



NEWS FOR THE MONTH OF DECEMBER 2008

Message from the President

2008 Board of Directors

President

Sherrie Simmonds

President Elect

Amy J. Burnett

Treasurer

Cassandra Stalzer,
APR

Secretary

Julie Pollock, APR

Past President

Celine Kaplan

Assembly Delegates

Crystal Enkvist, APR
Bruce Batten, Fellow
PRSA, APR

Ethics Officer

Joette Storm, Fellow
PRSA, APR

Members

Michelle Engelke, CAS
Emily Ford
David Kennedy
Scott McCrea
Ron McGee
Sandra Yi

*For committee chairs
and contact
information visit us on
the web at
www.prsaalaska.org*

Holiday Greetings!

The Alaska Chapter does not hold a luncheon meeting in December, but please join your peers at the home of Bruce and Susan Pozzi, 200 Pacific View Drive (see directions later in the newsletter), Thurs., Dec. 11, 5:30 - ???.

The Pozzis will provide the wine; please bring a dish to share, along with an unwrapped gift to contribute to the Salvation Army Angel Tree/GIFT program.

Save the date: Wed., Jan. 21 for our Aurora Awards luncheon. This very special event will honor the best public relations work this past year.

Just a reminder about some of the benefits of the national PRSA Web site:

The re-launched **PRSA Jobcenter** boasts a new look and functionality, including e-mail job alerts, a robust career library and anonymous resume posting.

PR Journal, an online publication that showcases original communications research of PRSA members, further extending the industry knowledge base.

We are wrapping up a very successful year in Alaska, with terrific luncheon speakers, professional development seminars, and free-to-member teleseminars and social networking luncheons.

The incoming board is eager to continue—or even expand—these activities in the upcoming year. If you'd like to participate on a committee, we'd love to hear from you. Contact me at ssimmond@ahfc.state.ak.us or Amy Burnett, president-elect, at Amy.J.Burnett@conocophillips.com.

Happy Holidays!

Sherrie Simmonds,
Alaska Chapter President
ssimmond@ahfc.state.ak.us or
330-8447

SAVE THE DATES! VISIT PRSAALASKA.ORG FOR MORE INFO.

"The Power of Social Media" breakfast seminar, Wednesday, January 14, 2009.

PRSA Alaska Chapter luncheon program with PRSA President/COO William Murray, Wednesday, February 25.

Report from the Alaska Chapter November Retreat/Board Meeting

At this year's Annual Meeting, held on November 10, 2008, members voted to accept the slate of new officers for the upcoming year. New officers for 2009 are **Amy Burnett, president** and **Nance Larsen, APR, president-elect**. Re-elected to serve again are **Cassandra Stalzer, APR, treasurer**; and **Julie Pollock, APR, secretary**. After completing her term as president in 2008, **Sherrie Simmonds** will continue to serve the chapter as past president in 2009.

Board members elected to serve a two-year term are: **Janet Asaro, Michelle Egan, David Kennedy, Allison Knox** and **Amy Slinker**. After serving her first year as an appointed board member, **Emily Ford** was elected to complete the second year of a two-year term. **Scott McCrea** and **Sandra Yi** will complete their second years of service at the end of 2009. **Crystal Enkvist, APR** will serve a two-year term as ethics officer. **Mary D. Barber, APR, Fellow PRSA** will begin a three-year term as an assembly delegate. **Bruce Batten, APR, Fellow PRSA** has one year remaining in his three-year term as assembly delegate.

Not even a week after the election of the new board was approved, the group met to set goals for the upcoming year at a half-day strategic planning retreat facilitated by **Joette Storm, APR, Fellow PRSA**. The retreat was held at Joette's home in Anchorage on November 16. The group shared feedback recently gathered from members, and focused on concrete ways to provide more value to PRSA members.

At the board's regular monthly meeting in November, held November 26th, the board pressed ahead on planning for the upcoming Aurora Awards. The awards banquet will be held this year as a luncheon in January in response to feedback on a member survey. A committee was formed

to plan the banquet but more help is needed. Please contact Sherrie at ssimmonds@ahfc.state.ak.us or Amy Burnett at Amy.J.Burnett@conocophillips.com

Sandra Yi and David Kennedy, co-chairs of the professional development committee, discussed the positive feedback from members on the three social media brownbag luncheons held in November. An additional offering in November was a free teleseminar on working with your CEO and the media. Four members in Anchorage participated. Scott McCrea of the publicity committee noted that two such teleseminars would be offered for Fairbanks PRSA Alaska Chapter members.

In the future, we'll be posting approved board meeting minutes to an I-Google docs file so all members can review them. Watch this space for more information.

-- Submitted by Julie Pollock, APR, Chapter secretary

2009 COMMUNICATIONS CONTEST



It's time to look through your work from the past year and select your best to submit to the 2009 Communications Contest. All entries should be postmarked by February 5, 2009. View the official entry form, rules, and categories at www.akprocomm.org

Pozzis to host annual holiday gathering

Please join your PRSA colleagues at the home of Bruce and Susan Pozzi (directions follow), Thursday, Dec. 11, 5:30 - ???

Bring a dish to share. The Pozzis will provide the wine.


PRSA also participates in the Salvation Army's Angel Tree/GIFT Program. Please bring an unwrapped gift suitable for any age.

DIRECTIONS TO POZZI'S, (Ocean View) 200 Pacific View Drive, 345-2887

Option 1: south on New Seward; right on O'Malley; left on Old Seward; right on Klatt; LEFT on Johns; right on Pacific View; House On Left.

Option 2: south on Minnesota; right on C Street; left on Klatt; right on Johns; right on Pacific View; House On Left.

Option 3: C Street Extension; south on C Street; roundabout to continue on C; left on Klatt; right on Johns; right on Pacific View; House On Left.



The PRSA Alaska Chapter newsletter is printed monthly. Submissions for the next newsletter are due at the end of each month.

For more information contact newsletter editor Scott McCrea at fnsjm@uaf.edu or (907) 474-7905.

We're on the Web!

See us at:

<http://www.prsaalaska.org>

Alyeska, PetroStar sponsor PRSA teleseminars in Fairbanks

Fairbanks communications and public relations professionals recently got a chance to participate in two PRSA teleseminars for free, thanks to Alyeska Pipeline Service Co. and PetroStar.

On Tuesday, December 2, Alyeska sponsored "Social Media Marketing", taught by Paul Gillin. On Tuesday, December 9, PetroStar sponsored "The Seven Disciplines of the Trusted Advisor: Why Your Boss Should Listen to You", taught by James Lukaszewski.

Thanks to PRSA members Lynda Sather (Alyeska) and Nicole Stewart-DeMattia (PetroStar) for this great opportunity!