



# UPDATE

Public Relations Society of America

Greater Spokane Chapter

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## November Program

**Topic: Are You in the Information Loop  
for Your Organization's  
Major Decisions?**

Friday, November 2  
7:30 a.m. - 9 a.m.  
West Coast River Inn

As a PR professional, are you consulted or included before key decisions are made within your organization? Bringing a public relations perspective to a discussion can help companies avoid approaches that prove costly in time, resources or reputation.

Jeff Stafford, a trainer, organizational consultant, and Eastern Washington University professor, will describe how you can tell if you're linked to the decision-making group in your organization.

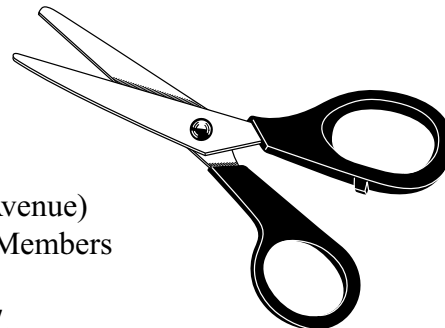
Take a quick test to find out if you are in the information loop! Regardless of your company's management style and organizational structure, there are proven steps you can take to position yourself and your profession as a valuable resource to your organization's top leaders. Stafford, who has served as an internal and external consultant to a variety of organizations, will discuss practical ways of approaching difficult communication and organizational problems.

This program is geared toward senior-level professionals; however, all PR practitioners will find it valuable.

## PRSA Professional Development Event:

### Cut Through the Clutter

**Date:** Thursday, November 15, 2001  
**Time:** 9 a.m. - 11 a.m.  
**Place:** Avista Auditorium  
 (Please park in the Mission Park lot, across Mission Avenue)  
**Price:** \$25 Non-Members, \$20 PRSA Members, \$5 PRSSA Members  
**Tickets:** please call 509-325-2878 or  
 e-mail [janolan3@juno.com](mailto:janolan3@juno.com) to register by November 7.



#### 9 a.m. - 10 a.m.

#### How to make every piece you write easier to read and understand.

Ann Wylie, presenter, president of Wylie Communications Inc., Kansas City, Missouri  
 See Page 3 for more information.

#### 10 a.m. - 11 a.m.

#### Out of the Box and Around the Block: Engaging Our Creativity for Working Solutions

Patricia Chantrill, presenter, EWU Professor  
 See Page 3 for more information.

## PRSA Roster

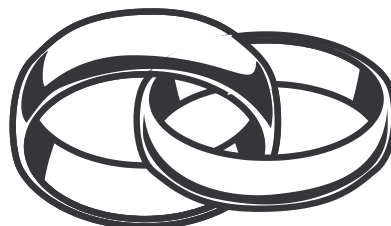
A new roster for our Greater Spokane Chapter of PRSA has gone out to the membership. If you did not receive this roster, or know someone who should have gotten it -- but didn't, please email Joy Scott ([joy@robideaux.com](mailto:joy@robideaux.com)). Please also email Joy if you have changes for the roster. If you have any membership questions, contact Annie McKeon ([mckeona@holy-family.org](mailto:mckeona@holy-family.org)).

#### The new roster already has a change!

The email address for Chris Eriksen is [creiksen@rockwoodcenter.com](mailto:creiksen@rockwoodcenter.com).

## Same Great Person-New Name

Jennifer Van Vleet is not a new person to the PRSA Greater Spokane Chapter Board. She changed her name when she took her marriage vows, August 18, at Gonzaga's St. Aloysius. The Van Vleets squeezed in a honeymoon to Australia, taking in Sydney and the Great Barrier Reef. Congratulations and best wishes for many happy years together!



## How to make every piece you write easier to read and understand.

This is the first session offered at the 2001 PRSA Professional Development Event.

Whether you're a beginning writer or a pro, you'll walk away from this workshop with easy-to-apply tactics for making your next piece clearer and more concise. You'll learn:

- How to edit by the numbers: How long should your lead paragraph be? Your sentence? Your words?
- How to avoid the biggest pet peeve of editors, readers and business people.
- A "funnel system" for editing and copy that will make the process more efficient and effective.
- How to solve the "visual duration-sensing apparatus" problem.
- Why it's essential to write the way you speak...and one easy way to make your copy more conversational.

(Workbooks provided.)

*Ann Wylie, digevent\* presenter, president of Wylie Communications Inc., Kansas City, Missouri, works with PR pros that want to reach more reporters and with organizations that want to get the word out. Ann has handled special writing and editing projects for Sprint, Arthur Anderson, Readers Digest, The Mayo Clinic and dozens of other major clients.*

\*Digevent is an interactive streaming media event delivered over the Internet. Presenters are in direct contact with the audience.

## Out of the Box and Around the Block: Engaging Our Creativity for WorkingSolutions

This is the second session offered at the 2001 Professional Development Event.

Everyone has creative genius. Yet, sometimes we suffer entrenched intellectual frameworks that rob us of the necessary motivation and energy needed for truly innovative thinking. This hands-on presentation offers us a way out of the box and over the obstacles to help us reconnect with our natural creativity:



**Patricia Chantrill**

- Learn when to evaluate and when to explore
- Build the unique external and internal climate for innovation and imagination
- Identify fresh approaches for tackling stale issues
- Make new cognitive connections and build confidence in our creative abilities
- Maintain the synergy link between motivation and creativity

Dr. Patty Chantrill, Communication Studies Professor at Eastern Washington University, teaches courses on Public Relations, Writing, Rhetorical Criticism, Law and Ethics, Layout and Design, Persuasion and Leadership. She's worked to help regional organizations challenge the constraints of traditional thinking and seek innovative ways to access and employ available, but often overlooked, resources.