



## Vegas PR News

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

### In This Issue...

#### December Luncheon

### December luncheon seminar

#### A look into some of the most successful philanthropic PR

Attend the last luncheon seminar of the year, **Friday, Dec. 1**, and learn about the PR efforts of some of the area's cheeriest non-profits. Representatives from Opportunity Village and Toys for Tots will share experiences, tips, and lessons learned.

While this may be an obvious interest for those who work in non-profit PR, private and public sector PR pros will certainly pick up some valuable lessons learned when it comes to securing media partnerships, handling reputation management, and the tough competition for the community's attention.

#### APR Mixer

Our panel will feature Linda Smith from Opportunity Village's resource development department and Staff Sergeant Fred Krailert, the area Toys for Tots coordinator for the United State Marine Corps.

#### Pinnacle Awards winners

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.

#### New Members

The cost is \$28 for PRSA/PRSSA members before noon on Tuesday, Nov. 28; \$33 for non-members before the deadline; \$35 after the deadline for members and non-members, and at the door. Register online at

#### New Chapter Board

[prsalasvegas.com](http://prsalasvegas.com). Cash, check and credit cards are accepted at the door.

#### Membership Promotions

### Mixer for APRs and APR candidates

#### Job Bank

RA Sushi • Bar • Restaurant and Preferred PR & Marketing are rolling out the tatami mat for a terrific evening for our APR professionals and those interested in getting their Accreditation in Public Relations. For more information and to RSVP, please visit [www.prsalasvegas.com](http://www.prsalasvegas.com).

#### Chapter Q&A

#### The President's report

### 10th Annual PRSA Pinnacle Awards winners

The 10th annual PRSA-Las Vegas Valley Chapter Pinnacle Awards ceremony was held Thursday, **Nov. 2**, at the **Golden Nugget Hotel and Casino** in downtown Las Vegas.

For a full list of winners, visit [PRSAPinnacleAwards.com](http://PRSAPinnacleAwards.com).

### New members

#### Welcome to PRSA—Las Vegas Valley Chapter

##### Ashley Farkas

Communications Coordinator  
The Venetian Resort Hotel Casino

##### Mary Nichols

Bechtel SAIC Company, LLC

For membership information, visit it [prsa.org](http://prsa.org) or contact Lori Bachand at [lori.bachand@unlv.edu](mailto:lori.bachand@unlv.edu)

### Welcome the 2007 Board of Directors

The ballots are in and, based on exit polling, we have declared winners in the election for the 2007 PRSA-Las Vegas Valley Chapter Board of Directors. Chosen by a majority of Chapter members, the new board is comprised of:

- President: **Nancy Syzdek, APR**

- President-Elect: **Lori Bachand, APR**
- Past President/Assembly Delegate: **Tom Bradley, Jr.**
- Assembly Delegate: **Pete Codella, APR**
- Vice President of Finance: **Amy Brooks**
- Vice President of Membership: **Shaun Sewell**
- Vice President of Professional Development: **Diane Gibes**
- Vice President of Administration: **Craig Ruark**
- Internet Chair: **TBD**
- Job Bank Chair: **Shannon Hiller**
- Pinnacle Awards Chair: **Sonya Ruffin, APR**
- Ethics Chair: **Dawn Merritt, APR**
- APR Chairs: **TBD**

The new Board will assume its duties in January. In addition, new committee chairs will be chosen in the next few weeks; more information will follow both in Vegas PR News and on the PRSA-LVVC Web site.

## Membership promotions

### Still Thinking of Joining PRSA?

New members, or members who have been inactive for one year or more, who join during November (for \$290: \$225 National dues + \$65 initiation fee) will receive a free first-year chapter membership (a \$45 value for those of us in the Las Vegas Valley!). New members may join online or use a regular print application and MUST mention promotion code NOV2006 when they join to get the special rate.

