



## Las Vegas Valley Chapter

# Newsletter – January 2010

## Chapter Unveils Plans, Changes for 2010

By Amy Bouchard Brooks, President

During the past year, our chapter experienced its share of challenges and successes including reduced attendance at luncheons and outstanding turn-outs at our non-luncheon seminars.

The board has eagerly sought out member and nonmember feedback and, as a result, we have come up with a plan to strategically place events. The chapter will continue to host at least one event each month, but we will hold only six luncheon seminars. Events in the other months will alternate between professional development events, such as the Shel Holz social media seminar last year, mixers such as the one this past summer at Studio J and, of course, the Pinnacle Awards in November.

For example, this month the chapter is sponsoring not one, but two professional development events. In February, we will host the chapter's annual Master Practitioners luncheon at Cili's at Bali Hai, followed by a professional development seminar in March. Other chapter programs, such as the APR training, continue as they have in the past. See the calendar in the next story.

The monthly luncheon seminar has been a chapter tradition for years. Making the move to spread out our events and offer luncheons every other month was made with much consideration. The board felt it was time to try something new and see if it works. Chapter members will be getting a mailed letter that explains these changes in greater detail sometime this week. The [2010 Chapter Plan Letter](#) is also on the website.

In addition to implementing a more strategic calendar, the board will be tackling a number of projects in 2010:

- Research new service providers to replace our chapter's website and event registration and implement a new system that consolidates services. Target implementation: April/May 2010
- Prepare for the 2011 Western District Conference in Las Vegas.
- Review, amend, and approve the chapter bylaws as required by PRSA national once every three years. Target: Complete by Nov. 15, 2010.
- Celebrate the chapter's 35th anniversary throughout 2010 with a special logo, articles on the chapter history, and the grand finale at the annual Pinnacle Awards.
- Develop a plan to grow chapter membership. You can help by asking colleagues to join!
- Revisit the chapter's scholarship program and develop a strategy. Target: May 2010.
- Host an annual membership meeting to introduce board candidates and collect ballots, and discuss and vote on revised chapter bylaws.

Thank you for your continued membership and I look forward to seeing you at one of the chapter's events in 2010. For a list of board members, visit [www.prsalasvegas.com/board.php](http://www.prsalasvegas.com/board.php). We're here to serve you.



## Mark Your Calendar for 2010 PRSA Events

Visit [www.prsalasvegas.com](http://www.prsalasvegas.com) for updates

| Date                                 | Event   | Location   |
|--------------------------------------|---|--|
| Tues., Jan. 19<br>Noon-1 p.m.        | Breaking Down Walls: How to Seamlessly Blend Social Media with Traditional Communications | Webinar (free)   |
| Thurs., Jan. 28<br>11:30 a.m.-1 p.m. | Teleseminar: Creating Your Own Management Dashboard                                       | Lou Ruvo Center for Brain Health   |
| Fri., Feb. 26<br>11:30 a.m.-1 p.m.   | Luncheon Seminar: Master Practitioners Forum-Best Practices in Business Management        | Cili's at Bali Hai   |
| March TBD                            | Professional Development Seminar: Topic TBD   |  |
| Fri., Apr. 23<br>11:30 a.m.-1 p.m.   | Luncheon Seminar: Media Speed Pitching  | Cili's 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<br>11:30 a.m.-1 p.m.   | Luncheon Seminar: Topic TBD   | Cili's at Bali Hai   |
| Jul. TBD                             | Professional Development Seminar: Topic TBD   |  |

|                                    |   |  |
|------------------------------------|---|--|
| Jul. TBD                           | Membership Mixer  |  |
| Fri., Aug. 27<br>11:30 a.m.-1 p.m. | Luncheon Seminar: Topic TBD                               | Cili's at Bali Hai                                     |
| Sept. TBD                          | Professional Development Seminar: Topic TBD               |  |
| Oct. 16-19                         | PRSA International Conference                             | Washington, DC   |
| Fri., Oct. 22<br>11:30 a.m.-1 p.m. | Luncheon Seminar and Annual Membership Meeting: Topic TBD | Cili's at Bali Hai                                     |
| Thur., Nov. 18<br>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<br>11:30 a.m.-1 p.m.  | Holiday Luncheon Seminar: Topic TBD                       | Cili's at Bali Hai                                     |

