



## President's Message

By Celine Kaplan  
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Dear Members,

Happy New Year from the Alaska Chapter of the Public Relations Society of America!

As we welcome in a new year we also welcome a new slate of board members and committee chairs to the Alaska Chapter of PRSA. Our complete list of board members and committee chairs can be found below. Please feel free to contact any of us with questions about the chapter or how you can get more from your membership. I'd like to thank each of these volunteers for making a commitment to PRSA; it is their talent and dedication that will make 2007 a successful year for our chapter. A big thanks also goes out to Past President, Jeri Wigdahl, and her 2006 board and committee chairs for all of their hard work last year.

I hope you will join us on January 17 for our first luncheon program of 2007. We have a unique opportunity to visit the Municipality of Anchorage's Emergency Operations Center where Heather Handyside will give us a tour and speak to us about communications during a disaster. Dianne's will be catering and you don't want to miss those fudge brownies!

Our chapter will always welcome your ideas for luncheon program topics and speakers. If you have a topic in mind or know of a dynamic speaker, please don't hesitate to offer your ideas to myself or our programs chair, Sherrie Simmonds.

It is an honor to serve as your President for 2007. I look forward to seeing you at our luncheons and social events and hearing your ideas on making PRSA an important part of your professional development.

Warm regards,  
Celine Kaplan

## Anchorage /Fairbanks PRSA January membership luncheons



### **ANCHORAGE:** **"The Flow of Information During Disasters"**

Join us for a first-hand look at the Emergency Operations Center for the Municipality of Anchorage. Heather Handyside, Director for the Ops Center, will provide a tour and overview of the inner workings of the Center.

In operation since January of 2002, this 2-story, 5600 square foot structure houses the daily operations of the Office of Emergency Management. When a disaster occurs, the building becomes the heart of Anchorage's emergency management and operations team, as well as the information center for media.

**WHEN:** Wednesday, January 17, 11:30 a.m.-1p.m.

**WHERE:** MOA Emergency Operations Center, 1305 E Street, Anchorage, AK

**RSVP:** Visit the PRSA Alaska Chapter website at [www.prsaalaska.org](http://www.prsaalaska.org) to register online!

Luncheon sponsored by **TelAlaska**

### **FAIRBANKS:** **"How to Attract and Motivate Volunteers"**



Knowing how to attract volunteers and keeping them coming back is a crucial issue for any nonprofit. Tammy Tragus-McCook of KUAC-FM and Julie Estey of the Yukon Quest will talk about the experiences they have had in bringing volunteers on board their organization and keeping them coming back for more!

**WHEN:** Monday, January 22, 12-1p.m.

**WHERE:** Zach's Boardroom, Sophie Station Hotel

**RSVP:** Call Scott McCrea at 474-7905 or email at [scott.mccrea@uaf.edu](mailto:scott.mccrea@uaf.edu)

## Murray named new PRSA president and COO

PRSA has announced the appointment of William (Bill) Murray as its new president and COO. Murray will serve as the top staff executive of the Manhattan-based PRSA.



An association executive with more than 20 years of experience, Murray was executive vice president and co-chief operating officer of the Motion Picture Association (MPA), the international trade association representing the international interests of the major Hollywood studios.

Most recently, he served as a senior fellow at the USC Center for the Digital Future, and president of William Murray & Associates, a media and entertainment policy consulting firm.

“We are pleased to welcome an association executive with Bill's experience and accomplishments to PRSA,” said Cheryl I. Procter-Rogers, APR, Fellow PRSA, the Society's chair and CEO. “He brings a unique blend of association management and communications expertise, along with an extensive knowledge of the new digital communications arena.”

In his new role, Murray will work closely with the 2007 PRSA board of directors, volunteer leadership and staff to carry forward the Society's strategic initiatives and its mission of advancing the PR profession and the professional.

Murray will officially begin his role as president and COO on Jan. 22.

## News you can use

### **Sponsor a Student**

Please consider sponsoring a PRSSA student by paying their \$10 luncheon fee and sitting with them through the program. This is a great opportunity to get to know future PRSA members. If you're interested in sponsoring a student, please let us know when making your phone reservation, or, from Cvent click on “add a guest” and register for a student.

### **Request for Door Prize Donations**

Door prizes are a fun way to end each PRSA luncheon and a great way to showcase your company name! If you or your business have something you'd like to donate to the PRSA Door Prize bag, please contact our fund-raising chair, Christine Lynch, at [Christine\\_Lynch@health.state.ak.us](mailto:Christine_Lynch@health.state.ak.us). Or bring your item(s) to the next luncheon.

