



## Vegas PR News

### January luncheon seminar TV Vegas: PR Reality

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

Join us for the first luncheon seminar of the new year on **Friday, Jan. 19** as we explore how public relations practitioners manage and make use of the small screen's fascination with Las Vegas. Our panelists, including Sylke Finnegan, APR, from the Golden Nugget, and Mike Murphy, Clark County coroner, will discuss how television shows like The Casino, CSI, Las Vegas and others impact the real Las Vegas...and how good PR can help manage and exceed these expectations.

The luncheon will be held at Lawry's The Prime Rib, 4043 Howard Hughes Pkwy. Networking begins at 11:30 a.m. with lunch served by noon. The presentation will begin shortly thereafter and conclude at 1 p.m.

### In This Issue...

The cost is \$28 for PRSA/PRSSA members before noon on Tuesday, Jan 16; \$33 for non-members before the deadline; \$35 after the deadline for members and non-members, and at the door. Register online at [prsalasvegas.com](http://prsalasvegas.com). Cash, check and credit cards are accepted at the door.

#### ☐ January Luncheon

### New members

#### ☐ New Members

Welcome to PRSA—Las Vegas Valley Chapter

#### ☐ Pinnacle Photos

**ALaura V. Garcia**  
Public relations specialist  
MGM Mirage

#### ☐ Job Bank

**Alicia Jan Malone**  
Public relations  
Brand, Ltd

#### ☐ The President's report

For membership information, visit it [prsa.org](http://prsa.org).

### Pinnacle photos posted on Web site

Relive the color, pageantry, and grip-and-grin glory of this year's Pinnacle Awards celebration with event photos posted at [PRSAPinnacleAwards.com](http://PRSAPinnacleAwards.com). All pictures are free for you to download and share with family, friends, colleagues and clients. Special thanks to photographer [George Bekich](#) for providing his services for our awards program, capturing all the winners as well as emcees Paula Francis and Gary Waddell of KLAS-TV Channel 8, and keynote speaker Vince Alberta from the Las Vegas Convention & Visitors Authority.

### View featured jobs on the PRSA Las Vegas Job Bank

A highlighted job posting is now featured on the home page of the Web site.

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.

### The President's report

Wow, where did the time go?

We're rapidly nearing the end of an eventful 2006, giving us pause to review our accomplishments and thank you for your support and dedication to the profession.

Much of the work the Board of Directors and its committees performs is done behind the scenes. However, the numerous Chapter programs and policies that enhance your membership in PRSA would not come to fruition without their considerable commitment of time and energy.

This year, we solidified our financial health by adopting a long-term investment policy and achieved our goal of establishing a reserve fund. To keep expenditures in line, we also devised an expense approval process that helps track how we spend every penny.

As in past years, Chapter members and guests benefited from a robust slate of informative and entertaining luncheon seminar topics that drew more than 500 attendees, resulting from the enthusiasm of our Luncheon Committee.

2006 also ushered in some notable "firsts" for the Chapter. The new Professional Organizations Liaison Committee conducted liaison and exchange programs with our sister associations, and a new committee began developing ideas in response to our first survey that gauged your attitudes about diversity in the Chapter and the industry.

On the technology front, we posted the first-ever "podcast" of a luncheon seminar on our Web site, and overhauled the Job Bank subscription system to provide instant access for paying subscribers and automatic access for Chapter members.

Working in conjunction with PRSA at the national level, we offered incentives to recruit new members and retain those names already on our rolls. We also hosted mixers for non-members to learn more about PRSA, events which yielded several new members during the year.

Our Professional Development seminars drew heightened response and attendance, while our APR program is in full swing with several candidates now pursuing this coveted professional accreditation.

We topped off 2006 with the 10th annual Pinnacle Awards. The Pinnacle Committee's hard work paid off with nearly 90 entries submitted and well-earned awards presented to many talented professionals for the best tools and techniques and PR programs. This year, we also established a dedicated Pinnacles Web site, [PRSAPinnacleAwards.com](http://PRSAPinnacleAwards.com), providing a "one-stop shop" for all things Pinnacle.

Yet despite our successes over the past 12 months, we will not rest on our laurels in 2007. With the New Year come unique challenges and opportunities matched by the fresh perspectives of new Board members, who eagerly await their turn to enhance your membership in PRSA.

I humbly thank you all for your commitment to the profession and to the Chapter. I am honored to have served as president in 2006, and am privileged to have worked alongside an awesome crew of volunteers who collectively made my tenure rewarding and fun.

To you all, best wishes for the holiday season and all the possibilities the New Year has to offer.

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