



President's Message

Dear Members,

Our chapter is looking forward to welcoming Dr. Joseph V. Trahan III, APR, Fellow, PRSA, to Anchorage this month to present "The Gumbo Soup of Media Training". Several of our members have attended Dr. Trahan's sessions at the International Conference and they tell me he's an excellent speaker who puts a lot of energy into his presentations. We hope you'll be able to join us on April 18 for this professional development seminar and luncheon. This program has been graciously sponsored by BP Exploration. PRSA would also like to thank Alaska Housing Finance Corporation for covering Dr. Trahan's travel expenses.

The April program will take place at Inlet Tower. After receiving several positive comments about the new location, the PRSA Alaska Chapter board decided to hold our monthly luncheons at Inlet Tower through the rest of 2007. Seating is limited so please consider registering through Cvent to guarantee a space. Information is available on page two of this newsletter.

A special congratulations goes out to Vivian Hamilton, APR, Fellow PRSA and a past president of the Alaska chapter, for her induction into the ATHENA Society last month. The ATHENA Society is a program from the Anchorage Chamber of Commerce that recognizes exceptional individuals for their efforts to promote women in business. PRSA is proud of you, Vivian!

I hope you're all enjoying the beginning of spring after a very long winter!

Sincerely,
Celine Kaplan
PRSA Alaska Chapter President
c_kaplan@telalaska.com

2007 PRSA North Pacific District Conference to be in San Francisco

San Francisco and Silicon Valley chapters of PRSA, in conjunction with Golden Gate University, are proud to co-host "The Golden Gateway to the Global Village," the 2007 North Pacific District Conference in San Francisco on Friday, May 18, 2007.



This full day event, which includes a pre-conference networking reception, is the premier West Coast professional development opportunity of 2007, offering keynote and break-out sessions presented by top local and national practitioners and leaders. Join fellow practitioners from eight states and 16 PRSA chapters.

Date: May 17 (networking event) and 18 (professional development sessions). Location: Golden Gate University (professional development sessions) and California Historical Society (welcome reception/networking event).

Early registration ends April 17 (Member rate \$125 Early Registration/\$195 after April 17), so register early at www.acteva.com/go/prsaNPD.

BOOK YOUR HOTEL EARLY--IT'S "BAY TO BREAKERS" WEEKEND! Special PRSA room rates at Cathedral Hill Hotel (\$99: 1-800-622-0855) or the King George Hotel (\$169: 1-800-288-6005.).

Fairbanks sets record turnout at March PRSA lunch program

The PRSA Alaska Chapter would like to say **THANK YOU** to Wedgewood Resort for sponsoring the March professional development lunch program in Fairbanks. The program on "How to make the ask and thank them with the best PR" was the most successful program held in Fairbanks to date in terms of turnout from attendees.

A big thanks goes to the panelists including Carla Beam, BP; Diane Kaplan, Rasmuson Foundation; Nancy Schoephoester, ConocoPhillips; Mike Walsh, Foraker Group; Judyth Wier, University of Alaska Fairbanks; and Jeri Wigdahl, Flint Hills Resources.



Wedgewood Resort

“Gumbo soup” to be served at PRSA lunch program in Anchorage

If you haven't heard Dr. Joseph V. Trahan, III, APR, Fellow PRSA at a PRSA national conference, now is your chance. Join us for “The Gumbo Soup of Media Training” presented by this dynamic, nationally recognized speaker on Wednesday, April 18, 2007 at Inlet Tower in Anchorage



Sponsored by BP Exploration (Alaska), the half-day seminar will begin promptly at 8:30 a.m. - doors will open at 8. Lunch will follow at 11:30 and will end at 1 p.m.

Trahan is an international media relations trainer, public relations strategist and president of Trahan & Associates. He has conducted hundreds of media training classes across the United States and in many countries. With more than 20 years of experience in public relations, Trahan has worked with government agencies, educational institutes, law enforcement and non-profit entities.

FCVB CEO to speak on community branding at Fairbanks program

Deb Hickok, president and CEO of the Fairbanks Convention and Visitors Bureau, will be the guest speaker of the April 23rd meeting of the Alaska Chapter of PRSA in Fairbanks.



