



## Message from the president

Dear Members,

I hope this finds you enjoying summertime in Alaska.

Our chapter board and committee chairs are finalizing June luncheons in Anchorage and Fairbanks before taking a short break. In Anchorage, PRSA will give you an opportunity to visit with the talented group behind Anchorage's Big Wild Life. And Fairbanks members will hear from retiring Fairbanks North Star Borough superintendent, Dr. Ann Shortt. There will not be a luncheon or newsletter in July so your board can get recharged and prepared for more exciting professional development opportunities for the

remainder of 2007.

Meanwhile, continue reading to learn about PRSA's keynote speaker for the international conference in Philadelphia in October. The Alaska Chapter always has a large contingent at the conference and we'd love for you to consider joining us for another great conference with our PR colleagues from all over the globe.

Best wishes for a wonderful summer season!

Celine Kaplan

PRSA Alaska Chapter President

[c\\_kaplan@telalaska.com](mailto:c_kaplan@telalaska.com)

### **"Meet the Press" Moderator Tim Russert General Session Keynote Speaker at PRSA International Conference, October 20 – 23**

Join the PR Evolution and help shape the future of public relations and communications!



Meet us in Philadelphia for the most enlightening and rewarding event of the year featuring more than 200 speakers at 100 knowledge-packed professional development workshops; 10 skill-enhancing pre-conference seminars; daily keynoters plus two powerhouse lunch and learn events; and unparalleled networking events including 16 industry-specific networking dinners.

Join us as we kick off the PRSA 2007 International Conference with keynote speaker Tim Russert, managing editor and moderator of "Meet the Press" and political analyst for "NBC Nightly News" and "Today." This is the 60th anniversary of both "Meet the Press" and PRSA.

**IMPORTANT: Register by September 7 and save \$200!  
Visit [www.prsa.org/conf2007](http://www.prsa.org/conf2007) today!**

## **"Think Bigger" membership promotion runs through June**

Think bigger.

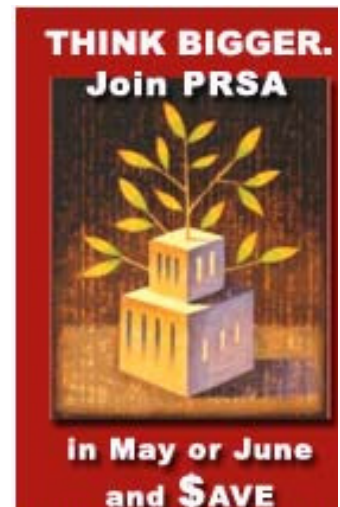
Think career growth.

Think PRSA.

Encourage your colleagues to "think bigger" and receive free Alaska Chapter membership for one year when they join PRSA in May or June at the full member rate of \$290 (\$225 national dues plus \$65 initiation fee). As the world's largest organization for public relations professionals, PRSA puts you in a better position to advance your career and stay up-to-date with issues that affect your profession.

Former members who have been inactive for at least one year may also participate. This offer is not valid for Associate membership.

To take advantage of this special offer, visit [www.prsa.org](http://www.prsa.org) and click on the "THINK BIGGER." icon or contact Membership Chair David Kennedy at 265-2184 or [kenneddj@wellsfargo.com](mailto:kenneddj@wellsfargo.com).



# June lunch program to give the buzz on “Anchorage. Big Wild Life™”

Speakers:

**Nance Larsen, APR,**  
Anchorage Convention &  
Visitors Bureau



**Robert Poe,** Past-President, Anchorage Economic Development Corp.

**Karen Kluesner,** Brand Architect, Nerland Agency

Learn what all the buzz is about! The branding team will join us to discuss the research and public relations behind Anchorage’s new brand. Karen Kluesner will discuss the research required to build a meaningful brand and why a brand is more than a slogan. Bob Poe will set the stage of how “Anchorage. Big Wild Life™” fits into your Anchorage lifestyle. Lastly, Nance Larsen will talk about some of the ways the Anchorage Convention and Visitors Bureau is using PR to incorporate the

## Welcome new members!

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

**Te’Nesha Austin,** Web Specialist II  
Northrim Bank

**Megan Baeza,** Director, Public Affairs  
The Arc of Anchorage

**Dennis Neill,** Dennis Neill Associates

**Meghan J. Powell,** Project Development Manager  
ASRC Energy Services, Regulatory and Technical Services

## Problems with CVENT?

Ever wonder if your CVENT registration really worked? One way to tell for sure is to look for your confirmation email from CVENT. Immediately after successfully completing the online registration process, an email will be generated confirming your registration details. The email will be sent to the address PRSA has on file. If you do not get the confirmation email, either a problem occurred during the online process or you have an outdated address in the database.

Registration problems with CVENT are rare, so you can try the online portion again, or contact the CVENT coordinator at [cassandra.stalzer@ak.usda.gov](mailto:cassandra.stalzer@ak.usda.gov) to ensure we have the correct contact information for you.

new brand into the Anchorage consciousness.

**Date:** Wednesday, June 20

**Location:** Inlet Towers, 1200 L Street

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

**RSVP:** By June 18 by calling 566-0717 or through Cvent at [prsaalaska.org](http://prsaalaska.org)

**Costs:** Member--\$22. Non-member--\$25. Student--\$10

**SPONSORED BY:**



### Notice regarding monthly luncheon events in Anchorage

Due to space considerations, any individual attending a luncheon program in Anchorage must pay full price to enter, even if they do not plan to eat lunch. Additionally, the dessert and coffee option is no longer available.

## Fairbanks program to feature school district superintendent

Dr. Ann Shortt, superintendent of schools for the Fairbanks North Star Borough School District will be guest speaker at the June meeting in Fairbanks. Shortt will be speaking on the importance of communication in building and maintaining trust.

Shortt was named superintendent of schools for the Fairbanks North Star Borough School District in July 2002. Ann was recruited to join the system in June 1999, as assistant superintendent in charge of curriculum and instruction. She earned her bachelors’ and masters’ degrees at Appalachian State University in Boone, North Carolina and was awarded her doctorate in educational administration from Loyola University in Chicago in 1983.

For more information or to RSVP contact Scott McCrea at 474-7905 or by email at [scott.mccrea@uaf.edu](mailto:scott.mccrea@uaf.edu).

**Date:** Monday, June 25

**Location:** Lynda Sather’s house (directions given to those who RSVP)

**Time:** 12-1:30 p.m.

**RSVP:** By June 20 by emailing Scott McCrea at [scott.mccrea@uaf.edu](mailto:scott.mccrea@uaf.edu) or calling 474-7905.

**Costs:** TBA

# 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](http://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

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

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

# 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.

## 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

## Thank you!

PRSA would like to thank the sponsor of our speaker's gifts, Alaska Serigraphics!

