



Las Vegas Valley Chapter

Newsletter – December 2008

Pinnacle Award Winners

Thank you to everyone who joined us for the 2008 Pinnacle Awards Ceremony November 20th at the Las Vegas Springs Preserve. Emcees Paula Francis & Gary Waddell of KLAS TV, Channel 8, were terrific and the catering by the Wolfgang Puck Group was phenomenal.



Here are the four winners in the Best of Show categories plus the Newcomer and Principal of the Year.

Best of Show - Public Relations Programs	Southern Nevada Water Authority	Water Smart Landscapes Campaign--Get off Your Grass	Lisa Riess, Charlene West, Doug Bennett, Kent Sovocool, Christine Vaughn, Cathy Leece
	MassMedia Corporate Communications	MassMedia Corporate Communications 10th Anniversary Campaign	Paula Yakubik, Kassi Belz, Elizabeth Higginson
Best of Show – Tools and Techniques	eurie creative	Graphics West 2008 Calendar	Victor Rodriguez, eurie creative Alex Frazier, eurie creative Dan Gronning, Gronning & Co. Jan Jonas, Graphics West
	Southern Nevada Water Authority and Springs Preserve	Desert Discovery Newsletters	Southern Nevada Water Authority Public Information; Springs Preserve Education Team
Newcomer of the Year	Elizabeth Higginson	MassMedia Corporate Communications	
Principal of the Year	Solveig Thorsrud-Allen	The Firm Public Relations & Marketing	

Congratulations to all of this year’s winners! The entire list will be posted the [Pinnacle Awards web site](#).

December Luncheon - The Business of Giving and the Communicator's Role

BY DIANE LANCASTER GIBES, PRESIDENT-ELECT

Even in a down economy, companies and individuals continue to give to the causes that matter to them most. A large donation can help legitimize smaller not-for profit organizations, elevate the donating company’s position within the community and energize the staff of donating companies. But that can only be accomplished through sophisticated communications efforts.

You wouldn’t spend a million dollars launching a new company, product or service without a communications strategy behind it, why would you give away a million dollars without it?

Come join Florence Rogers, president and general manager of Nevada Public Radio and learn how:

- Donors and not-for-profits can get the most out of large gifts
- Not-for-profits can use large donations as a catalyst for future fund raising efforts
- To encourage others to jump on the bandwagon of corporate responsibility



Rogers is an award-winning radio producer whose national network credits including NPR’s Morning Edition, Day to Day and Studio 360. Originally hired by KNPR to oversee programming and establish Nevada’s first classical music station, Flo co-created the flagship public affairs program “KNPR’s State of Nevada.” Rogers is a 1989 graduate of San Diego State University and holds a Masters Degree in Communications.

The luncheon will be held Friday, December 5th, at Lawry’s The Prime Rib. [More Info](#) | [RSVP](#)

New Luncheon Venue

BY AMY BROOKS, VP FINANCE

After many, many years of PRSA-LVVC luncheons at Lawry’s The Prime Rib (has it been seven years?), the luncheon committee found a new home for

our group in 2009. That new location will be:

Cili Restaurant at Bali Hai Golf Course

5160 Las Vegas Blvd. S.
website

The committee conducted an extensive review of five venues, and based our selections on the results of the membership and monthly luncheon seminar surveys.

Cili's worked with us to offer competitive pricing allowing PRSA to maintain the current pricing structure for members and non-members alike throughout 2009. (members: \$28 before deadline, \$35 after deadline; non-members: \$35 before deadline, \$40 after deadline) The menu and atmosphere at Cili's offers our group more variety and flexibility to fit our needs. In addition, the new location is centrally located and near the I-15 and I-215.

We thank Lawry's for their years of service to PRSA.



Please mark your calendar for the dates in 2009!

Friday, January 16, 2009
Friday, February 27, 2009
Friday, March 27, 2009
Friday, April 24, 2009
Friday, May 29, 2009
Friday, June 26, 2009
Friday, July 24, 2009
Friday, August 28, 2009
Friday, September 25, 2009
Friday, October 23, 2009
Friday, December 4, 2009

[Cili web site](#)

Congratulations to the 2009 PRSA Las Vegas Valley Chapter Board of Directors!

BY DIANE LANCASTER-GIBES, PRESIDENT-ELECT

Congratulations to the 2009 PRSA Las Vegas Valley Chapter Board of Directors!

We are pleased to announce the Board of Directors for 2009 and the committee chairs and members who have volunteered so far to serve the chapter in various leadership roles in the coming year! There are still several opportunities to share your talents and gain valuable professional development experience by chairing or serving on a committee! Many committees are still forming, so please contact a board member or committee chair and let them know of your interest!

