



## Vegas PR News

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

### In This Issue...

- ☐ September luncheon
- ☐ Luncheon podcast
- ☐ New members
- ☐ Membership promotion
- ☐ Member networking mixer
- ☐ Pinnacle Awards
- ☐ Job Bank
- ☐ Chapter Q&A
- ☐ The President's report

### September luncheon seminar Ballet Box Bingo

We're taking a break from our regular luncheon routine this month, so be sure to get your PRSA fix at the Membership Mixer on Aug. 29, from 5:30 p.m. to 7:30 p.m., at Café Bleu. (See article below for more information.)

In the meantime, mark your calendars and make your reservation for the September luncheon. It's our annual election prognostication, so polish off your crystal ball and join Erin Neff of KNPR and the *Las Vegas Review-Journal* and the notorious Las Vegas Gleaner, Hugh Jackson. Our panelists will take a look at this year's big races, including the campaigns for governor and Congress along with interesting trends affecting the PR community.

The luncheon will be held **Friday, Sept. 22** at Lawry's The Prime Rib, 4043 Howard Hughes Pkwy. The cost is \$28 for PRSA/PRSSA members before the deadline; \$33 for non-members before the deadline; \$35 after the deadline for members and non-members, and at the door. Register online at [www.prsalasvegas.com](http://www.prsalasvegas.com).

### Podcast, anyone?

If you missed our March luncheon seminar, you missed some great insights and discussions on Hispanic community outreach in Las Vegas. Fortunately, we recorded the event and are pleased to announce its availability on our Web site as our first-ever podcast.

From the home page, see the [Professional Development Article](#). Or, paste this URL into your browser: <http://www.prsalasvegas.com/articles.php?id=5>. We recommend using Windows Media Player for the quickest download of our streaming audio.

We will record selected events in the future, so please stay tuned.

### Welcome new members!

The PRSA-Las Vegas Valley Chapter is pleased to welcome this new member who joined us last month.

Ralph McCoig  
President  
MCCO Communications, Inc.

### Friendship and Membership Have Their Rewards

PRSA's current membership promotion has extra rewards for new members and the current members who refer them. During August's "Member-Get-a-Member" campaign, members who recruit new members get PRSA Dollars to use on gift PRSA merchandise or seminars. Plus, current PRSA-Las Vegas Valley Chapter members who recruit a new member will receive \$50 in Lawry's gift certificates.

New members also benefit—in addition to their new circle of professional colleagues, they receive a free copy of *The Associated Press Stylebook* and a voucher for a PRSA gift item. Plus, all new members will be entered into a drawing held at our Aug. 29 mixer.

For more information, visit the [membership](#) section at [www.prsa.org](http://www.prsa.org) or call Lori Bachand, the Vice President of Membership, at 702-895-2840.

### August networking mixer at Café Bleu at Le Cordon Bleu College of Culinary Arts, Las Vegas

The PRSA—Las Vegas Valley Chapter is pleased to be working with the student-run, fine dining restaurant, Cafe Bleu at Le Cordon Bleu College of Culinary Arts, Las Vegas, to host a social networking event on **Tuesday, Aug. 29** from **5:30-7:30 p.m.** Join us at this terrific Summerlin venue to learn more about PRSA, Café Bleu and Le Cordon Bleu.

This complimentary event is open to all PRSA members and guests. To help our hosts at Café Bleu prepare their delightful appetizer menu, please RSVP by Aug. 25 at [www.prsalasvegas.com](http://www.prsalasvegas.com)

## Get the recognition you deserve!

It's that time of year again to begin thinking about preparing your winning entry for the 10th annual Pinnacle Awards, to be held **Nov. 2** at the Golden Nugget Hotel & Casino.

This year, the Pinnacle Committee launched a new Web site, [PRSAPinnacleAwards.com](http://PRSAPinnacleAwards.com), dedicated to the awards. The site is your one-stop shop for information including 2006 entry categories, event details, registration, sponsorship opportunities, past years' winners and more. Special thanks to Pete Codella, APR, for overseeing the Web site development.

Also, be sure to mark your calendars for a How-to Workshop on **Tuesday, Aug. 8**, from 8 to 9 a.m. at Big Brothers Big Sisters (directions available on the Web site). This year, you can mail or drop off your entries Sept. 1-15 and there is one additional drop-off location for added convenience.

