheon Seminar: Topic TBD</i>	Cili at Bali Hai
September- TBD October 16-19	<i>Professional Development Seminar: Ethics topic</i> <i>PRSA International Conference</i>	Washington, DC
Fri., October 22 11:30 a.m.-1 p.m.	<i>Luncheon Seminar and Annual Membership Meeting</i>	Cili at Bali Hai
Thur., Nov. 18 6-9 p.m.	<i>Annual Pinnacle Awards</i> hosted by PRSA Las Vegas Valley	<i>Location TBA</i>
Fri., Dec. 3 11:30 a.m.-1 p.m.	<i>Holiday Luncheon Seminar: Topic TBD</i>	Cili at Bali Hai

PRSA Events Effective Marketing Opportunity for Sponsors

PRSA Las Vegas Valley Chapter offers excellent sponsorship opportunities for the 2010 season. For only \$150, you can sponsor one of the chapter's popular luncheon seminars, which provide a forum to discuss public relations strategies, tactics and current issues. They also offer tremendous networking opportunities with your peers, and help you meet new people with common interests. Attendance at these meetings aids you in expanding your circle of colleagues and professional contacts.

Sponsorships include the following: Logo and recognition at the event, one seat at the event with two-minute presentation time at podium, six-foot table to display materials, and placement of company materials on attendees' seats. This opportunity won't last long, so please contact Sponsorship Chairperson Lauren Henss at lhenss@curran-connors.com or 949-622-5460.