



## Vegas PR News

### *PR Success At The Springs Preserve*

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prsalasvegas.com

Las Vegas is about to have something new to brag about! The \$250 million Springs Preserve (Preserve) attraction is set to open on June 8, with all the fanfare expected of a major Las Vegas attraction. Although in close proximity to the Strip, the Preserve is worlds apart from what it will offer to locals and tourists alike. A cultural and historical attraction designed to celebrate Las Vegas' dynamic history and provide a vision for a sustainable future, when completed the non-gaming attraction will feature a series of historic museums and galleries.

The Preserve will also feature an 8-acre botanical garden, 2.5 miles of walking trails and an approximately 2,000 seat outdoor amphitheater for concerts and events. Most impressive is that the buildings of the Preserve are targeting LEED (Leadership in Energy and Environmental Design) Platinum certification, the highest level awarded by the U.S. Green Building Council. This certification will make the Preserve the first LEED Platinum rated attraction in the world.

### **In This Issue...**

#### ▣ **PR Success at the Springs Preserve**

Veteran local public relations practitioners, Jesse Davis and Allison Copening, along with assistance from teammate Dawn Barraclough, will share what it has taken to make the Springs Preserve a reality, the incredible media attention that has been generated thus far (with much more expected!) and the marketing and public relations strategy that will make the Preserve a success.

#### **Prepare for the Pinnacles**

The luncheon will be held at Lawry's The Prime Rib, 4043 Howard Hughes Pkwy. Networking begins at 11:30 a.m. with lunch served by noon. The presentation will begin shortly thereafter and conclude at 1 p.m.

#### ▣ **Development Communications Specialist**

The cost is \$28 for PRSA/PRSSA members before noon on Tuesday, May 15; \$33 for non-members before the deadline; \$35 after the deadline for members and non-members, and at the door. Register online at <http://www.prsalasvegas.com/index.php>

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

#### ▣ **Presidents Report**

### *Prepare For The Pinnacles!*

### *Get the Recognition Your Great Work Deserves*

It's not too early to start getting ready for Pinnacle Awards! The fantastic work that you're doing right now could be recognized this fall as you receive a coveted black obelisk at the 2007 PRSA Pinnacle Awards! The awards ceremony is being planned for early November. Look for your "Save the Date" postcard and email early this summer.

#### **Workshops**

Not sure how to enter? The Pinnacle Awards Committee is planning a workshop this July to help familiarize you with the process of preparing and submitting an entry. The majority of the work for entries this year should be or have been completed between January 1, 2006 and August 31, 2007. More information about the workshop will be forthcoming.

#### **Sponsorships**

Pinnacle Awards sponsorships are available! Please consider being a sponsor for the 2007 awards. As such, you will be exposed to the premier group of public relations professionals from around the area. Please mention the sponsorship opportunity to the vendors who serve you, including your printer, promotional items vendor and other sales reps.

#### **Silent Auction Contributions**

The Pinnacle Committee is also seeking donations for the silent auction. In addition to a significant presence at the auction itself, all silent auction donors will be recognized at the ceremony from the podium and in the event program. Proceeds from the auction will benefit the PRSA scholarship program.

#### **Join the Pinnacle Awards Committee**

Join us! Become a part of a great PRSA committee and have fun preparing for our biggest event of the year. Our committee needs your input to make this year's event a success. We are seeking volunteers to coordinate printed materials and mailing, help update information on the website, and coordinate the silent auction. If you can help with even a portion of this or make yourself available for the awards ceremony itself, we would love to hear from you!

For more information, to sponsor, donate to the silent auction or become part of the committee, please email [pimacleawards@prsalavegas.com](mailto:pimacleawards@prsalavegas.com) or call Sonya Ruffin at 938-5464.

### ***Development Communications Specialist***

Salary: \$40,000-\$45,000

The UNLV Foundation is seeking an experienced person to work with its development communications program. Responsibilities include writing and editing materials for college- and unit-based newsletters, fundraising collateral materials, the UNLV Foundation websites, and other external development communications projects.

Please visit <http://www.higheredjobs.com/institution/details.cfm?JobCode=175237744> for the full job description and to apply online.

### ***The President's Report***

Why APR?

Nearly six years ago, I spent one nearly sleepless night flipping through flash cards, trying to pack one last fact, one last name into my brain. I had been studying for months – alone, in groups, and with my study buddy, JoEllen – all for one exam. The next morning, I would be shut into a computer lab for nearly eight hours of recall, analysis, and writing. I wondered if I was up for the task, if I could really remember everything I needed to know. I questioned my experience and my qualifications.

I made it through the next day, managing to get through it with a fairly strong sense of confidence in my answers. On a snowy and windy Denver afternoon five months later, I stood in my driveway, ripping open the envelope with the PRSA logo. I heaved a huge sigh of relief, followed by a shrill scream of pure elation. I was an APR. All of my hard work meant something.

The Accreditation in Public Relations (APR) exam has significantly changed in recent years. The all-day scrutiny has been replaced with a friendlier, more flexible format. Candidates receive their feedback much sooner. However, the process still requires extensive knowledge of public relations principles, ethics, and best practices. It still includes a peer review panel where the professional experience of candidates is evaluated and discussed. It's no walk in the park.

Why should you invest your time and effort into getting three letters after your last name? Every APR has his or her reason. I came from a non-PR background and felt that the APR demonstrated my commitment to the industry and PRSA's ethical code. At the time, I also had designs on leadership within the organization and an APR seemed to be an unofficial requisite. Other colleagues cite reasons including higher pay, improved job prospects, and pressure from higher ups.

You can learn more about the APR process on PRSA national's APR website. They recently posted a series of podcast interviews of professionals who have earned their APRs and are working to help others achieve their accreditation. You can also contact the chapter's APR Chair, Sylke Neal-Finnegan, APR for additional information.

Getting your APR is not an easy task. If it were, it wouldn't mean as much as it does. I hope that you consider taking it on in the near future. I'm glad I did.

Nancy C. Syzdek, APR, President  
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