



## Las Vegas Valley Chapter

### Newsletter – February 2010

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#### Luncheon Seminar-Master's Practitioners Forum Set for Feb. 26

If you are in a management position, own your own business or want to, this program is for you! PRSA introduces its first-ever "Masters Practitioners Forum" aimed to help you hone your business and management skills. Designed for senior-level practitioners, this forum will allow you to discuss management and business topics that are important to you.

The forum/luncheon is set for 11:30 a.m., Feb. 26, at Cili at Bali Hai Golf Club, 5160 Las Vegas Blvd. South.

Professional business coach Jan O'Brien will moderate the forum, which will provide a venue to discuss challenges and successes with other communication professionals. Attendees will be divided into groups by five topics: management, administration, budgeting, independent practitioners, and business development. You can select a discussion topic at the time of registration, or, let PRSA assign you to a discussion group.

Additional information and online registration are available at the chapter's Web site, [www.prsalasvegas.com](http://www.prsalasvegas.com).

This event is sponsored by Ad Hoc Communication Resources, an award-winning technology marketing company celebrating its 10<sup>th</sup> anniversary. There's more information about the company at [www.adhoccr.com](http://www.adhoccr.com).



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#### Join PRSA In February and Save

Be a part of a dynamic community of public relations professionals by joining the Public Relations Society of America and its Las Vegas Valley Chapter.

As a member of this community, you will have opportunities to learn new PR strategies, participate in networking events and truly grow as a public relations practitioner. There is no better time to join. The \$65 initiation fee will be waived for new members who join by February 28. Visit [www.prsa.org](http://www.prsa.org) to fill out the online membership application. Be sure to use the code FEB2010 to take advantage of this month's membership discount. If you have any questions, or need additional information, please contact Jennifer Schuricht, VP of Membership, at [jenrossler@yahoo.com](mailto:jenrossler@yahoo.com).

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#### PRSA Western District Conference "Must Attend" Event; Early Registration Ends March 1

"An Oasis of Opportunities" awaits you at the [2010 PRSA Western District Conference](#)

Keynote speaker [Mark Weiner](#), CEO of [PRIME Research](#) and author of "Unleashing the Power of PR" is sure to provide valuable insights to help you navigate your organization through today's real-time media landscape.

In addition, a full-line up of speakers and terrific workshops is being finalized in the coming weeks. You won't want to miss the opportunity to meet West Coast media contacts from major networks, magazines and blogs – as well as network with industry professionals from throughout a five-state region.

The conference will be held at the [Riviera Resort and Spa](#) April 28-30, 2010. A special hotel rate of \$169 per night is available through March 28, 2010. (Promo Code: Public Relations Society of America)

##### Early-bird conference registration is available through March 1.

- \$185.00 Member Conference Admission - early
- \$225.00 Non-Member Conference Admission - early
- \$255.00 Non-Member Conference Admission - after March 1
- \$225.00 Member Conference Admission - after March 1

This year's conference is sponsored by the California Inland Empire Chapter, one of the ten [Western District](#) Chapters.



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#### PRSA 2010 International Conference: Powering PRogress – Call for Presentations

*SUBMISSION DEADLINE EXTENDED TO TUESDAY, FEB. 23, AT MIDNIGHT PST*

Because of severe weather conditions in many parts of the country, PRSA has extended the "Call for Presentations" deadline to February 23.

PRSA seeks expert speakers to share their strategies, theories, ideas, research and results at the most dynamic gathering of PR professionals in the world.

Are you a public relations or marketing communications professional, educator or expert in a related field — CMO, CEO, CFO, economist, social scientist, futurist, management consultant, journalist, blogger, technologist or editor? Are you a specialist in social media, public affairs, sustainability, design, or research and measurement?

If so, help us advance the value of public relations and the ways it delivers measurable business benefits and outcomes. This is your opportunity to share your expertise and network with thousands of Conference attendees while enhancing your leadership profile in the public relations community.

