



Vegas PR News

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February Luncheon Seminar - Bringing Home the Gold

Where can you run 26.2 miles, get married, and meet Elvis all in the same day? Las Vegas, of course! Come to the luncheon seminar on Feb. 24 from 11:30 a.m. - 1:00 p.m. and hear how a crackerjack team of PR professionals helped turn our city's little run into a major racing event.

You'll hear how a group of talented and dedicated professionals managed the public relations for this event, which required government affairs, community outreach, and media relations at the local, national, and international levels. Learn what went well and what they'll be changing next year. Our panel will include:

- Lee Haney, executive vice president, Rogich Communications Group
- Laurence Cohen, president, TLC MediaWorks
- Terry Collier, race director, Devine Racing
- Marie Patrick, president and co-owner of the Los Angeles Marathon and consultant to Devine Racing

The luncheon will be held at Lawry's The Prime Rib, 4043 Howard Hughes Pkwy. The cost is \$25 for PRSA/PRSSA members before the deadline; \$30 for non-members before the deadline; \$35 after the deadline for members and non-members, and at the door. Register on-line at www.prsalasvegas.com.

Monthly luncheon seminar etiquette reminder

Chapter members and guests attend our monthly luncheon seminars to learn about the latest trends in public relations from a variety of speakers, many of whom are among the best in their fields in Southern Nevada. Attendees also use the luncheons as networking opportunities and to catch up on the latest news from other professionals.

We encourage attendees to take full advantage of the networking time at 11:30 a.m.-noon so that we may focus our attention on chapter business and presentations by guest speakers. We also ask that you show the same respect for board officers who address the audience, as the information they share may be of interest and value to those sitting around you—and to you, too.

Taste of PRSA - National membership promotion

If you are considering joining PRSA, join in February or March and save money. PRSA is waiving the \$65 initiation fee and giving all new members a \$20 voucher that can be applied towards PRSA's professional development programs or books and gift items offered through the PRSA Store.

This offer is good for new, full membership only. Visit PRSA for more details.

Reflections of a New APR

Since the new Accreditation in Public Relations exam was implemented, I am the first and only Las Vegas Valley Chapter member to take the exam. It was a long process, taking just about a year to prepare adequately for the exam. I appreciated the opportunity to take stock of where I was professionally as I completed the Readiness Review Written Submission and met with the APR review panel last summer.

Here are several reasons I elected to become Accredited:

- Professional development -- to further hone my craft
- Networking -- to build a better network of seasoned PR practitioners
- Personal satisfaction -- I accomplished something challenging and worthwhile
- Career advancement -- being Accredited shows you're dedicated to the profession; it positions you differently with current and prospective employers
- Increased opportunity for success -- both communications professionals and other well-trained, educated business people understand and can relate to certification; it sets you apart from others in a way that PR outsiders can appreciate

- Recognition among my peers

As of December 2005, 28 people in our chapter were Accredited in Public Relations. That's 19 percent of chapter membership at that time. While this is already a noteworthy accomplishment for Vegas public relations practitioners, there's always room for improvement.

I encourage all chapter members to consider the benefits of the Accreditation process and challenge themselves to make the commitment and follow-through by completing the process.

~Pete Codella, APR
PRSA-LVVC Immediate Past-President

Interested in sitting for the exam or helping with study sessions? Make that call now! Contact Debby Ackerman, 229-6276 or Gael Hancock, 614.5320, APR Committee co-chairs.

Give us your feedback

Members were recently sent an e-mail asking for their participation in this year's survey.

If you have not already done so, please take a few minutes to let the Board know your thoughts on our chapter's progress and plans for 2006. Your input is essential to decisions regarding programming and services.

Get involved

In the last few years, our chapter has expanded its programs and services including more professional development events, enhanced job bank, and an e-newsletter. All of these improvements happened because dedicated members wanted to get involved and make a difference.

There are a number of ways to get involved in this year's chapter including:

- Planning and promoting luncheon seminars and professional development events
- Supporting membership recruitment activities
- Evaluating scholarship applicants
- Taking our Pinnacle Awards to a new level

Committee descriptions and contact information is available at www.prsalasvegas.com. Sign up today!

The President's Report

So, what's on your mind? Your board of directors would like to know.

By now, you should have received an e-mail with a link to our annual member survey. This is a tool we use to learn a little bit about you as well as what's on your mind and how you feel about the job we're doing. We also want to get an idea from you on where you think the chapter is heading. It's also a way for us to find out what ideas you may have to improve the chapter and the professional development and networking programs we offer all our members. So if you haven't yet completed the survey, please take a few minutes and let us know your thoughts.

You also recently received a survey seeking your interest in a number of chapter committees dealing with the Pinnacle Awards, monthly luncheon seminars, professional development, finance, and interactions with other professional associations in town. Too often, professionals join PRSA with the hope of getting involved with the chapter, but wind up feeling at a loss trying to figure out how. By completing this survey, you will let us know about your desire to participate in various chapter activities, which can in turn benefit you with innumerable benefits resulting from invaluable networking opportunities. Plus, it could serve as a stepping stone to a role on the board of directors.

Volunteerism is the cornerstone to the success of any non-profit organization, including PRSA and our chapters. With your participation and enthusiasm, we can continue reaching our full potential as a chapter while enhancing the value of your membership.

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