



Vegas PR News

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2005 Chapter Member Outreach

What better time than summertime to reach out to friends and colleagues? That's what we thought, too! In the next few weeks, members of the PRSA-Las Vegas Valley Chapter board of directors will be contacting each of our local chapter members to say hello, answer any questions and get feedback on how the chapter is serving your interests and needs in Las Vegas. We know your work time is precious, so look for an introductory e-mail that asks for a time that is best for you to talk about PRSA. If you have any questions, or if you have not heard from a fellow chapter member already, please contact **Lori Bachand**, APR, vice president of membership, at membership@prsalasvegas.com or 895-2840.

Job Bank Makes its Move

We've been telling you about it for months, and now it has finally happened! As of July 1, the LVVC Job Bank became a free member service. To receive access, members and non-members must [subscribe](#). It's free for members and \$20 for non-chapter members for a six month period. Additional information is available [online](#). We encourage members to make the most of this new member benefit.

Contact the **Job Bank director** at jobbank@prsalasvegas.com for more information.

July Luncheon Seminar: The Changing Las Vegas Media Landscape

Recent changes in the local media—including a revision to the joint operating agreement between the Las Vegas Review-Journal and Las Vegas Sun, as well as shake-ups among our community's alternative weeklies—are creating new challenges and opportunities for public relations professionals. At our **July 29 luncheon seminar**, we'll learn more about these changes from a panel of media representatives who will shed some light on what this all portends for communications professionals in Southern Nevada. **Panelists include:**

Dave Berns, editor and publisher of the Las Vegas Business Press and host of the Friday edition of KNPR-FM's "State of Nevada";
Mary Hausch, assistant professor of Mass Communications at UNLV and former managing editor of the Las Vegas Review-Journal; and
Jon Ralston, Las Vegas Sun political columnist and host of "Face to Face" on Las Vegas One.

As always, the luncheon will be held at **Lawry's The Prime Rib**, 4043 Howard Hughes Pkwy. Networking begins at 11:45 a.m. The presentation will begin around 12:30 and conclude about 1 p.m. Cost is \$25 for members before 12 p.m. on July 26; \$30 for non-members before the deadline; and \$35 after the deadline for members and non-members, and at the door. To RSVP, visit the PRSA-LVVC Web site.

Join us for the "How-To" Pinnacle Awards Workshop

This year's Pinnacle Awards survey clearly indicated an interest in having an informational workshop. Many of you wanted to know what the Pinnacle Awards are all

about, the benefits of participation, tips on submitting entries, etc. So, due to overwhelming demand, we are happy to invite you to join us.

Date: Wednesday, Aug. 17

Time: 8:15 to 9:15 a.m.

Place: Sierra Health Services
2716 N. Tenaya Way (Executive Dining Room)

Don't miss this opportunity to refresh your memory, or if you're a first time entrant, learn the necessary tips and techniques of submitting a winning entry for the **2005 Pinnacle Awards**. The 2005 event is scheduled for **November 3** at the **Golden Nugget**.

Lisa Story, APR, will share her experiences on

- how to put together the most effective entry
- how the judging works
- little things that might be overlooked, but shouldn't be!

There is no charge to attend, but as a continental breakfast will be available, RSVP's are requested. RSVP to **Paulette Mudrak** at pinnacle@prsalasvegas.com or call 242-7784.

Driving directions: US 95 North, exit at west Cheyenne, left on north Tenaya Way, approximately 1/2 mile, SHS is located on east side of north Tenaya Way. The security guard at the entrance will direct you to visitor parking.

Welcome to our New Members

Ame Escoto

Centex Homes

Mary Kleven

Public Information Officer, Planning & Development
City of Las Vegas

Amanda Meixel

PR Representative
Bechtel SAIC Company, LLC

Patricia Nelson

Director
Clark County School District

Christina Warden

Communications Manager, Political Action
Harrah's Entertainment, Inc.

The President's Report

The 2005 board met in November to set some goals for the upcoming year. We voted to increase member involvement and work to increase awareness and understanding in the community of who we are and what we do. Additionally, as suggested by PRSA national, we set a 5-year goal—help the chapter achieve greater financial security.

Progress on 2005 Goals

I'm happy to report the creation of new volunteer committees. In addition to the existing Pinnacle Awards committee, we now have committees focused on luncheon seminars and professional development. We hope to have volunteers assisting on additional committees such as finance, membership, communications, ethics and job bank by year's end.

In addition to their regular professional and personal commitments, the all-volunteer board dedicates substantial amounts of time to the chapter. We need more participation from our members in order for the chapter to continue to grow and flourish. Getting involved is a great way to meet other PR professionals, build your network, and develop leadership and team building skills. If you're new to the chapter or just want to get involved, please complete our [online contact form](#) and join one of the committees.

Increasing local awareness and understanding of who we are and what we do is not unique to our community. As identified by a recent national Counselor's Academy survey, many people lack an understanding and appreciation of public relations. We see local opportunities related to our annual Pinnacle Awards and the promotion of the APR program.

Five-Year Goal

As for our five-year goal, the board's decision last fall to host this year's Western District Conference has proven to be a real boon to the LVVC. We were able to cover all costs related to the WDC, give \$2,000 to the district, and keep several thousand dollars for our chapter. The WDC garnered attention both from district and national leaders and had the largest WDC attendance to date. Again, kudos to the WDC planning committee members for a job well done.

The chapter's financial standing is good. We're on our way to setting aside enough money to cover at least one year's worth of operating expenses (a nonprofit industry accepted standard) by the year 2010. The VP of Finance needs volunteers to help achieve this goal. Volunteers do not need knowledge of finance, only a willingness to seek out investment opportunities for the chapter.

The board is working to maintain this momentum by reiterating its policy that no chapter event loses money. So far this year every chapter event has generated some revenue for the chapter.

I encourage all members to get involved and make the most of PRSA membership. Thank you for your continued support of PRSA and the Las Vegas Valley Chapter.

~Pete Codella
PRSA-Las Vegas Valley Chapter President
president@prsalasvegas.com

Did you know?

A new Vegas PR News section containing PRSA-LVVC factoids.

- You can renew national and local dues through the [MemberNet Web site](#).
- The LVVC will reimburse the first four APR candidates and local chapter members who use the online study course and take the APR examination in 2005.
- You can download a chapter membership directory, updated quarterly, at prsalasvegas.com/memberdirectory.php. Just have your PRSA member identification number and the LVVC directory password ready (follow the instructions online).