

From the President

Dear Members,

Thanks to all of you who entered our annual Aurora Awards competition. We had an impressive number of entries this year and they're on their way to our judges in the Lower 48. We look forward to announcing the winners on January 10th at our annual awards event...stay tuned for more details!

Anchorage's last luncheon program of 2007 will be held on November 14 at Inlet Tower where our guest speaker will be Julie Hasquet, communications director for Mayor Begich. This luncheon will also serve as the Alaska Chapter's annual meeting where we'll elect a new slate of officers and board members for 2008. Please remember to fax or email your ballot or you may complete one at the luncheon. Luncheon registration is available online at www.prsaalaska.org.

In December PRSA will host our annual holiday social in place of a luncheon program. Bruce and Susan Pozzi have graciously offered to host the gathering in their home once again. Please save the date for Thursday, December 13 from 6 p.m. to 8 p.m. More information and directions will be sent shortly.

I hope to see you soon.

Sincerely,
Celine Kaplan
PRSA Alaska Chapter President

PRSA Alaska Chapter members receive statewide, national recognition

PRSA Alaska Chapter President **Celine Kaplan** and board member **Scott McCrea** were selected to the 2007 Top 40 Alaskans Under 40 list. Sponsored by the Anchorage Chamber of Commerce and the Alaska Journal of Commerce, the program recognizes the state's top professionals under age 40 who have demonstrated professional excellence and a commitment to their community.

PRSA Alaska Chapter members **Natalie Knox**, APR, was recently profiled in the University of Alaska Anchorage magazine "Accolades." Knox is director of communications for ConocoPhillips Alaska. The magazine is avail-

Hasquet to speak at PRSA Alaska Chapter November luncheon

People are invited to the PRSA Alaska Chapter November Luncheon on Wednesday, November 14 when our speaker will be Julie Hasquet, communications director for Mayor Mark Begich.

From interviews on local talk radio to the Washington Post, Julie Hasquet talks about the challenges and opportunities working with Mayor Mark Begich.

Julie graduated from San Diego State University with a degree in telecommunications and film. She achieved a dream she had since the 4th grade to become a TV news reporter when she got a job at KTUU-TV Channel 2 in Anchorage in 1986, where she worked for 17 years as a reporter, anchor and producer. In July 2003, Julie went to work as the communications director for Mayor Mark Begich – a job that has been as equally rewarding and challenging as the news business.

The meeting will be held at the Inlet Tower and Suites, 1200 L Street. Doors open at 11:30 a.m.

RSVP by Monday, November 12 through the PRSA website at www.prsaalaska.org or by calling 566-0717.

able online at <http://www.uaa.alaska.edu/alumni/upload/Fall07Accolades.pdf>.

Rhoda Weiss, APR, Fellow PRSA, 2007 PRSA chair & CEO, has officially announced the new volunteer officers for 2008. **Mary Deming Barber**, APR, Fellow PRSA, director of communications, Alaska Community Foundation, Anchorage, Alaska, will serve as secretary. Officers are elected for one-year terms. The Alaska Chapter is proud to have one of our own serving on the national board and we send our sincere congratulations to Mary.

Communicators Conference seeks speakers for 2008

The Communicator's Conference seeks qualified, engaging and insightful speakers for its Portland, Oregon conference slated for May 2008. Interested applicants can go to www.pdxcommconf.org, to download the RFP.

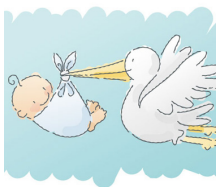
The Communicator's Conference is an annual professional development conference held each spring in Portland for area communications professionals. The Portland Chapter of the Public Relations Society of America (PRSA) and the Oregon Columbia Chapter of the International Association of Business Communicators (IABC) host the event, which attracts more than 100 Portland professionals.

For 2008, the conference has partnered with the North Pacific District of PRSA to include communications professionals from Washington, California, Alaska, Idaho, Nevada, Utah and Montana. For more information please contact Taraneh Foster at tara@woloshin.com or Abigail Dougherty at abigail.red@gmail.com.

Welcome New Member!

Please join PRSA Alaska Chapter in welcoming Katie Pesznecker, internal communications coordinator with Alyeska Pipeline Service Company.

Baby News



Alaska Chapter Past President, Allison Knox of AK Communications & Consulting, has welcomed a daughter. Baby Ella was born on November 3 and weighed 8 lbs, 8 oz. Congratulations, Allison!

PRSA Silent Auction

The Alaska Chapter is seeking donations of items or services for our annual silent auction to be held at our awards banquet on January 10. If you would like to donate, please contact us at prsa_alaska@yahoo.com.

November Tactics

Watch your mailboxes for the November issue of PR Tactics where one of Alaska's members will be featured in an advertisement for PRSA's Accreditation program.

Fairbanks lunch to focus on measuring & maximizing marketing ROI

The Fairbanks contingent of the PRSA Alaska Chapter will be holding its November meeting on Monday, November 26 at Zach's Restaurant.

Nicole Stewart, marketing manager for Sourdough Fuel, will be presenting on what she learned at the American Management Association workshop on "Measuring and Maximizing Marketing ROI." An overview of what the workshop covers can be found online at <http://www.ama-net.org/seminars/seminar.cfm?basesemno=5105>

The meeting will begin at 12p.m. To RSVP contact Sharon Burke at sharon.burke@uaf.edu or by calling 474-7587.

PRSA Responds to FEMA News Conference Incident

To prevent deceptive practices and to advocate for honest and accurate communications, the 32,000-member Public Relations Society of America (PRSA) put forward its Code of Ethics to address issues raised by the October 23 news conference where Federal Emergency Management Agency (FEMA) employees appeared to pose as reporters.

PRSA, the world's largest organization for public relations professionals and students, outlined its PRSA Code of Ethics, a unique set of principles that has become the industry standard for ethical practice by communications professionals in the private and public sectors. The Code is developed and maintained by the PRSA Board of Ethics and Professional Standards.

Read the full article at http://media.prsa.org/article_display.cfm?article_id=1137&view_id=33125

There will be no PRSA lunch programs in December for Anchorage or Fairbanks. Happy holidays from the PRSA Alaska Chapter board of directors!

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*

David Kennedy, *Alaska Communications Consultant, Wells Fargo*

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!

