



## From the President

Dear Members,

Several of you will be attending the PRSA International Conference in Philadelphia later this month. I'm pleased to announce that the Alaska Chapter is one of five winners of the PRSA Conference Registration contest for having 12% of our chapter register for Philadelphia. It's not too late to join us...visit [www.prsa.org/conf2007](http://www.prsa.org/conf2007) to register today!

Meanwhile, our chapter has extended the deadline for applications for our \$1,500 Len McLean Scholarship. Students now have until November 15 to apply. An application is available on our website at <http://www.prsaalaska.org/scholarships.htm>.

I'd like to welcome a new member to the Alaska Chapter board. Our membership committee chair, David Kennedy of Wells Fargo, has joined the board to replace Christine Lynch, who has moved out of Alaska. Welcome, David!

The Alaska Chapter's nominating committee has put together an excellent board slate for 2008. Please watch your email inboxes for the 2008 ballot. You can cast your vote electronically or in-person at our annual meeting on November 14.

I look forward to seeing many of you at the upcoming luncheon program and conference.

Best wishes,  
Celine Kaplan  
PRSA Alaska Chapter President

## Think Career Growth--Free chapter membership through October 31

Members who join PRSA in September and October through the "Think Career Growth" membership promotion save on Chapter dues while gaining opportunities to advance their careers. Each new member will receive a free first-year Chapter membership when they join PRSA National by October 31. The offer is not valid for Associate memberships. Visit <http://www.prsa.org/membership/autumn2007Promotion.html> for details.



## Rick Nerland to speak at PRSA Alaska Chapter October luncheon

People are invited to the PRSA Alaska Chapter October Luncheon on Wednesday, October 17, 2007 when our speaker will be Rick Nerland, CEO of the Nerland Agency. He will address the question: "How will your message compete in future markets?"



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

People can RSVP through the PRSA Alaska Chapter website at [www.prsaalaska.org](http://www.prsaalaska.org) or by calling the PRSA hotline at 566-0717.

**Date/Time:** Wednesday, October 17, 2007 12-1p.m

**Location:** Inlet Tower Hotel & Suites, 1200 L Street

**Costs:** PRSA member lunch, \$22; Non member lunch, \$28; Full time student lunch, \$10

**RSVP:** Monday, October 15, 2007

Attention New PR Professionals: Join PRSA as an Associate member by October 31 at the full Associate member dues rate - and receive a complimentary first year membership in the National New Professionals Affinity Group (a \$15 value). Be sure to select the Associate member category that is appropriate for you, and indicate Promotion Code NP2007 to receive your free, first-year New Pros membership. Associate member dues rates range from \$60 to \$155 depending on your qualifications. Join now at [http://www.prsa.org/membership/10\\_07\\_assoc\\_offer.html](http://www.prsa.org/membership/10_07_assoc_offer.html)

## 2007 Aurora Awards – Entries due November 2

Our annual Aurora Awards competition is well under way with entries due by Friday, November 2. A call for entries form is available on our website at <http://www.prsaalaska.org/auroraawards.htm>.

Please also mark your calendars for Thursday, January 10 when we'll hold the Aurora Awards banquet in Anchorage. Details coming soon!

## Welcome New Members!

Please join PRSA Alaska Chapter in welcoming the following new members:

Sarah Marie Alvarez  
Anchorage Convention and Visitors Bureau  
[salvarez@anchorage.net](mailto:salvarez@anchorage.net)

Sarana Schell  
Alaska Department of Health & Social Services  
[sarana.schell@alaska.gov](mailto:sarana.schell@alaska.gov)

## Alaska Chapter of PRSA to host free teleseminar for members

The Alaska Chapter of PRSA is hosting a free teleseminar for members in Anchorage on November 7 entitled "I'll Buy That! Getting Your Senior Management to Champion the value of Public Relations."

The cost of this teleseminar is \$190 but the Alaska Chapter is hosting it for free for members only. Register through Cvent by visiting [www.prsaalaska.org](http://www.prsaalaska.org). Members may only participate by attending the session in person at the Alaska Community Foundation offices.

Date: Wednesday, November 7, 2007

Time: 10:00 a.m. to 11:15 a.m.

Location: Alaska Community Foundation -- 400 L Street Small white building at the very west end of 4th Avenue.

Description: While public relations is gaining acceptance as a management function, in many organizations, there's still a way to go before its value is truly understood and embraced by senior management. Learn how a growing Fortune 1000 company's public relations team transformed the organization's views on public relations — from skepticism to genuine belief in its ability to strate-

## Special Aurora Award nominations

The Alaska Chapter is accepting nominations for two additional Aurora Awards for 2007:

The **PR Communicator of the Year** is the Alaska Chapter's highest individual award. Created in 1993, the award is given annually to a public relations professional who exhibits leadership and visionary style, and makes a major contribution to the profession setting themselves apart from their peers..

The **Bruce Pozzi Chapter Service Award** is given to a member whose service to the Alaska Chapter has been significantly above and beyond expectations during the previous year(s) of service. Past president of the PRSA Alaska Chapter, Jeri Wigdahl, received the award in 2006.

To view the complete criteria and nomination process for these awards, visit the Awards page at [www.prsaalaska.org](http://www.prsaalaska.org). Please submit special nominations to Natalie Lowman, APR at [N.M.Knox@conocophillips.com](mailto:N.M.Knox@conocophillips.com) no later than Friday, December 7, 2007.

gically support business goals. Discover how you can put those principles to work for you.

You will learn:

- A proven process that can help you further gain senior management's trust and confidence within your organization or for your client
- How to turn those executives into passionate PR supporters
- How to produce measurable results that resonate with your organization's or client's c-suite.

Instructor: Steven Zenofsky, APR, is assistant vice president, manager of public relations, for FM Global, currently overseeing public relations strategy, execution and reputation management. He has 16 years experience in nonprofit, health care and corporate public relations, and print and broadcast journalism. Winner of Bronze Anvil Awards, he currently serves on the executive committee for PRSA's Northeast District and Corporate Professional Interest Section.

APR Accreditation Maintenance Credits Approved: 1.0

# 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*

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!