### **Sponsorship Opportunity**

For the nominal fee of \$250, your business or organization can be recognized at a PRSA luncheon. Your sponsorship benefits include having your logo on the luncheon invitations that are emailed to over 250 PR and marketing professionals, the opportunity to place literature on the luncheon tables and a few minutes of promotional time at the beginning of the program. Plus, your contribution benefits the chapter by allowing us to continue offering our popular monthly programs at a reasonable price for members and guests. To inquire, please contact our fund-raising chair, Christine Lynch, at [Christine\\_Lynch@health.state.ak.us](mailto:Christine_Lynch@health.state.ak.us).

### **Win a *free* PRSA membership in January '07!**

If you know anyone who is considering membership with PRSA you'll want to let them know of this opportunity. PRSA will give away a free one-year membership to PRSA National, along with other prizes from the PRSA Store including: a Waterman pen and pencil set, a black leather backpack, and a PRSA sweatshirt. [Follow this link](#) for more information.

### **Downtown Anchorage Office Space for Lease**

Located at 429 L Street, this space is ideal for a public relations, advertising or professional firm. [Follow this link](#) for photos and more information.

### **Date Change for Anchorage February Meeting**

Mark your calendar for Thursday, February 22 for our next meeting on “Talk of the Town.” Your company or clients can be the talk of the town when you include verbal communication in your PR plan. Send the CEO on a speaking tour, develop an in-house speakers bureau, hold an employee rally, or set up face to face meetings with key customers. Blythe Campbell will show you how to advance your key messages with effective conversations. Blythe is a speechwriter and presentation coach with 25 years of communication experience in Alaska.

# 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, *TelAlaska*  
Vice President - Kathy Day, APR, *KD/PR*  
Treasurer – Heather Morinitti, *TelAlaska*  
Secretary – Amy Burnett, *Cook Inlet Housing Authority*  
Past President - Jeri Wigdahl, *Flint Hills Resources Alaska*

## Board Members

Carley Lawrence, *The Nerland Agency*  
Scott McCrea, *University of Alaska Fairbanks*  
Ron McGee, *University of Alaska Anchorage*  
Sherrie Simmonds, *Alaska Housing Finance Corporation*  
Cassandra Stalzer, APR, *USDA Natural Resources Conservation Service*

## Ethics Officer

Joette Storm, APR, Fellow PRSA

## Assembly Delegates

Crystal Enkvist, APR, *Alaska Power Association*  
Bruce Batten, APR, Fellow PRSA, *Bruce Batten Communications*

## PRSA National Board Member

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

## District Conference in San Francisco

Mark your calendar for the 2007 PRSA North Pacific District Conference scheduled for May 17-18 in San Francisco. The conference theme is "Golden Gateway to the Global Village." You may even want to add a few days on to your trip and participate in Bay to Breakers 12K fun run on May 20. More details on the conference will be provided in the next few weeks.



## Welcome New Member!

Please help us in welcoming Angela Moody to the Alaska Chapter of PRSA.  
Angela S. Moody, Director, External Affairs  
ASRC Energy Services  
[angela.moody@asrcenergy.com](mailto:angela.moody@asrcenergy.com)

## Committee Chairs

Accreditation – Nance Larsen, APR, *Anchorage Convention & Visitor's Bureau*  
  
Advocacy – Crystal Enkvist, APR, *Alaska Power Association*  
  
Aurora Awards Program – Carley Lawrence, *The Nerland Agency*  
  
Aurora Awards Banquet – Natalie Knox, APR, *ConocoPhillips*  
  
Cvent – Cassandra Stalzer, APR, *USDA Natural Resources Conservation Service*  
  
Education (scholarship) – Ron McGee, *University of Alaska Anchorage*  
  
Fundraising – Christine Lynch, *State of Alaska Department of Health & Social Services*  
  
Anchorage Membership Coordinator: David Kennedy, *Wells Fargo*  
  
Newsletter & Publicity – Scott McCrea, *University of Alaska Fairbanks*  
  
Statewide Unity – Jeri Wigdahl, *Flint Hills Resources Alaska*  
  
PRSSA Advisor – Nance Larsen, APR, *Anchorage Convention & Visitor's Bureau*  
  
Press releases – Marcia Hoffman-DeVoe, *VA Healthcare System*  
  
Professional Development (luncheon programs) – Sherrie Simmonds, *Alaska Housing Finance Corporation*  
  
Website – Scott McCrea, *University of Alaska Fairbanks*

## Have an item for the newsletter?

Contact newsletter editor Scott McCrea at  
[scott.mccrea@uaf.edu](mailto:scott.mccrea@uaf.edu) or at (907) 474-7905.