



Las Vegas Valley Chapter

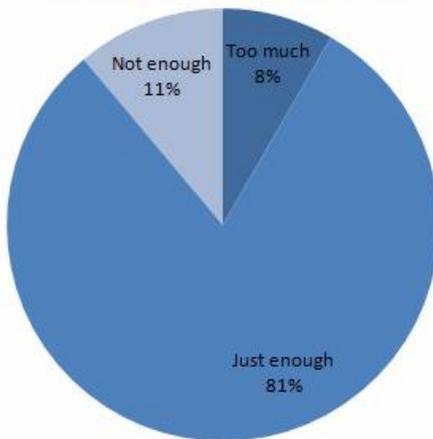
Newsletter – May 2009

Member Survey – You Spoke, We Listened

By Amy Brooks, President-Elect

Thank you to all the members who participated in the annual membership survey. Your thoughts are important to us as we develop programming and services. Each completed entry was put in for a drawing of a Cili's gift certificate and the winner was Amy Maier.

Does the chapter communicate with you...



Are you curious about the results? Here are few gems we gleaned:

- Fewer employers are picking up the cost of membership and seminar registration fees
- Networking continues to hold the top spot for most important reason to maintain membership followed by professional development opportunities
- 83% of members said they would consider attending Western District conference if it were held in Las Vegas in 2011. Update: the PRSA-LVVC Board has agreed to host the conference in 2011.
- Members are interested in morning seminars. In response, the chapter has moved monthly luncheons to "beat the heat" breakfasts for June, July, and August months. More details to come.
- The top rated chapter programs were APR Readiness Prep and Young Professionals. The lowest rated program was the chapter Job Bank. With so few jobs available, it's understandable that this program received low marks even though more members are visiting it more frequently.
- 44% of members did not know the chapter has a blog. Here's the link: www.prsalasvegas.com/blog
- Some members report that they do not receive chapter emails. Cvent tells us that it might be a problem with your settings. [Learn more.](#)
- 18 members volunteered to help with the 2011 Western District Conference planning

As always, we enjoy hearing from our members. If you missed submitting your feedback but would like to offer your comments, please post your thoughts on the blog or contact Amy Brooks at pres-elect@prsalasvegas.com.

PRSA-LVVC has more than 900 email addresses of nonmember professionals who have opted into the database. We are working on a survey to be launched in June providing the board with feedback from nonmembers.

Luncheon – Meet the Media

Pitch Local Decision Makers Friday, May 29th

Bring your pitch packet, your best pitching techniques and your interesting story ideas for one-on-one "pitch sessions" with our distinguished panel of media representatives. Mid-way through the event, participants will rotate to a second panelist's table for another chance to pitch. Plus delicious boneless braised short ribs and carrot cake for dessert!

After the "speed pitching" sessions, our media panel will give us their overall impressions and feedback and discuss what our PR pros did well and what areas we could improve upon. They will also share some best practices for e-mail and phone pitches. And, of course, it's our hope that our pitches will result in a story idea or two!

Cili Restaurant at Bali Hai Golf Course

5160 Las Vegas Blvd. S.

\$35 for LVVC members and \$40 for nonmembers after May 26 and at the door

[More Info and RSVP](#)

Our next luncheon will be a breakfast!. We're going to "Beat-the-Heat" by moving our regularly scheduled luncheons to breakfasts. The June event is scheduled for Friday, June 26 at Cili's with networking and registration beginning at 7 a.m. Watch your email or the chapter website for details.

Welcome Our New Members

The LVVC Chapter keeps growing and we would like to welcome our new members, most of whom took advantage of the free chapter dues promotion run by PRSA National in March.

Stephanie Forte

Forte Creative Media
702-898-2547
sforte@fortecreativemedia.com

Colleen May

ThinkMedia Now
702-324-7063
colleen@thinkmedianow.com

June Johns

City of Las Vegas
702-229-2062
jjohns@lasvegasnevada.gov

Toni Chiri

US Department of Energy-OCRWM
702-290-4430
chirit63@cox.net

Derek Schoen

The Firm Public Relations & Marketing
702-739-9933
dereks@thefirmpr.com

New member promotion: Join by June 30 and Save \$65

If you've been waiting for the right time to join PRSA, it has come. New members joining between now and the end of June can get the \$65 initiation fee waived, bringing the cost for national membership down to just \$225.

