



Las Vegas Valley Chapter

Newsletter – September 2009

Pinnacle Awards Call For Entries

We are now accepting entries for the 2009 PRSA-LVVC Pinnacle Awards. Showcase your most successful work and get the recognition you deserve.

Deadline for entry is Friday, September 18. There are two broad categories – Public Relations Programs and Tools and Techniques – and more than 30 subcategories for entries. For more information including a list of the categories, entry details, judging criteria and more, check out www.prsapinnacleawards.com.



The Pinnacle Awards recognize the best public relations programs, tools and professionals in Southern Nevada, Northern Arizona and Southern Utah. Entries are judged by out-of-market, accredited members of PRSA and are open to chapter members and nonmembers alike.

The 2009 Pinnacle Awards Ceremony will take place on Thursday, November 12 at the Las Vegas Springs Preserve.

We look forward to making this the most exciting Pinnacle Awards yet!

For more information, contact:

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Many thanks to Kassi Belz and Mass Media for their help with the design of the materials for Pinnacles Awards: Save the Date/Call for Entries card, invitation and program.



Monthly Luncheon Seminar – Dealing With Sticky Situations

PRSA Ethics Month Panel Discussion September 25th

PR practitioners often find themselves faced with complicated, politically sensitive, ethical and moral dilemmas that range from easy decisions to complex legal considerations. Where do you draw the line? How do you approach the sticky situations we all encounter? We observe ethics month in September with a panel discussion on ethics in public relations and journalism.

The panelists will be Lori Nelson, APR, the Director of Corporate Communications for Station Casinos, Doug Elfman, an entertainment columnist at the Las Vegas Review Journal, and Jason M. Frierson, a Deputy Public Defender with the Clark County Public Defenders Office. The moderator is Kevin Malone, a Public Information Officer with the Nevada DMV.

Cili Restaurant at Bali Hai Golf Course

5160 Las Vegas Blvd. S.
\$28 for PRSA-LVVC/PRSSA members who register before Wednesday, September 23;
\$35 for non-members before the September 23 deadline;
\$35 for members and \$40 for non-members after the deadline and at the door.
[More Info and RSVP](#)

New Member Orientation

After the seminar, we will be holding an orientation for our 16 new members who have joined the chapter this year. See what chapter membership can do for you!

More Chapter Programs

The Las Vegas Valley Chapter hosted two successful events in the past month. One was networking, another was educational and both were fun!

We would like to thank Eric Jamison and [Studio J Photography](#) for hosting a mixer on August 5. Eric sent a personal email to each attendee afterwards and reports he has landed some business as a result. Thanks again, Eric!

On September 2, meanwhile, Rebecca Gibson, Manager of Marketing Communications for the global headquarters of [Susan G. Komen for the Cure](#), presented the secrets behind the company's award-winning 25th anniversary campaign to promote the Race for the Cure.

Many thanks to the City of Las Vegas and its Historic Fifth Street School for hosting the seminar and to event sponsors Boyd Gaming, Grand Legacy Foods and PRSA Western District.



Non-Member Survey Results

By Amy Brooks, President-Elect

Non-members can opt into the chapter database to receive news and information about the chapter. At this time, there are roughly 900 non-members who belong. In June and July we surveyed them to learn more about their thoughts. Thank you to all the non-members who participated!

Are you curious about the results? Here are few gems we gleaned from the 52 responses we received:

- On average, non-members are younger than members
- 70% work in PR
- 68% said they would consider attending Western District Conference in Las Vegas in 2011
- Most felt they had too little information to rate the chapter's programs and services
- 28% attended a chapter event within the last year
- Nine wanted information on membership
- 44 were interested in volunteer opportunities with the chapter - please contact me to learn more about what's available!

If you missed submitting your feedback but would like to offer your comments, please contact me at pres-elect@prsalasvegas.com.

Travel and Tourism Conference Seeking Presenters

The **PRSA Travel and Tourism Section Conference** will be held in Aspen, Colo., from May 25-28, 2010.

The theme is "Elevate, Integrate, Innovate: Reach Your Peak in Travel and Tourism Communications" Topics will include PR initiatives that are valid in today's climate and how PR professionals can practically apply these ideas and tools to their messaging with a focus in the travel, tourism and hospitality industry. Plus the evolving changes in journalism, whether or not a "story" is really only 140 characters and the trends in developing relevant content.

