



Las Vegas Valley Chapter

Newsletter – December 2009

Monthly Luncheon: Facespacetweetblogfollowfriend: Is Your Company There?

Seminar and Mixer is Friday, December 4

How does the corporate world decide "To Tweet or Not to Tweet?" Are these efforts positively impacting the bottom line? If so, how?

To answer these questions and more, **Monica Sullivan**, Corporate V.P. of Advertising for Harrah's Entertainment, will be our December featured speaker. She will share Harrah's road in discovering its social media culture, tell about how this top gaming company is putting its social media strategy into action, and forecast what's next on the cyber-horizon.

Monica leads online marketing, online distribution, email and mobile marketing, and the social media efforts for the Harrah's family of brands. She also heads up its design and production studio and the company's traditional media planning and buying.

Cili Restaurant at Bali Hai Golf Course

5160 Las Vegas Blvd. S.

\$28 for PRSA-LVVC/PRSSA members who register before Wednesday, December 2;

\$35 for non-members before the December 2 deadline;

\$35 for members and \$40 for non-members after the deadline and at the door.

[More Info and RSVP](#)



Pinnacle Awards Reward Winners

Recognition for the best and brightest took center stage at the 13th Annual Pinnacle Awards held November 12 at the Las Vegas Springs Preserve. More than 60 entries were judged by four out-of-market, accredited members of PRSA. The evening itself was a lot of fun as we had a variety of presenters take the podium.

Some of the highlights include:

The Best of Show awards came in two categories this year: the "Supporting Nevada's Children" campaign prepared for the state Division of Welfare and Supportive Services and the "Southern Nevada Real Estate" monthly newsletter. Special congratulations to our Newcomer of the Year, **Michelle Mosbacher** of Harrah's Entertainment.

You can see all of the awards at prsapinnacleawards.com.



Going Strong in 2010

The Las Vegas Valley Chapter is celebrating its 35th anniversary in 2010! The 2010 Board of Directors is ready to take their places on January 1. Chosen by a majority of chapter members, the new board for PRSA-Las Vegas Valley Chapter is:

- President: **Amy Bouchard Brooks**
- President-Elect: **Sarah Thornton**
- Past President/Assembly Delegate: **Diane Lancaster Gibes**
- Assembly Delegate: **Colleen Curran, APR**
- Vice President, Communication: **Kevin Malone**
- Vice President, Finance: **Michelle Mouton**
- Vice President, Membership: **Jennifer Schuricht**
- Vice President, Programs: **KerriAnne Mukhopadhyay**

We also have a new slate of [committee chairs](#) listed on the chapter blog. Thanks to all our volunteers!



Students Learn from the Pros

By Shane Collins, PRSSA Liaison

PRSA members **Monica Caruso** and **Sue DiBella** met with PRSSA members from UNLV Nov. 19 for the Associated Students in Communication Brewhouse Series "Coffee with Professionals." More than 10 students participated in the event, asking questions and discussing current trends with the industry veterans. Caruso is director of public affairs for the Southern Nevada Home Builders Association, and DiBella is director of communication for UNLV's Division of Research and Graduate Studies.

Caruso and DiBella offered advice on a variety of public relations profession issues, emphasizing the importance of gaining experience and developing writing and interviewing skills. One of their suggestions was for students to volunteer their talents to nonprofit organizations or local agencies to gain writing experience outside the classroom. Media relations with broadcast journalists was also a topic of discussion, as students asked if interactions with the broadcast sector have changed over time. Caruso and DiBella also offered tips on how to land the important first job, emphasizing the value of building a portfolio of materials, dressing appropriately, and focusing on the needs of employers at agencies and in the corporate world.

The positive feedback about the meeting from students has been overwhelming, and ASC would like to thank Caruso and DiBella for their participation and support of the UNLV chapter of PRSSA – the Public Relations Student Society of America.

Raucous and Rowdy PRSA Western District Reputation Remains Intact

By Nancy Syzdek, APR, Western District President-Elect

What happens when 25 PRSA leaders from four western states band together at an Assembly Meeting? A lot of professional passion, good humor, and great work on behalf of our members in Southern California, Southern Nevada, Colorado, Arizona and Hawaii.

