



Vegas PR News

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Fall member mixer at The Icehouse Lounge

Join PRSA members on Tuesday, Oct. 11 from 5:30 to 7:30 p.m. at The Icehouse Lounge "Conversation Pit" for beverages and light appetizers.

Member mixers are great networking events. Meet new friends, learn about public relations in Las Vegas and relax after work.

No rsvp is needed. If you have questions, contact Lori Bachand, VP of Membership, at membership@prsalasvegas.com or (702) 895-2840.

Pinnacle Awards to honor the best

The Public Relations Society of America, Las Vegas Valley Chapter, will host the 2005 Tri-State Pinnacle Awards on Thursday, Nov. 3 at The Golden Nugget. No-host cocktails start at 6 p.m. with dinner and the awards program starting at 7 p.m.

Nate Tannenbaum, chief meteorologist of KTNV-TV, Channel 13 will be the emcee for the evening. A silent auction to benefit public relations scholarships for local college and university students will be held during cocktails.

The 2005 PRSA Tri-State Pinnacle Awards recognize the best public relations programs and tools created by professionals in Southern Nevada, Northern Arizona and Southern Utah.

A table of eight is \$480 or individual reservations are only \$60. Reservations are required by October 28 and are only accepted on-line. For more information, visit our online [Event Registration](#) page.

Student volunteers needed

PRSSA students are needed to assist during the monthly luncheon seminars and the Pinnacle Awards dinner. Volunteers will receive a complimentary meal, meet PR professionals and enjoy the program. Please contact Shaun Sewell, [VP of Finance](#), to volunteer. Limited availability so don't wait to take advantage of this great opportunity.

From Rat Pack to Riding Tack - Oct. Luncheon seminar

Las Vegas isn't exactly an Old West kind of town; in fact, our most tenuous connection to the days when cowpokes rode the range is Vegas Vic. But that changes each October and December when the Professional Bull Riders and the National Finals Rodeo, respectively, conspire to change the local hipster dress code from Gucci and Prada to Stetson and Wrangler.

How exactly did Las Vegas become rodeo city? What were the public relations challenges faced back in the mid 1980's, when the NFR moved here from Oklahoma City? What public relations challenges and successes has the rodeo brought to Las Vegas? And just how does Vegas and its "anything goes" persona win over those PBR and NFR attendees who flow here each year from the Red State heartland?

Join us Friday, Oct. 21 at Lawry's for a panel discussion on what challenges local PR pros face when attempting to target this niche audience and how they can use these annual 8-second rides to benefit their organizations and their clients (panelists TBD). The cost is \$25 for PRSA/PRSSA members before noon on Tuesday, Oct. 18; \$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.

The President's report

The 2005 Tri-State Pinnacle Awards are coming soon. On Saturday, Oct. 1, four judges from around the country (California, Louisiana and Illinois) spent the entire day reviewing entry forms and supporting documentation. The judges, all APRs including a member of the College of Fellows, were very complimentary as they plowed through nearly 100 entries.

Based on the judging, Pinnacle Awards winners are being identified and final preparations are underway for what's sure to be a well-attended, exciting evening. Winners will be notified in the next week or so.

[Online registration](#) is now available for the Thursday, November 3 event. Sponsorships are available until Friday, Oct. 7 and silent auction items may still be donated. Feel free to [contact us](#) with comments or questions.

In addition to our annual awards event, we hope to see many of you at next week's mixer at The Icehouse and at our Oct. 21 luncheon seminar at Lawry's.

Thank you so much to the many PRSA volunteers who have given so freely of their time and contributed so competently over the past 9 months. We're looking forward to finishing out a great year and assembling a remarkable roster for the 2006 board.

Thanks for your continued support of PRSA and the Las Vegas Valley Chapter. See you soon.

~Pete Codella
PRSA-Las Vegas Valley Chapter President
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