Organizers are accepting applications for presenters and potential panel members through Friday, September 18. [Download the application](#) (Microsoft Word Document) and e-mail it to [Will Titus](#) at PRSA no later than September 18, 2009. Applicants will be notified of final selections by November 20.

Proposals should be for sessions that address the overall conference theme. Speakers must refrain from any content that could be considered as a "sales pitch." All presentations must be detailed, thoughtful and able to provide attendees with knowledge and tools they can implement in their practice. Please make sure to provide complete contact details for references.

Contact [Don Bill](#) at PRSA, (212) 460-1456, with any questions and for sponsorship opportunities.

International Conference Coming Up

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.

[International Conference Info & Registration](#)

Saver rate registration ends September 25. If you can't attend the full conference, there are many options for pre-conference seminars, single days and half days. Of particular note is the APR Boot Camp, which is an intense three-day preparation course for only \$200.

You or your company also may wish to become a sponsor through two very low-cost sponsorship opportunities -- a chance for the independents and "little" guys to shine, too!

For only \$100, individuals can sign on to be a "Patron" of the conference, and/or for only \$375 your firm can sign on as an "Industry Supporter" and get exposure at the 2009 PRSA International Conference. Please contact our own [Nancy Syzdek, APR](#), Western District Chair-elect at 702-492-2129 for more information.



National Bylaws Rewrite

PRSA National has completed another draft of the proposed new bylaws that, if approved, will govern the Society for the foreseeable future. We

encourage members to review and comment on the changes. Here is a [PR Tactics](#) article by PRSA Chair Michael Cherson, APR, with links to the documents and a summary of changes.

The final debate and changes will come at the annual National Assembly just prior to the International Conference in November. Our Assembly Delegates are Past Presidents Nancy Syzdek, APR, and Lori Bachand, APR. Please [contact Nancy](#) with any feedback on the rewrite. We will be hosting conference calls on the bylaws in September and October. Watch the chapter blog for details.

Help Your Career - Volunteer

By Amy Brooks, President-Elect

If you're one of the few chapter members who hasn't served on a committee or a former volunteer who hasn't been involved in a while, you may be curious about how the chapter is structured.

Overview

Our chapter is one of 110 operating under the PRSA umbrella. Chapters range in size from 10 members to thousands of members. Our chapter is classified as a medium sized chapter at 127 members.

All chapters are lead by a volunteer board of directors. A few chapters have paid staff who help with administrative and routine functions. A goal for our chapter is to hire a chapter administrator once membership has grown to a level in which we can justify the expenditure (my guess is around the 200 member mark).

Nominating Committee

Each year around August, the nominating committee invites possible volunteers for various board and committee positions. They look for people that (1) might be interested in serving, (2) have the time to serve, and (3) have the skills/ability necessary to be successful in a leadership role. Experience in previous chapter committee and leadership posts are also considered. Since our chapter is run entirely by volunteers, an actively engaged board and extensive committee structure is a must.

Elections

Once the nominating committee has found willing volunteers to complete the 2010 board ballot, the ballot is presented to membership for a vote. According to the bylaws, board members must be elected no later than November 15 of each year and will take their positions on January 1.

Interested in Serving?

We know everyone is busy and have contributed so much in the past, when you're ready to step up again, let us know. Likewise, if you've never been involved but would like to serve, we welcome you! Nonmembers are welcome to volunteer for committees. This is a great way to find out if PRSA is the right fit for you.

If you'd like to be considered for a committee or board position for 2010, please let me or another nominating committee member know (see list below). We'd love to hear from you!

For more information, visit:

- [PRSA-LVVC Board Member Descriptions](#)
- [PRSA-LVVC Committee Descriptions](#)
- [Chapter History & Past Presidents](#)
- [PRSA-LVVC Org Chart](#)

Nominating Committee for 2010 leadership positions:

- Chair - [Amy Brooks](#), President-elect
- [Diane Lancaster Gibes](#), President
- [Lori Bachand](#), APR, Past President
- [Nancy Syzdek](#), APR, Past-Past President

Membership Promotion



PRSA is offering a free chapter membership for new members in September and October. It's a \$45 savings. Visit [PRSA National](#) for details. One benefit to LVVC members is free access to the chapter [Job Bank](#), which currently has seven openings listed. Non-members can subscribe as well.