### New to PR or Just out of College? Free Stuff for You!

Join PRSA as an Associate Member during December and receive, with your full dues payment, a free first-year membership in the National New Professionals Affinity Group - a \$15 value - PLUS a complimentary copy of the AP Stylebook or a PRSA pen. Starting Dec. 1, new associate members can join online or using a regular print application and must use the promotion code NP2006.

For more information on membership, visit [prsa.org](http://prsa.org) or contact the Las Vegas Valley Chapter's membership liaison at [membership@prsalasvegas.com](mailto:membership@prsalasvegas.com).

## View featured jobs on the PRSA Las Vegas Job Bank

A highlighted job posting is now featured on the home page of the Web site.

Members and nonmembers alike can find the latest job postings on the PRSA Las Vegas Job Bank. Members access the job bank for free, and nonmembers pay an access fee of \$20 every six months. Check out the [job bank page](#) on our Web site for all the details.

## Chapter Q & A

### Q: What can I as a member do to become more involved in Chapter activities?

**A:** In a lot of ways! PRSA-Las Vegas Valley Chapter has several committees that provide members with an opportunity to help the Chapter extend the reach of member benefits and promote the profession here in Southern Nevada.

Usually chaired by a Board member, these committees include Finance, Pinnacle Awards, Professional Development, Diversity, Professional Organizations Liaison, Membership and Luncheon. Each plays an integral role in the Chapter's success and provides a stepping stone for motivated members who may be interested in serving on the Board in the future. Depending on the committee you choose and your level of involvement, your time commitment could range from an hour or two to several hours each month. (Remember, it's not the quantity of time that matters so much as the quality of time devoted.)

As the Chapter just elected a new Board for 2007, committee chairmanships will not be formalized until December or January. At that time, contact information for new committee chairs will be provided.

*Is there something you want to know about the chapter or the Vegas PR community? Please send your questions to [president@prsalasvegas.com](mailto:president@prsalasvegas.com). We'll select a question and provide a response in Vegas PR News to answer some of the common questions asked of Board members. Identities will be kept anonymous unless otherwise requested.*

## The President's report

By the time you read this, the World Series will have concluded and the PRSA-Las Vegas Valley Chapter will have wrapped up another successful Pinnacle Awards competition. Unlike the new world champions of baseball, this year's Pinnacle winners likely will not have showered each other with champagne—at least not publicly—but are deserving of a well-earned congratulations.

I've never had the privilege of judging an awards competition, but this year I got to see our judges in action. Believe me, I do not envy their task in the slightest. The four judges, hailing from California, Colorado and Texas, spent an entire day reviewing and critiquing a combined 85 entries in the Tools and Techniques and Public Relations Programs categories, two judges each. Aside from the sheer volume of work they analyzed and evaluated, the quality of the entries once again made choosing winners a complicated undertaking.

This is not to infer that the judges were pushovers. On the contrary, they were decisive and deliberate in their scoring of the entries. Our goal once again this year was to present Pinnacles and awards of excellence and merit to the most worthy entries. If an entry—no matter how well-packaged—failed to meet the judges' standards, chances are it did not earn an award.

A point of pride for the Chapter is that we consider the Pinnacles to truly be the pinnacle of our profession. To win, you have to earn it; you don't get one simply for showing up. That is why our Pinnacle Committee specifically instructed the judges to be constructive in their criticism; that way, those who did not win would come away with a clearer understanding of why their entries fell short, can take the judges' evaluations to heart and strive even harder next year. Because if you do and take home an obelisk (or a certificate), you will know it is worth the extra effort.

Congratulations once again to the winners, and thank you all for making our 10th annual Pinnacle Awards competition another huge success. Also, thanks to Paula Francis and Gary Waddell from KLAS-TV Channel 8 for serving an event emcees at our awards ceremony Nov. 2, and to Vince Alberta with the Las Vegas Convention and Visitors Authority for presenting our keynote address. And of course, special thanks to Pinnacle Committee Chairwoman Diane Lancaster-Gibes for her boundless enthusiasm, organization and hard work, and to the committee members for their dedication to the program.

~ Tom Bradley Jr.  
PRSA-Las Vegas Valley Chapter President  
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