Join us in Washington, D.C., Oct. 16-19, and experience the excitement, the power, the people and the places of a true capital city. Combine that with the best professional development, influential speakers and networking opportunities and you'll be "Powering PRogress."

Get details and submit your presentation proposal ASAP at [www.prsa.org/ic](http://www.prsa.org/ic)

[Register to attend the PRSA 2010 International Conference](#) by our Super Saver Rate deadline, Monday, March 1, and save \$250.

## Calling all Sponsors: PRSA Events Effective Marketing Opportunity

PRSA Las Vegas Valley Chapter is looking for sponsors for the 2010 season. For only \$150, you can sponsor one of our popular luncheon seminars, which provide a forum to discuss public relations strategies, tactics and current issues. They also offer tremendous networking opportunities with your peers, and help you meet new people with common interests. Attendance at these meetings aids you in expanding your circle of colleagues and professional contacts.

Sponsorships include the following: Logo and recognition at the event, one seat at the event with two-minutes presentation time at podium, six-foot table to display materials, and placement of company materials on attendees seats. This opportunity won't last long, so please contact Sponsorship Chairperson Lauren Henss at [lhenss@curran-connors.com](mailto:lhenss@curran-connors.com) or 949-622-5460. Please see upcoming luncheons below:

DATE	EVENT
6/25/10	Luncheon Seminar
8/27/10	Luncheon Seminar
10/22/10	Luncheon Seminar
12/3/10	Luncheon Seminar

## Mark Your Calendar for 2010 PRSA Events

Date	Event	Location
Fri., Feb. 26 11:30 a.m.-1 p.m.	Luncheon Seminar: Master Practitioners Forum-Best Practices in Business Management	Cili at Bali Hai
March TBD	Professional Development Seminar: Topic TBD	
Fri., Apr. 23 11:30 a.m.-1 p.m.	Luncheon Seminar: Media Speed Pitching	Cili at Bali Hai
Wed., Apr. 28-Fri., Apr. 30	Annual Western District Conference hosted by the California Inland Empire Chapter	Rivera Resort & Spa in Palm Springs, Calif.
May TBD	Membership Mixer	<i>Location needed – do you have a client/employer who'd like to host?</i>
Fri., Jun. 25 11:30 a.m.-1 p.m.	Luncheon Seminar: Topic TBD	Cili at Bali Hai
Jul. TBD	Professional Development Seminar: Topic TBD	
Jul. TBD	Membership Mixer	
Fri., Aug. 27 11:30 a.m.-1 p.m.	Luncheon Seminar: Topic TBD	Cili at Bali Hai
Sept. TBD	Professional Development Seminar: Topic TBD	
Oct. 16-19	PRSA International Conference	Washington, DC
Fri., Oct. 22 11:30 a.m.-1 p.m.	Luncheon Seminar and Annual Membership Meeting: Topic TBD	Cili at Bali Hai
Thur., Nov. 18 6-9 p.m.	Annual Pinnacle Awards hosted by PRSA Las Vegas Valley	<i>Date may change depending on venue availability</i>
Fri., Dec. 3 11:30 a.m.-1 p.m.	Holiday Luncheon Seminar: Topic TBD	Cili at Bali Hai

Visit [www.prsalasvegas.com](http://www.prsalasvegas.com) for updates. More events will likely be added for the APR Accreditation Program and Pinnacle Awards How-To Workshops

## Thai Marketing Company Seeks Small P.R. Firm in Las Vegas

Penner-Madison & Company, a marketing company in Bangkok Thailand, seeks a small public relations company in Las Vegas to set up a press conference for gift/home decorative industry media. Must have P.R. experience in the industry and be available for a southeast Asia client who will be in Las Vegas in June.

Contact Peter Bachner at [peter\\_b@penner-madison.com](mailto:peter_b@penner-madison.com) or via skype: bachnerassociates.

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