For more information, contact the Pinnacle Committee at [dgibes@brown-partners.com](mailto:dgibes@brown-partners.com) or visit the Contact section of [PRSAPinnacleAwards.com](http://PRSAPinnacleAwards.com). It's fast and easy and you can also sign up to be on the mailing list. Let your hard work pay off. Get the recognition you, your company or your client will enjoy for years to come.

## Find your next challenge through the Job Bank

Members and nonmembers alike can find the latest job postings on the PRSA Las Vegas Job Bank. Members access the job bank for free, and nonmembers pay an access fee of \$20 every six months. Check out the [job bank page](#) on our Web site for all the details.

## Chapter Q & A

### How are PRSA-LVVC Board members selected?

*We're taking the opportunity this month to answer a question that frequently comes up every fall when we ask our chapter members to approve the slate of officers for the next year. Nancy Syzdek, APR, the chapter's president-elect, is taking a swing at the answer since she'll be shepherding the process this year.*

The Board of Directors is elected by the chapter membership using a simple majority (50 percent plus one). So, how is the slate of nominees determined? Well, the president-elect usually meets with the chapter's current president and past president to discuss the names of those who have come forward and offered their time and service to the Board, as well as other prospective, qualified candidates to fill positions on the Board. Together, they match the potential candidates' experience, skills, and availability with the 10 open positions on the Board, which include:

- Vice President of Administration
- Vice President of Finance
- Vice President of Membership
- Vice President of Professional Development
- Universal Accreditation Chair(s)
- Director-at-Large, Ethics
- Director-at-Large, Internet
- Director-at-Large, Job Bank
- Director-at-Large, Pinnacle Awards

In some cases, Board nominees have previously served in other Board positions, or worked on committees that year. In other cases, individuals independently throw their names in the ring by asking to serve.

Five positions on the ballot are automatically slated. The president-elect fills the next year's president slot, and the current president becomes the past president and serves as an assembly delegate (if he/she meets the APR requirement). This year's past president, Pete Codella, APR, will continue in his second year as Assembly Delegate. The PRSSA Chapter advisor also serves on our Board, as does the PRSSA chapter representative.

The 2007 slate will be determined by the end of September with elections occurring via e-mail survey in October. If all

goes well, the winners will be announced in November in time for transition training and our annual Board retreat, usually held in December.

We are currently looking for chapter members interested in serving on the 2007 Board of Directors. It's a great way to network with other PR pros, expand your skills outside the office, and develop your leadership skills. Interested in learning more? Contact me at [nancy.syzdek@unlv.edu](mailto:nancy.syzdek@unlv.edu) or (702) 895-2397.

*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). We'll select a question and provide a response in Vegas PR News to answer some of the common questions asked of Board members. Identities will be kept anonymous unless otherwise requested.*

## The President's report

"Membership has its privileges." OK, so maybe that's not an original line—please forgive me for its trite use in this context. However, our friends at American Express hit on something when they coined that phrase a while back because, unwittingly, it could serve as a rallying cry for PRSA and the Las Vegas Valley Chapter.

As noted in the articles above, both PRSA and the Chapter are offering various incentives throughout August to spur membership at both the national and local level. Current and new members can earn such goodies as books and invaluable professional resources and even restaurant certificates for joining PRSA or recruiting new members. And when you get right down to it, who among us either (a) needs an updated *AP Stylebook* and/or (b) doesn't get hungry from time to time? So, if you have considered joining PRSA for some time but haven't taken the plunge, or if you know somebody who might make a good candidate for membership, please contact our VP of membership, Lori Bachand, so we can welcome you to the fold. And don't forget to come to our networking mixer Aug. 29 at Café Bleu, where you can learn more about PRSA and all its professional development and networking opportunities.

While those incentives are nice, there are myriad other benefits to members as well—including reduced prices for our informative monthly luncheons and entries for the annual Pinnacle Awards. Yes, Pinnacle season is upon us; 2006 marks the 10th edition of our awards program, which this year features four new categories. Think you have what it takes to win a coveted Pinnacle and impress your boss and your clients? If you do, be sure to check out our new Web site, [PRSAPinnacleAwards.com](http://PRSAPinnacleAwards.com), for all the latest comprehensive news and updates on this year's competition. Remember, entries are due no later than Sept. 15, and the big night will be Nov. 2 at the Golden Nugget.

~ Tom Bradley Jr.  
PRSA-Las Vegas Valley Chapter President  
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