



Las Vegas Valley Chapter

Newsletter - June 2008

Dream Big with PRSA!

BY LORI BACHAND, APR - PRESIDENT

Earlier this month I had the privilege to attend PRSA's national Leadership Rally—a day-and-a-half-long overview of PRSA's national and district infrastructures, as well as a wealth of programming and implementation ideas for chapters to share with each other.

Bill Murray, PRSA's president and CEO, explained that the national office is hard at work to bring greater benefits to each of us in our local chapters. A team of volunteers from across the United States is building a strategic plan to direct how PRSA can continue to advance the profession. Other committees are building programming that ranges from the PRSA International Conference in Detroit this October to special interest section professional development seminars.

The most remarkable thing about PRSA that I took away is a deeper appreciation for how volunteer professionals really make this organization tick. The examples above are part of the larger direction of PRSA and what our industry can accomplish when we work together.

But here in Las Vegas, all of the great things we do—from monthly luncheon seminars to student scholarships to an annual awards program (stay tuned...Pinnacle Awards info coming soon!)—is because one of our colleagues in PR is giving his or her time to create a more robust professional environment in Southern Nevada. To all the volunteers in our chapter, many, many thanks for what you do here for us in Las Vegas...and as part of the larger national effort to enhance our profession.

One hallmark of PR practitioners is that we like to dream big, right? And boy, do we! Our volunteer cadre has a million terrific ideas how to involve and coach and celebrate every corner of public relations life in Las Vegas. Several of our committees need some more hands on deck—ranging from a few hours to coach an APR candidate to dedicated time as a Cvent coordinator. And, in a few short months, the chapter's nominating committee will begin discussions about next year's elected leadership.

Care to dream big with us?

Hope to see you next Friday at our June luncheon seminar!

*Best regards,
Lori Bachand, APR
President
PRSA—Las Vegas Valley Chapter*

What is RSS and why should I use it?

BY PETE CODELLA, APR

RSS is Really Simple Syndication. It's like Oprah, who syndicates her TV show, allowing it to be seen by way too many people around the world. RSS is how you syndicate, or distribute, your information on the Web.

Search engine spiders love to eat RSS feeds, as they're known. That's what makes anything with an RSS feed attached to it place so high in search results.

As a public relations practitioner, I know of no better way to stay abreast of all things related to our industry than

through utilization of an RSS reader and feeds. It's like having a television set full of hundreds of channels and tuning to just those favorite channels to view, or read, what you want.

The same can be said for following news of any industry, product or organization.

The same can be said for staying in-the-know when it comes to the Las Vegas Valley Chapter of PRSA. Subscribing to the RSS feed on Vegas PR News (at <http://prsalasvegas.com/blog>) will keep you informed and up-to-date.

You have two options for receiving the LVVC RSS feed: 1) receive it in your email inbox (the old fashioned way, if you can believe email is old fashioned), and 2) receiving it in an RSS reader (like NewsGator or a customized Google home page; both are free).

I recommend utilizing NewsGator's FeedDemon RSS reader (did I mention it's free?). Subscribe to sites that distribute the information you're most interested in. Within five or 10 minutes each morning and afternoon you can keep your finger on the pulse of world news, political happenings and the PR industry, without adding to your email inbox.

Even if you're comfortable being called old fashioned, perhaps those who depend on you for counsel would appreciate knowing a bit more about RSS, its benefits and how it works. There's no better way than to try it for yourself and there's no time like the present.

Article written upon request from the PRSA-LVVC board by Pete Codella, APR, a former chapter president, owner of Codella Marketing and technology based public relations guru.

Are you "Linked In?"

BY SONYA RUFFIN, APR - VP COMMUNICATIONS

20 million other users are. Now PRSA is Linked In too.

Linked In is a business-oriented social networking site mainly used to maintain professional connections. The site allows users to keep a list of contact details about people that they know and trust. A contact network is built of direct connections and connections of those connections that link a user to many other users. It can be used to find jobs, find business opportunities, or ask questions. In addition, employers may list their staffing needs using this service.

Linked In Groups allow users to establish new business relationships within associations, industries or social groups. Users have the option to connect (or not) with any individual. Users may also opt to not be contacted.

Linked In doesn't require that you download a program – that'll keep your IT folks happy.

PRSA Las Vegas Valley has set up a Linked In group for its members. The way that Linked In works, you must be invited or pre-approved to join the group. If you would like to join this group, please use the following link: <http://www.linkedin.com/e/gis/60661/71918D16B998>.

ou may also receive an invitation inviting you to join the group. If you don't, it may mean that the chapter doesn't have your current contact information. It's an email that can easily be mistaken for spam, so you might also check your spam filter.

PRSA National has also set up a Linked In group in which it regularly "pre-approves" members so that anyone who is a PRSA member can join. To join PRSA National's Linked In group, use the following link: <http://www.linkedin.com/e/gis/49680/3795BE6B656E>.

June Luncheon Seminar – June 27

BY DIANE GIBES – PRESIDENT-ELECT

Communicating in a Downturn Market: The Challenges and the Opportunities

Registration Deadline: June 24

With U.S. gas prices soaring to more than \$4 per gallon, home foreclosures at a record high, and stories about the struggling economy dominating the headlines, how are businesses, government, non-profits and industry groups navigating through these uncertain economic times? What are the unique challenges and opportunities for public relations professionals? What are the strategies and tactics for keeping your stakeholders engaged during these tough economic times? Sharing their insight on this timely topic at the June 27 PRSA Las Vegas Luncheon Seminar from 11:30 a.m. to 1 p.m. are three top industry leaders.

The Panel

- **Jeremy Aguero** - Principal, Applied Analysis
- **Patty Kelley** - President, Greater Las Vegas Association of REALTORS®
- **Monica Caruso** - Director of Public Affairs, Southern Nevada Home Builders Association

You will:

- Hear the latest research and statistics on the state of the Las Vegas market and how it compares to the national trends
- Learn best practices about communicating with your membership, public, media and other stakeholders
- Understand the critical importance of having a downturn communications plan
- Get up-to-the-minute advice on what communications strategies are working and what's not
- Hear how industry groups are helping their members through difficult times
- Learn what resources are available to help organizations and their membership during an economic downturn
- Gain insight on how practitioners are adapting their strategies or what they're trying that's different

Registration Deadline for this luncheon is Tuesday, June 24. To register, click on the link below.

<http://guest.cvent.com/EVENTS/Info/Invitation.aspx?e=9672f411-b5cc-42d4-bf14-fa5fccea9b2>

Chapter Files Annual Return

BY AMY BROOKS - VP FINANCE

As required by law, the chapter submitted a tax return for 2007 to the Internal Revenue Service in plenty of time to meet the extension deadline of Aug. 15, 2008. The chapter's official status according to the IRS is 501(c)6 tax exempt business league which makes our return public record. The form was completed by a certified public accountant at Stewart, Archibald & Barney, LLP. [Read More. . .](#)

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