**More events will be added for the APR Accreditation Program and Pinnacle Awards How-To Workshops.**

## Upcoming Teleseminar: Measuring Your PR Results



Managers aren't satisfied with just measures of communication activities we accomplished; they also want to see the outcomes. Key performance indicators (KPIs) are vital for affective performance reviews. Whether you manage a communication vehicle or an entire department, Angela Sinickas will show you how to develop your own KPIs and share them with your leadership, as well as identify the right metrics and choose how to visually display them.

So, you'll want to sign up for this important teleseminar, "Creating Your Own Measurement Dashboard – Identifying the Right Metrics and How to Display Them," scheduled for **11:30 a.m. to 1 p.m., Thursday, January 28, at the Lou Ruvo Center for Brain Health**, 888 W. Bonneville Ave. Bring a lunch with you. Registration will be conducted before the event begins. For additional information, visit the chapter's website, [www.prsalasevegas.com](http://www.prsalasevegas.com).

## Local Barbershop Chorus Seeks Pro-Bono Agency/Practitioner

The Las Vegas Gamble-Aires Barbershop Chorus, an IRS-exempt 501(c)(3) educational nonprofit, seeks a qualified PR agency/sole practitioner to provide creative general communication and hands-on support to the chorus as a pro-bono client during our 50th Anniversary celebration in 2010...and possibly beyond.

The individual or agency will report to the G-A board of directors, through the vice president of public relations/marketing (a retired journalist/PR pro/ex-PRSA member). Support would include professional back-up to the VP-PR/Marketing to contact the media with Jubilee Year story ideas/special events; writing/planting feature articles/news releases; suggesting collaterals and otherwise offering creative ideas for making this historic observance a local benchmark barbershop musical event to be remembered.

Pro-bono enticements could include, but not be limited to, joint Web site links, complimentary tickets to the gala 50th Show on May 22 and other chorus performances, and comp ads in show programs/the chorus newsletter.

The person will also be encouraged to offer creative ideas/hands-on skills to help the PRSA Las Vegas Valley Chapter fulfill its current objectives in support of its primary mission as an educationally-oriented nonprofit organization. There are more details about this opportunity on the chapter's blog, [prsalasevegas.com/blog](http://prsalasevegas.com/blog).

To learn more, contact Larry Litchfield, VP-Public Relations & Marketing, The GAMBLE-AIRES, (702) 451-1328, (702) 460-0532-cell.

## National and Regional Notes



- Submit your entry for the [2010 PRSA Silver Anvil Awards](#). The early deadline is February 12 with a final deadline of February 26.
- One of the best values in public relations programming is the [PRSA Western District Conference](#). This year, it will be hosted by the Inland Empire Chapter and held April 28-30 in Palm Springs.
- The PRSA International Conference will be held October 16-19 in Washington, DC. Organizers are now [actively recruiting presenters](#).
- In 2011, the Western District Conference comes to Las Vegas. Planning is already well underway. If you are interested in volunteering or being a sponsor, contact chapter past president and current Western District President [Nancy Syzdek, APR](#), at (702) 492-2129.

## PRSA Can Help You Connect

PRSA National has rolled out its new Web site, and 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 member of PRSA and 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 Web site 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.

**Membership Specials**

PRSA National also runs membership discounts and deals on a monthly basis. In January, they are waiving the \$35 reinstatement fee for returning members. In February, they will waive the \$65 initiation fee for new members. Members also have access to member directories on both the national and LVVC websites.

