



Public Relations Society of America

UPDATE

Greater Spokane Chapter

Volume 6 Issue 1 ■ February 2001

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PRSA/GREATER SPOKANE CHAPTER

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FEBRUARY PROGRAM

Please note: This meeting is on the first Wednesday.

February 7, 2001, 7:30 a.m.

West Coast River Inn

Kevin Twohig, General Manager of the Spokane Veterans Memorial Arena (Spokane Arena) has made a career out of directing and operating multimillion dollar sports and entertainment services and will discuss ways to have a hugely successful special event at the next PRSA/SPRC program, Wednesday, February 7 (from 7:30-9 a.m.) at the West Coast River Inn.

As the strategist behind major events at the Spokane Arena, Opera House, Convention Center, Coliseum and Stadium, Twohig has successfully planned and directed a plethora of events. In 1974 he coordinated the professional attractions for the Spokane World's Fair—Expo '74. He is a faculty member of the School of Public Assembly Facility Management, an NCAA Ambassador and has served on the board of directors for organizations such as Regents and USA Volleyball. Kevin has been active in the International Association of Assembly Managers since 1976, and in 1997 was one of two people from North America selected to instruct Facility Management courses at the Public Venue Management School in Australia.

Twohig will describe how he sold the Spokane Arena and got on the list for the draw to host the 2001 NCAA Division I Women's Basketball West Regional Tournament.

Kevin also will discuss tournament planning, execution and selling of a major special event. This is an ideal program for marketing and communications practitioners, who want to expand their creativity and look for fresh ideas in the "Arena" of special events.

DAY ON THE JOB

Day on the Job 2001 is scheduled for **April 10**. Lunch will be at Gonzaga University. As a public relations professional, you know the critical importance of real "on the job" experience. No doubt you also know how difficult getting that experience can be. Share your insights and professional knowledge with an enthusiastic communication student from our PRSSA chapter. Sign-up by returning a faxed sign-up sheet which should come your way on February 5.

JOBS! JOBS!

Marketing Coordinator

Action Mortgage Company, a subsidiary of Sterling Savings Bank is searching for a Marketing Coordinator to produce marketing materials, order and monitor promotional item giveaways, coordinate trade shows, and create advertisements in coordination with the Bank's Marketing Department. Salary range: \$21,855 - \$32,782 annually. To apply, please send resume attn: Pam Phay, 510 W. Riverside Ave., Spokane, WA 99201, fax 509-747-2499, actionemploy@sterlingsavings.com.
EOE. Equal Housing Lender.

Public Relations Coordinator

Sterling Savings Bank is searching for a Public Relations Coordinator to develop, coordinate, direct and administer activities relating to internal and external communications. Prefer a 4-year degree in journalism, public relations or marketing and 2 or more years of experience. Salary range: \$26,444 - \$39,666 annually. To apply, please send resume attn: Claire Roberts, Sterling Savings Bank, 111 N. Wall St., Spokane, WA 99201, fax 509-358-6162, croberts@sterlingsavings.com,
EOE.

More Jobs! For a listing of jobs by employer in the Spokane area, go to www.spokanehasjobs.com.

Also -- have you checked out www.prweekjobs.com - a great resource for jobs across the country.

LETTER FROM OUR PRESIDENT

This year promises to be a great year for PRSA. I'm pleased to announce our 2001 board members listed in this newsletter. Serving on the board requires a good deal of energy and commitment to the organization and I would like to thank each of this year's board members for agreeing to serve. I also would like to thank all who are leaving the board for donating their time and talent to make the local organization what it is. I especially would like to acknowledge Michelle Hege who was an excellent board president last year.

Speaking of volunteering, we are looking for committee members. Are you interested in networking with fellow members while making our organization stronger? Why not get more involved by volunteering to help on a committee? Call me if you'd like to volunteer.

Finally, I would like to extend a warm welcome to any new members and invite you to come up and introduce yourselves to myself or Anne McKeon, our membership chair, at our monthly meetings. Often it is hard in our joint meeting with SPRC to identify our new members.

If you have any input or questions regarding the organization or our monthly meetings, please contact us.

Jerrie Heyamoto
625-3006 or jheyamot@this.org

BOARD NOTES

At the PRSA board meeting 1/3/01 the following topics were discussed. Members are invited to call any board member or email your comments.

1. **Day on the Job** is set for April 10. The focus will be ethics, and the lunch will be hosted at Gonzaga University like last year. Please encourage businesses/organizations to participate. More info will be faxed Feb. 5.
2. **PRSSA Scholarship deadline** is Feb. 26. Applications and information can be obtained from Jennifer Rappe at rappe@spokane.coffman.com
3. **Location of our monthly meetings.** How's it going? The board would like to know if the location, type of food, cost, etc. are meeting the needs and desires of the general membership. If you have comments, please email anyone on the board of directors (see list, front page).
4. **Internship opportunity.** PRSA could use a "web master" to check for useful information on the national site that would then be shared with members via the newsletter and/or local web page. This person would also update our local web site calendar and newsletter.