



UPDATE

Public Relations Society of America

Greater Spokane Chapter

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Holy Family Hospital
mckeona@holy-family.org

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The Heart Institute of Spokane
jheyamot@this.org

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Spokane Regional Health District
mkrose@spokanecounty.org

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ICM Asset Management
cassied@icmasset.com

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Robideaux!
joy@robideaux.com

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kransbm@inhs.org
Ann Nolan
PR Advertising
janolan3@juno.com

PRSSA Liaison

Jennifer Van Vleet
Coffman Engineers
vanvleet@spokane.coffman.com

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Special Events

Susan Nielsen
Strategic Niche
susan@strategicniche.com

Professional Development

Nancy Goodspeed, APR
Spokane Regional Covention & Business Bureau
ngoodspeed@aol.com

Member at Large

Patricia Chantrill
Eastern Washington University
pchantrill@mail.ewu.edu

Topic: Communications Strategies—Working Well with Every Personality Type

Friday, March 5
7:30 - 9:00 a.m.

Caltaldo Dining Hall, GU

Pat Powers, president of Management Technologies (the Personalysis Management System) in Spokane, WA will be our guest speaker for March. For over 21 years Pat's approach has been to offer a clear assessment of an individual's personality and communication style. His enthusiastic, positive presentations focus on communication problem solving, something we all face in our personal and business lives.

He has learned that successful individuals usually share recognized reasons for their prosperity. Often, the most important is their ability to adapt and communicate effectively with others. He will unfold some the basic principals of a person's personality that will help you understand and appreciate the diverse traits of those we deal with in our daily lives. The presentation will help to develop a productive way to communicate and work with each other.

Pat's presentation will give you some practical tools to increase your understanding of yourself and others by:

- Understanding your personal strengths.
- Awareness and strategy for managing personal blind-sides.
- Understanding interpersonal conflicts.
- Insights into how others may perceive your style.
- Appreciating each person for who they are.

Day on the Job

Share your insights and professional knowledge with enthusiastic communications students from Washington State University, Gonzaga University, and Eastern Washington University! PRSA's annual Day on the Job (DOJ) program provides area college students with the opportunity to gain valuable insights into our work world.

As participating PR professionals, you will be contacted with the name and phone number of your student March 15. The half day-long event begins with morning observations with PR professionals at their workplaces and culminates with a noon luncheon at Gonzaga University. This is an opportunity for all participants to network and to listen to a program by speaker Kathy Hubble owner of Adscripts, a Montana firm, specially designed to give additional insights into public relations work.

Students from past years have reported the insight they received about the profession was extremely helpful in the formation of their future career goals.

To provide this opportunity for the students, we need your help. A \$100 contribution to the DOJ event will help cover costs for the meal and production of a DOJ directory. For your firm's contribution you will receive recognition on a banner, mentions throughout the program, and in the event directory. It's a small amount to contribute in comparison to the large return it pays to these aspiring students from our area.

PRSA will be holding its annual Day on the Job program this year on April 9th, but the participation forms must be in by March 1st. For more information, call Jennifer Van Vleet at 328-2994.

New Member

Welcome Rebecca Moss, our newest PRSA member! Rebecca is the Associate Director of University Relations at EWU.

Chapter Survey

The results are in from the 2002 Member Survey. Here is a summary of those results.

Professional development and support, national resources, networking and education were the primary reasons listed for membership and attending meetings. Also mentioned was the importance of belonging to a professional organization that offered a practical code of ethics.

Deciding factors for people attending meetings were primarily time availability and program content. Most of those who responded thought last year's programs had very useful applications, and had some great suggestions for future programs.

Accreditation is something that few of the respondents felt they had time to tackle.

The Board Members would like to thank each of you who took the time to fill out and return the surveys. We value your feedback and suggestions, and especially your willingness to participate in committee activities.

Of about 50 members, we only heard from 14. This doesn't mean that it's too late to respond! Please send your survey responses to joy@robideaux.com.

PRSA Scholarship

Thanks to our Holiday Auction Committee for its hard work raising funds, our chapter will again be able to offer scholarships for students in the PRSSA chapters under our "wing." The \$500 scholarships are offered to outstanding students who are also in good standing with their PRSSA chapters. This year's winners will be announced at the Day on the Job event.