In case you didn't know, PRSA's chapters are organized into 10 districts. The Las Vegas Valley Chapter is a part of the Western District, which in exchange for our \$1 per member annual dues, supports our chapter through professional development stipend, a regional conference, and leadership training and support for our chapter's officers. Many of our chapter's great programs and membership initiatives come from ideas shared by other chapters in the Western District. In addition, the District chair represents our regional interests as a member of the National Nominating Committee, which puts together the slate for National Board of Directors.

Every year at the International Conference, the District hosts a reception for PRSSA students from colleges and universities within our region. It's a great opportunity for future professionals to begin their networking with the PRSA members who are likely to be their future bosses and mentors.

We also hold our second in-person District Board meeting of the year (the first is at the Western District Conference in April each year). Some of the news from this Board meeting included:



Members of the Colorado delegation enjoy a reception at the International Conference.

- Plans for the PRSA Western District Conference in Palm Springs are moving along well. Make plans to join us April 28-30, 2010 for one of the best values in public relations programming.
- Don't forget that the Conference is coming to Las Vegas in 2011. We need your help on the Planning Committee, so contact me for more details!
- The San Diego Chapter is celebrating their 50th anniversary.
- The LA Chapter is having great success with their "Connexions" mixers where they recently had six LA-area locations of a restaurant host a simultaneous membership mixer. Getting their 500+ members to one location was too difficult, so they moved the mixers to their members – all at the same time!
- Congratulations to the Orange County Chapter for winning a diversity programming award for the second consecutive year.
- The Hawaii Chapter recently had a successful media "speed dating" event where members and reporters got to pitch each other on their respective story ideas and beats. It was a huge success.
- A couple chapters in the District are also holding "Quality Time with PR Minds" events where local nonprofits are invited in for a day of pro bono consulting with PR professionals. Nonprofits are looking to stretch every dime, and many members have some time and knowledge to share, so why not help our communities at the same time?
- The 2010 Western District Board was elected. I am honored to be taking over as chair of the District. I will be joined by Lisa Cutter (Colorado) as the chair-elect, Chris Chesrown (Phoenix) as the Treasurer, and Kristen Bonilla, APR (Hawaii) as Secretary. My thanks to Todd Cooley and the entire 2009 Board for an outstanding year as one of PRSA's strongest Districts.

PRSA Assembly Overwhelmingly Adopts New Bylaws

From Michael G. Chersonson, APR, 2009 PRSA Chair & CEO

Delegates to PRSA's Assembly came together on Nov. 7 and overwhelmingly approved a new set of bylaws that strengthen the Society. New provisions were adopted that give the [Nominating Committee](#) greater flexibility in proposing candidates for Board service, establish a "Leadership Assembly" to focus on issues of concern to the profession, and move the organization closer to the direct election of Directors and Officers for the [National Board](#). Read the rest of the story at [PRSA.Y](#).

Connecting with New Customers – Let Us Help

The Las Vegas Valley Chapter continually gets referral requests from potential new clients looking for a firm to handle PR duties in Las Vegas. We don't recommend specific companies. What we can do, however, is publish a list of agencies and independent practitioners.

We will soon be sending out an invitation to members only to submit your listings for an Agency and Independent list that will be published on the web site and emailed to potential clients. Look for a CVENT invitation in just a few days. The list will be published in late December or early January. Every member who works in an agency or as an independent should submit a listing.

Meanwhile, [PRSA National](#) has rolled out its new website. One of the most useful new features is the [Find A Firm](#) custom search. You do not have to be a member to use it. To be listed, however, you must be a PRSA member and a member of the PRSA Counselors Academy and/or PRSA Independent Practitioners Alliance. In the future, listings will be available for purchase beyond these two designations.

The national website still has some bugs but it is generally much easier to navigate. "PRSA MemberNet" has been replaced with "MyPRSA" but your old login still works. It is worth taking a fresh look at the wealth of resources available. Members also have access to member directories on both the national and LVVC websites.



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