



President's Message

Dear Members,

Greetings from PRSA! I hope your new year is going well so far. The Alaska Chapter of PRSA has been busy planning our 2007 luncheon programs for Anchorage and Fairbanks. Keep reading for information regarding the Anchorage program on using verbal communication in your PR plan and our Fairbanks program on the role of customer service in public relations.

I hope you had an opportunity to attend last month's program at the Anchorage Emergency Operations Center. Heather Handyside gave an excellent presentation on the center's role in a disaster, which led to some great discussion among our group. I'd like to thank Heather and her staff for hosting all of us.

In February and March, PRSA will once again offer the membership promotion, "A Taste of PRSA". If you know anyone interested in joining PRSA this is a great opportunity for them to save the \$65 initiation fee. Members who have been inactive for at least one year may also take advantage of this offer. More information is available by clicking on the "Taste of PRSA" icon at www.prsa.org.

Later this month, members of the Alaska Chapter will be receiving an email invitation to participate in a survey on our annual Aurora Awards and Banquet. The board will soon be making decisions on our awards program and we really need your input on its value to you and how you'd like to see us proceed in the future. Our award and banquet chairs, Carley Lawrence and Natalie Knox, would really appreciate your feedback so please watch for that survey.

Please also join me in welcoming Christine Lynch as our newest board member. Christine moved to Anchorage last summer and is working for the State of Alaska Department of Health & Social Services.

A big thanks goes out to Scott McCrea, our publicity chair, for his excellent work on this newsletter.

I look forward to seeing you soon.

Sincerely,
Celine Kaplan
PRSA Alaska Chapter President
c_kaplan@telalaska.com

Anchorage /Fairbanks PRSA February membership luncheons

ANCHORAGE: "The 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.

WHEN: Thursday, February 22, 11:30a.m.-1p.m.

WHERE: The Coast International Inn, 3450 Aviation Avenue

RSVP: Visit the PRSA Alaska Chapter website at www.prsaalaska.org to register online!

FAIRBANKS: "The Role of Customer Service in PR"

Our guest speaker will be the one and only Charlie Dexter, professor of applied business at the UAF Tanana Valley Campus and popular business columnist for the Fairbanks Daily News-Miner. Charlie will be speaking about the role of customer service in public relations, and how the way customers/clients are treated by front line staff can impact your organization's reputation and bottom line. Charlie will give some tips for how you can motivate the people in your organization to offer the very best in customer service, thus making your job as the organization's communication officer a heck of a lot easier!



Find out more about our guest speaker by visiting his website at www.charliedexter.com

WHEN: Monday, February 26, 12-1p.m.

WHERE: Regency Cove Restaurant

RSVP: Call Scott McCrea at 474-7905 or email at scott.mccrea@uaf.edu

"City of Brotherly Love" to host PRSA 2007 International Conference

Invest in your professional development and your organization's future by registering early for the premier public relations conference of the year. Take advantage of PRSA's Super Saver rate today and save \$150 off your registration for this outstanding event in 2007 — the PRSA 2007 International Conference, which will be held October 20–23 in Philadelphia.

Join PRSA as we head to "The City of Brotherly Love," where big city excitement meets historic charm. It is the perfect backdrop for an exceptional line-up of industry speakers, professional development programming and networking opportunities!

Lock in your Super Saver rate — register today at <http://www.prsa.org/conf2007/>.

PRSA is also calling for presentations for the conference. Share your strategies, theories, ideas, research and results with the most dynamic



gathering of PR professionals in the world! PRSA is seeking communications professionals, educators and experts in related fields — including CMOs, CEOs, CFOs, economists, social scientists, futurists, management consultants, journalists, bloggers, technologists and editors as well as specialists in interactive communications and design, marketing communications, technology, research and measurement — to present at this year's Conference.

Join the PR Evolution and help shape the future of public relations! Submissions deadline is February 21, 2007.

News you can use

PRSA National News

During the first PRSA Board meeting of the year, Board members and staff were really excited about the new leadership, vision and enthusiasm of President and COO Bill Murray. Members will be hearing more soon from Bill and the staff but rest assured his talents will take PRSA to new heights. One of the key initiatives for 2006 was to create a new infrastructure and interface for the PRSA web site. While it's not sexy or flashy the new system will enable us to grow more in the future and to have more fluid content revision and communities within the site. In the meantime, you may see some glitches and we hope you'll bear with the IT team while they work through those.

If you have questions or concerns relative to services/benefits you're receiving from "national" please feel free to contact Mary Deming Barber, APR, Fellow PRSA, who serves on the national board. Special thanks to Alaska Chapter members serving on national committees including Joette Storm, APR, Fellow PRSA; Vivian Hamilton, APR, Fellow PRSA; Crystal Enkvist, APR; Joan Hope, APR.

Scholarship Opportunity

The National Organization of Professional Hispanic Natural Resources Conservation Service Employees (NOPHNRCSE) provides scholarships to deserving Hispanic students that wish to pursue or are pursuing a Bachelors degree in a natural resources or a natural resources conservation-related field of study at an accredited four-year institution.

The Martha Guerra Arteaga Scholarship of \$1,000.00 will be awarded to one female student majoring in public affairs or a natural resources conservation-related field of study.

Application Page: <http://www.nrcs.usda.gov/intranet/hispanic/scholarship.html>

"Taste of PRSA" New Membership Opportunity in February and March

Public relations professionals who join the Public Relations Society of America (PRSA) in February or March will not only save the traditional \$65 initiation fee, they will also get a "taste" of the benefits of PRSA membership.

Benefits for PRSA members include:

Complimentary subscriptions to Public Relations Tactics and The Strategist;

Research from the Professional Resource Center, including direct access to our proprietary online research database – PRC Search;

Professional development, including seminars, teleseminars and the annual International Conference – all at reduced member rates;

Career support: job listings, resume posting, mentoring and the online Career Tools service;

Alaska Chapter membership and 19 Professional Interest Sections or Affinity Groups.

This offer is valid for those joining as full members at the \$225 annual dues rate (offer not available for Associate membership). Local Chapter dues are additional.

To join, request a Taste of PRSA application and flier from Membership Chair David Kennedy (265-2184 or kenneddj@wellsfargo.com), or click on the Taste of PRSA icon at www.prsa.org.

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*

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*

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



Celine Kaplan presents outgoing president, Jeri Wigdahl, with a thank you gift on behalf of the chapter. Photo courtesy of Bruce Pozzi. Thank you, Bruce and Susan Pozzi, for once again hosting our holiday social at your home!