



## Vegas PR News

### ***July 27 Luncheon Seminar: Networking For Sales And Love***

Networking. A ritual among successful salespeople, politicians, and power-brokers. To the outsider, it can appear daunting, sometimes shallow, and even clique-like—a practice reserved for those born with a gift for it.

Not so, says Casey DeLorme, APR, of Getspine Communications and PRSA's Western District chair. Networking is a learned skill set that can easily be mastered (and actually enjoyed) by anyone who sets out to do so. Join us Friday, July 27 at 11:30 a.m. for our monthly luncheon seminar sponsored by PRSA's Western District and learn Casey's tricks of the trade.

This event follows the strategic planning professional development workshop; register for both and save.

For more information or to RSVP, please visit <http://www.prsalasegas.com/lunchdetail.php?id=84>

Cash, check and credit cards are accepted at the door.

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[prsalasegas.com](http://prsalasegas.com)

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### ***PRSA-Las Vegas Valley Chapter Joins AMA For July 24 Mixer***

Local PRSA members are invited to join the American Marketing Association's (AMA) Las Vegas Chapter for a joint mixer Tuesday, July 24, beginning at 6 p.m. at Dragonfly, 3900 Paradise Road (northeast corner of Paradise and Corporate Drive). The joint mixer is part of the PRSA-Las Vegas Valley Chapter's Professional Organization Liaison Committee's ongoing efforts to establish ties and share information with other, similar professional organizations in Southern Nevada.

The cost to attend this mixer is \$10 per person. The entry fee will help fund scholarships and programs for Associates Students in Communications (ASC) students and offset the incentives PRSA-LVVC may offer ASC students who affiliate with PRSA. If you are interested in attending, please contact Tom Bradley at [tom.bradley@lvwd.com](mailto:tom.bradley@lvwd.com) or at 523-3066 no later than Tuesday, July 17, so we can provide AMA with a head-count. For more information about Dragonfly, visit [www.dragonflylv.com](http://www.dragonflylv.com).

### ***The President's Perspective: July 2007***

#### **PRSA-LVVC Bylaw Changes: Structuring For Growth**

Have you ever thought of adding onto your house? Could your kitchen be a little bigger? Dreaming of a new home office to cut back on your commute? Sometimes these seemingly little changes can lead to big headaches if you don't take a thorough look at your architecture and develop a solid plan to successfully expand.

That process is very similar to what the PRSA-LVVC Bylaw Committee and Board of Directors have undertaken this year. We've researched, discussed and developed a revised set of bylaws to serve as the structure for our chapter to continue to grow, prosper, and meet the needs of our expanding market for PR pros in Southern Nevada.

#### **A Look Back**

Over the last 30 years, the structure of our Board of Directors has grown to meet the increasing volume and sophistication of our members' needs. In addition to networking opportunities, we now host local and national professional development events, hold awards competitions, communicate electronically, and post job opportunities on the Web site. Our success is thanks to the dozens of local PR pros who volunteered their time to promote the profession and the professional.

#### **Trimming The Sails**

A side effect of this growth has been a ballooning of our Board of Directors, which now includes 13 voting positions, the PRSSA advisor, and the PRSSA representative. Many of those positions are related and efforts could be improved with additional coordination. In addition, senior-level professionals are often too busy to take on the day-to-day tasks

required to keep the chapter running.

So, we've proposed a new structure that reduces the size of the Board by grouping related functions under four Vice Presidents. Here's the breakdown:

- Vice President of Communications supervises the efforts of the Publicity, Newsletter, Internet, and Ethics and Advisory Committees.
- Vice President of Finance handles the Finance, Scholarship, and Sponsorship Committees.
- Vice President of Membership manages Recruitment & Retention, Job Bank and Diversity Committees.
- Vice President of Program monitors Pinnacle Awards, Luncheon, and Professional Development Committees.

Each committee will have its own chairman – creating new leadership opportunities for entry- and mid-level professionals who want to get involved, build their skills and network with other members. This change also allocates resources toward areas we've been looking to improve upon including publicity, sponsorships, and diversity.

Of course, the Chapter President, President-Elect, PRSSA Liaison and Student Representative will join these VPs at the Board table. The Immediate Past President and Previous Past President will also serve a dual function as Assembly Delegates.

**Vote, Please!**

So, will this new structure solve all of the chapter's problems? Of course not. We have lots of challenges ahead – including recruiting for these new Board and Committee positions. We hope that your members will support our changes by responding positively to the vote request (expect an e-mail in the next week). We need a majority of our members to approve the bylaws in order to move forward with the okay from PRSA national. Here are links to the [current bylaws](#) and the [proposed new bylaws](#)

We are hoping to complete the approval process this summer so Lori Bachand, APR, our President-Elect can convene the nominating committee and start planning next year's slate in the new Board structure.

If you have comments, questions, or suggestions to the bylaws, please contact me. Thanks and happy voting!

Nancy C. Syzdek, APR, President  
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