Find out more and join online at [PRSA National](#). Be sure to enter the promotion code SPRING2009 to receive the discount.

This is PRSA's best offer of the year, so take advantage of it before it's too late! For more information, see the [PRSA National Member Benefits](#) page and our [Las Vegas Valley Chapter](#) website.



Sponsorship Chair is a familiar face

We're pleased to announce that Susie Black, vice president of public relations and government affairs at Faiss Foley Warren Public Relations, is the new sponsorship chair for 2009.

Susie is a past president of our PRSA chapter and a 2004 graduate of the Las Vegas Chamber of Commerce's Leadership Las Vegas Program.

Susie joined [Faiss Foley Warren](#) in 1998 and plays a lead role in many of the agency's largest accounts including the Southern Nevada Water Authority, Cox Communications and Pardee Homes. Susie's extensive experience in the public relations field and her involvement in the community make her an invaluable asset in this role.



APR Program Blazes through the Summer Heat

By *Nancy Syzdek, APR*

With more than 10 candidates at various stages in the accreditation process, the APR program in the Las Vegas Valley Chapter is as busy as ever. We're taking advantage of the summer heat and staying cool inside with two preparatory sessions scheduled in June. While the sessions are targeted toward APR candidates, any PR pro looking for some shade while honing their knowledge and skills is welcome to register.

"Considering the extremely competitive market, PR professionals are seeking every opportunity available to set themselves up for success against other worthy, experienced job seekers," said Cheryl Persinger, APR, the chapter's accreditation co-chair. "Investing in accreditation and your professional development is a great way to differentiate yourself in this crowded market."

The accreditation program will be holding two in-person preparatory sessions in June to help candidates prepare for the online examination. The first, on Tuesday, June 2*, will focus on ethics and law, business literacy and give candidates personalized direction on preparing their portfolio for their Readiness Review. The discussion, covering 25 percent of the required knowledge skills and abilities for the accreditation process, will be led by Shelli Ryan, APR, PRSA Fellow and Cheryl Persinger, APR.

The second session, on Tuesday, June 16 will cover communication models/theories with Colleen Curran, APR and Dawn Merritt, APR. We will also review and critique candidate portfolios in preparation for the Readiness Reviews. To avoid confusion with the June 2 session a link to register for the June 16 event will be sent out on June 3.

Both sessions will be held from 6-8:30 p.m. at B&P Advertising and Public Relations. Each session costs \$25 per person. Due to the time and effort required to prepare these sessions, a minimum of five registrants per session must be received by Fri., May 29 for the June 2 session to be held. The five-person minimum must be reached by June 12 for the June 16 session to be held.

[Register for the June 2 session](#) or contact [Nancy Syzdek, APR](#) or [Cheryl Persinger, APR](#) for more information about the sessions or accreditation in general.

*This date is a change from the originally published schedule to accommodate the schedule of our presenter. We apologize for any inconvenience. Please see the chapter's new [Calendar of Events](#) on our blog for listings of all LVVC events.

Conference Updates



SAVE THE DATE...

The PRSA Western District Conference in Newport Beach in April was a sold-out success. The Orange County chapter recruited an outstanding lineup of speakers. All of their presentation materials have been posted online. Visit the [WDC website](#) and click on Presentations. There is also a [photo album](#).

We have agreed to host the 2011 Western District Conference here in Las Vegas and plan to make this event bigger and better than ever!

Meanwhile, the **2009 PRSA International Conference** is slated for **November 7-10** in sunny San Diego. The theme is "Delivering Value" - for your clients, your company and your career! It's a four-day event that covers all aspects of public relations and offers a national networking opportunity.

Featured speakers include Arianna Huffington, the founder and driving force behind The Huffington Post, and Todd Buchholz, a former White House director of economic policy, who will share his views on the roller-coaster global economy and what it means for our business.

PRSA has cut the price, too. Members can attend for \$995 and even pay in installments. Rooms at the San Diego Marriott Hotel and Marina are as little as \$236 per night. The discount deadline for the conference is September 25.

[International Info & Registration](#)

P.S. If you're interested in becoming a sponsor for this event, please contact our own [Nancy Syzdek, APR](#), Western District Chair-elect at 702-492-2129 for more information.

[PRSA Las Vegas Web Site](#) | [Blog](#) | [PRSA National](#) | [Unsubscribe](#)