



## Vegas PR News

Volume 2, Issue 8  
September 28, 2005

**Entry deadline for Pinnacle Awards is Friday, Sept. 30**  
*Judging takes place Saturday, Oct. 1*

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

You only have a few more days to submit your entries for the Pinnacle Awards. All entries must be received by 5 p.m. Friday, Sept. 30.

### In This Issue...

▣ **Entry deadline for Pinnacle Awards Friday, Sept. 30**

The 9th annual Pinnacle Awards dinner on Thursday, Nov. 3 at 6 p.m. at the Golden Nugget will recognize outstanding public relations programs and tactics in Southern Nevada, Southern Utah and Northern Arizona.

▣ **Sponsor the Pinnacle Awards**

Mail your entry to:  
Sierra Health Services, Inc  
c/o Paulette Mudrak  
P.O. Box 15645  
Las Vegas, NV 89114-5645

▣ **Silent auction items needed for Pinnacle Awards**

Drop off your entry at one of these two locations:

▣ **Member mixer Tuesday, Oct 11 at the Ice House**

Sierra Health Services, Inc c/o Paulette Mudrak 2724 N. Tenaya Way Las Vegas	Sprint c/o Kim J. Tun 750 E. Warm Springs Rd, Ste 120 Las Vegas
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**Tele-seminar reinforced ethics**

If you have questions, please call Paulette Mudrak at (702) 242-7784.

▣ **New Board Member**

### **Pinnacle Awards sponsorship**

Show your support for the Pinnacle Awards with a sponsorship or an item for the silent auction. Funds from the Pinnacle Awards are used for local public relations scholarships.

▣ **Welcome New Members**

Choose your level of sponsorship below and call Kassi Belz at (702) 553-9086 or Kim Tun at (702) 614-5632 by Friday, Oct. 7.

▣ **The President's Report**

**Platinum Sponsor (\$850)** - Includes table of eight, full-page program ad, banner ad on web site, special recognition on promotional materials and sponsor table at event.

**Gold Sponsor (\$650)** - Includes table of eight, half-page program ad, special recognition on promotional materials and sponsor table at event.

**Silver Sponsor (\$500)** - Includes table of eight, quarter-page program ad, listing in program and sponsor table at event.

**Bronze Sponsor (\$250)** - Includes two tickets to event, listing in program and sponsor table at event.

**Program Ads** - Purchase an advertisement in the program only. Quarter-page is \$50, half-page is \$100 and full-page is \$200.

### **Silent auction items needed**

A silent auction during cocktails will help underwrite the cost of the program. The Pinnacle Awards committee is seeking donations. Contact Dawn Britt at (702) 414-4338 or at [silentauction@prsalasvegas.com](mailto:silentauction@prsalasvegas.com).

### **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 (702) 895-2840.

### **Tele-seminar reinforced ethics for everybody**

The Las Vegas Valley Chapter celebrated PRSA's ethics month with "Resolving Bad Ethical Practice Situations." The panel discussion/teleseminar featured crisis management guru Jim Lukaszewski and members of PRSA's Board of Ethics and Professional Standards. The discussion focused largely on practical applications of PRSA's Code of Ethics, which was updated a few years ago to reflect the dynamic nature of our industry. The panel talked about the advisory nature of the Code and various methods to determine if an action is in compliance. After the teleseminar finished, local attendees shared their thoughts on how they've applied the Code to their practices and worked with clients toward better, more ethical solutions.

All members are encouraged to review the [Code](#). If you have questions or need confidential advice, please contact Catherine Levy, LVVC ethics chair (702-318-4212), or Judy Voss at PRSA national (212-460-1480 or [judy.voss@prsa.org](mailto:judy.voss@prsa.org)).

Thanks to the [PRSA Western District](#) for allowing us to make this event free to our chapter's members. Special thanks to R&R Partners for providing the venue and equipment.

### **Welcome Melody Cannon as VP of Administration**

As life goes on, the one thing that's constant is change. This month our VP of Administration, Guy Campbell, resigned from the PRSA-Las Vegas Valley Chapter board. We are sorry to see him go and wish him well in his future endeavors.

As outlined in the chapter bylaws, the board met on Sept. 22 and approved a replacement for Guy. We are thrilled to welcome Melody Cannon, public information coordinator with the Las Vegas Valley Water District, as our new VP of Administration for the remainder of the 2005 term. We know she will bring plenty of enthusiasm and skill to the job. We are also grateful she has served so diligently on the 2005 luncheon seminar committee. Thank you, Melody, and welcome aboard.

~Pete Codella  
President, PRSA – Las Vegas Valley Chapter

### **Welcome to our new members**

Jonathan Bacon SKG Public Relations	Jeff Pye Wright Engineers
Kristen Boucher HealthInsight	Candice Seeley Regional Flood Control District
Stacey Hatfield Nevada State Board of Architecture	Victoria Soares Sprint

### **The President's report**

With September comes "back to school" and all that goes with it. No doubt we are all feeling the added pressures fall brings to our hectic lives.

Remember, your 2005 Pinnacle awards entries are due by Sept. 30.

Just so you are aware, at the October international PRSA conference in Miami, the Las Vegas Valley Chapter is sponsoring a national bylaws amendment to alter the

length of term required for the assembly delegate board position. National bylaws currently state the length of term to be 3 years. We have proposed that the length of term for assembly delegates be 1 year, not to exceed three consecutive years. Our reasons for requesting the change are varied. Feel free to speak with me or one of the past presidents for 2003 or 2004 for more information or to share your perspective.

Again, thanks for your continued support of PRSA and the Las Vegas Valley Chapter. We look forward to seeing you at our upcoming luncheon seminar and member mixer.

~Pete Codella  
President, PRSA – Las Vegas Valley Chapter  
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