



Vegas PR News

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prsalasvegas.com

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Pinnacle Award winners listed on the website

If you were unable to attend the Pinnacle Awards at the Golden Nugget on November 3, you can view a full list of the winners go to www.prsalasvegas.com.

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Vote online for the 2006 Board

Don't ignore that email you recently received. We need to have 50% plus one votes for the 2006 board slate. That means approximately 76 people need to vote for the results to be official.

If you didn't get the email, contact Tom Bradley at tom.bradley@lvwd.com.

December Luncheon Seminar features a look ahead

If you thought 2005 was a big year for Las Vegas, wait 'till 2006 rolls around.

As the hangover from our centennial celebration lingers, a new governor will be elected. Much fussing will continue over our let-it-ride growth and affordable housing...or lack of the same. A bunch of expensive high-rise condos could transform us from Irvine East to an ersatz Manhattan (complete with Ivana vs. The Donald)...with a homeless population to rival that of the Big Apple. Our school kids are scoring lower on standardized tests and we're importing teachers from overseas.

Don't let those raindrops fool you...we're still in a drought. The outcome of the Operation G-Sting trials will either clear some high-profile names, or substantiate long-held suspicions about local government. The monorail is in one piece, for now. More casinos are coming to a neighborhood near you, but the West Side can't get a grocery store. All the while, we essentially own the Travel Channel, the World Series of Poker is a televised "sport," and millions of tourists...and journalists hell-bent for a Vegas dateline...flock here because we're, well, Vegas, baby.

What does all this portend for the New Year? What PR challenges and opportunities do these and myriad other events and issues yet to unfold hold for us? To find out what's in store for 2006, join us at our final luncheon seminar of 2005 on Friday, **Dec. 2**, at Lawry's The Prime Rib for a panel discussion featuring:

- **Hal Rothman**, chairman of UNLV's History Department, a member of the Clark County Growth Task Force, and a *Las Vegas Sun* columnist; and
- **Steve Sebelius**, editor of *Las Vegas CityLife*, former political columnist for the *Las Vegas Review-Journal* and local blogger.

The cost is \$25 for PRSA/PRSSA members before noon on Tuesday, **Nov. 29**; \$30 for non-members before the deadline; \$35 after the deadline for members and non-members, and at the door. To RSVP, visit www.prsalasvegas.com.

Influencing and Negotiating Skills: From Deadlock to Deal

Join us at our next brown/bag teleseminar event where you'll learn how to broker the best deals while maintaining important relationships. Learn the rules and tools for getting your point across as you propose ideas and make agreements with co-workers, supervisors, bosses, vendors and the people you serve. If you have to deal with shrinking resources, difficult people and sticky situations, hone your skills for making a point without making an enemy.

The session will be presented by Lynne Waymon, a nationally recognized expert on networking and negotiating. She gives practical strategies for promoting products and services, and for advancing careers. She holds a Masters Degree in Education from Florida State University and is certified in the MBTI and a Certified Mediator. She has co-authored several books on networking and has made more than 1200 presentations nationwide.

When: **Thurs., Dec. 1, 2005**

Networking/Lunch: 11:30 a.m. - noon. Live teleseminar broadcast: noon - 1 p.m.

Location: Sprint Las Vegas Headquarters, 330 S. Valley View Blvd., Las Vegas (off Valley View and Meadows Lane).

Cost: Before 5 p.m. on Mon., Nov. 28.: \$25 for PRSA/PRSSA members and \$30 for non-members. After 5 p.m. on Mon., Nov. 28.: \$30 for PRSA/PRSSA members and \$35 for non-members.

Make your reservations today at www.prsalasvegas.com!

Welcome to our New Members

Grace Damon
Southern Hills Hospital & Medical Center

Jennifer Espelien
PBS&J

Chris Jones
ResultsPro

Kristin Ullom
MassMedia

Membership promotion

PRSA's Group Membership Program offers employees the opportunity to join as individual members within a group structure, and receive all the benefits of PRSA membership. Memberships can be transferred within an organization. Here's how it works: A minimum of ten employees from the organization must join at the same time. The group of ten may include up to two current or reinstating PRSA members; their dues will be prorated so that all members of the group have the same term year. Additional benefits include options for free first-year local chapter or professional interest section dues, or waived initiation fees. For more information on the Group Membership Program, please contact Lori Bachand, VP of Membership, at 895-2840 or lori.bachand@unlv.edu.

PRSA extended the "Cultivate Your Career" promotion until Nov. 23. Non-members who join will have their first-year membership in the Las Vegas Valley Chapter paid by the national office. If you have friends or colleagues who are interested, please direct them to http://www.prsa.org/_membership/main/septOctoberoffer.asp.

The President's report

Thank you to the Pinnacle Awards planning committee members for their tireless efforts to make this year's Nov. 3 event such a great success. This year's event not only provided a forum to recognize excellence in the practice of public relations tools and programs, but also included the opportunity to recognize a few of our outstanding practitioners. I especially appreciated hearing from Vicki Taylor, APR as she received the Roger Buehrer Lifetime Achievement Award. Congratulations to all the award recipients.

With 149 current members the chapter is nearing a never-before-reached membership milestone of 150. We are the beneficiaries of a growing economy and thousands of new residents each month. We look forward to serving the needs of a growing public relations practitioner community in Las Vegas.

Members, please be sure to cast your vote for the 2006 board (visit the announcements section of the website). I know Tom Bradley, our president-elect, appreciates your attention to this membership detail and looks forward to finalizing the 2006 slate of officers.

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