Deb's presentation will be on the community branding process FCVB is currently working on with North Star Destination Strategies. The meeting will held at the Regency Fairbanks Hotel at 12p. m.

For more information or to RSVP contact Scott McCrea at 474-7905 or by email at scott.mccrea@uaf.edu.

Spring into APR accreditation!

Spring is the perfect time to work toward APR certification! The APR certification is the only professional certification program open to public relations professionals. Earning the APR certification proves you have successfully demonstrated competency in the knowledge, skills and abilities required to practice public relations effectively in today's business arena. For more information please contact Nance Larsen at NLarsen@anchorage.net or (907) 257-2331.

Date: Wednesday, April 18

Location: Inlet Towers, 100 L Street

Time: Doors open at 11:30a.m., program begins at noon.

RSVP: By April 16 by calling 566-0717 or through Cvent at prsaalaska.org

Member costs: Seminar & lunch \$95; lunch only \$24.



Welcome new PRSA members!

Please help us in welcoming these new members to the Alaska Chapter of PRSA.

Michael Campbell
Marketing Coordinator
MAC Federal Credit Union (Ft Wainwright)
mcampbell@macfcu.org

David Large, Jr.
Blood Bank of Alaska
dlarge@bbak.org

Christine Lynch
Public Information Officer
State of Alaska
cwhite51@hotmail.com

Joan Pardes
Marketing Director
SERRC - Alaska's Educational Resource Center
joanp@serrc.org

Sandra Yi
Account Coordinator
Marketing Solutions, Inc.
sandra@marketingsol.net

2007 Board Members and Committee Chairs

For contact information for any of the individuals below, please visit our website at

www.prsaalaska.org/officers.htm

Officers

President - Celine Kaplan, *Senior Marketing & PR Associate, TelAlaska*

Vice President - Kathy Day, APR, *President, KD/PR*

Treasurer Heather Morinitti, *Marketing Coordinator, TelAlaska*

Secretary Amy Burnett, *Communications Officer, Cook Inlet Housing Authority*

Past President - Jeri Wigdahl, *Public Affairs, Flint Hills Resources Alaska*

Board Members

Carley Lawrence, *Marketing Strategist, The Nerland Agency*

Christine Lynch, *Public Information Officer II, State of Alaska Department of Health & Social Services*

Scott McCrea, *Director of University Marketing and Publications, University of Alaska Fairbanks*

Ron McGee, *Assistant Professor of Journalism and Public Communications, University of Alaska Anchorage*

Sherrie Simmonds, *Corporate Communications Officer, Alaska Housing Finance Corporation*

Cassandra Stalzer, APR, *Public Affairs Specialist, USDA Natural Resources Conservation Service*

Ethics Officer

Joette Storm, APR, Fellow PRSA, *Co-Owner, Wordwright*

Assembly Delegates

About PRSA

The Public Relations Society of America, based in New York City, is the world's largest organization for public relations professionals. The Society has more than 28,000 professional and student members. PRSA is organized into 112 Chapters nationwide, 19 Professional Interest Sections, along with Affinity Groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. The Public Relations Student Society of America (PRSSA) has 255 Chapters at colleges and universities throughout the United States.

Crystal Enkvist, APR, *Director of Member and Public Relations, Alaska Power Association*

Bruce Batten, APR, Fellow PRSA, *Bruce Batten Communications*

PRSA National Board Member

Mary Barber, APR, Fellow PRSA, *The Barber Group*

Committee Chairs

Accreditation Nance Larsen, APR, *Vice President of Communications and Marketing Programs, Anchorage Convention & Visitor's Bureau*

Advocacy Crystal Enkvist, APR

Aurora Awards Program Carley Lawrence

Aurora Awards Banquet Natalie Knox, APR, *ConocoPhillips*

Cvent Cassandra Stalzer, APR

Education (scholarship) Ron McGee

Fundraising Christine Lynch

Anchorage Membership Coordinator: David Kennedy, *Alaska Communications Consultant, Wells Fargo*

Newsletter & Publicity Scott McCrea

Statewide Unity Jeri Wigdahl

PRSSA Advisor Nance Larsen, APR

Press releases Marcia Hoffman-DeVoe, *VA Healthcare System*

Professional Development (luncheon programs) Sherrie Simmonds

Website Scott McCrea