2009 PRSA LVVC Board of Directors

President
President-elect
Immediate Past President/Assembly Delegate
Past President/Assembly Delegate
V.P. Communications
V.P. Finance
V.P. Programs
V.P. Membership

Diane Lancaster Gibes, Kummer Kaempfer
Amy Brooks, UNLV
Lori Bachand, APR, UNLV
Nancy Syzdek, APR, JT3
Kassi Belz, APR, Mass Media
Kim Haley, St. Rose Dominican Hospitals
Jennifer Schuricht, The Glenn Group
Sarah Thornton, Sarah Thornton Public Relations

Committee Chairs and Committee Members

Finance Committee Chair
Finance Committee members

Scholarship Committee Chair
Scholarship Committee members
Blog/Newsletter Chair
Universal Accreditation Co-chairs
Publicity Committee Chair
Recruitment Chair
Retention Chair
Diversity Chair
Ethics and Advocacy Chair
Young Professional Group Chair
Luncheon Seminar Chair
Luncheon Seminar Committee members

Kim Haley, St. Rose Dominican Hospitals
Fred de Sousa, Bechtel SAIC; Sandi Milton, Nevada State Bank; Amy Brooks, UNLV; Diane Gibes, Kummer Kaempfer and James Stover, APR, Battelle Memorial Institute
Shannon Hiller, Vanguard Media Group
Sandi Milton, Nevada State Bank and Tony Allen, UNLV
Kevin Malone, Department of Motor Vehicles
Nancy Syzdek, APR, JT3 and Cheryl Persinger, APR, B&P Advertising and Public Relations
Melody Cannon, B&P Advertising and Public Relations
Sonya Ruffin, APR, Jacobs Engineering
Erin Dorrance
Maria Marinch, Language Sources
Shelli Ryan, APR, Ad Hoc Communication Resources, LLC
Rina Foster, Preferred Public Relations
Amy Brooks, UNLV
Rob Benson, Greenspun Media Group and Mae Flennoy, Nevada Department of Workforce Development
Andy North, St. Rose Dominican Hospitals
Kerri Ann Mukhopadhyay, Clark County Flood Control District
Lisa Contreras, APR

Professional Development Chair
Pinnacle Awards Chair for Judging/Awards
Pinnacle Awards Chair for Events

Congratulations to everyone! We look forward to an exciting 2009!

2008 Assembly Wrap-up

BY NANCY SYZDEK, APR, PRSA-LVVC PAST PRESIDENT/ASSEMBLY DELEGATE

Need a way to warm up on a cold, wet Michigan day? Well, if you were in Detroit in late October, you could have spent your weekend sitting in on the 2009 PRSA National Assembly with me and Tom Bradley, my fellow delegate from PRSA-LVVC.

If you've never been to a National Assembly, here's the quick and dirty explanation of what usually happens: Each chapter and section has a number of delegates that corresponds to their number of members. Each district also is represented by one voting member. Las Vegas currently has 138 members,

so we have two delegates (once we get to 201 members, we'll have three). We spend a Saturday hearing reports from the National Board about what they're doing to serve our members and be good stewards of the membership dues all members pay each year. Then, there are usually a number of bylaw amendments and resolutions to be discussed and voted on. This process can be quite contentious and a very interesting study in organizational dynamics – just ask any of our chapter's past delegates.

This year was different. The 2008 Assembly voted to appoint a bylaw committee to completely overhaul the bylaws and set a structure in place that was more conducive to the long-term strategic goals of the association. They were to bring draft bylaws to the 2009 Assembly for discussion and a vote. What are those goals? What is our direction? Well, as it turns out, the task force quickly learned that this process would be at least a two-year effort and opted to take advantage of the Assembly to be a touch point on the overall direction of where the society should be headed.

So, in short, we spent quite a bit of time discussing what we wanted from PRSA as members and as chapters, sections, and districts. We talked about credentialing issues including whether public relations should be licensed and whether a certification process would enhance or detract from our existing accreditation program and College of Fellows. (The majority favored maintaining and enhancing the existing programs rather than pursuing a more formal enforcement/censuring process for the code of ethics – a position that both Las Vegas delegates agreed with based on feedback from chapter members).

The task force is taking the Assembly's feedback as well as results from some recent membership surveys back and hopes to come to the 2009 Assembly with draft bylaws to discuss.

Here's a quick listing of some other highlights from the day:

- National is working on a new website design. The wireframe designs are available on membernet* for you to see and comment on. They plan to create a template for chapters to use (if they want to).
- Along with the bylaw rewrite and the website redesign, some of the other 2009 initiatives will be:
 - Thought leadership – making the case for public relations
 - Doing more research with the chapters
 - Continuing implementation of a new business model for PRSA's special interest/practice sections
 - Improving communication and branding
 - Developing future leaders for the association
- PRSA's financial health is stable for now. There will not be a dues increase for 2009, but we need to look at other ways to bring in revenue.
- The 2009 Board of Directors was elected. Here's a link to the list of next year's officers: http://media.prsa.org/article_display.cfm?article_id=1214
- If you'd like to see the entire minutes of the meeting you can find them at: <http://auth.iweb.prsa.org/xmembernet/main/resources.cfm>

All in all, the Assembly was a more cordial, collegial, and collaborative body than it has been in the past. I'd like to offer my compliments to our national president, Jeff Julin and the entire Board for their pre-Assembly outreach efforts and relatively effective meeting management. (Just imagine wrangling a couple hundred PR people and keeping them quiet!)

Tom and I would like to say that it was our honor to represent the uniquely fabulous Las Vegas Valley Chapter in Detroit. Lori Bachand, APR and I look forward to next year's gathering in sunny San Diego and hope that you will make plans to join us there for the International Conference!

By the way, there's a new option in membernet to reset your login and password to something YOU can remember. (No more having to drag up your membership number to pull up the directory or renew your membership online!)