



# UPDATE

Public Relations Society of America

Greater Spokane Chapter

Volume 7 Issue 7 • September 2002

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### Professional Development

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ngoodspeed@visitspokane.com

### Member at Large

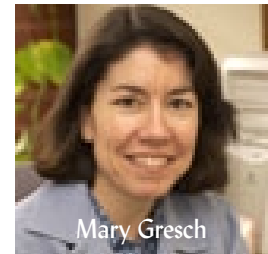
Patricia Chantrill  
Eastern Washington University  
pchantrill@mail.ewu.edu

## September Program

**Topic: Integrative Marketing --**  
It's a lot more than some think

**Friday, September 6**  
**7:30 - 9:00 a.m.**  
**Caltaldo Dining Hall, GU**

More than just giving your advertisements, publications, and web site a common look and feel, Integrative marketing is a strategic, research-driven plan to 1) align your products and services, 2) the way they're produced and delivered, and 3) your communication/marketing mix with the needs of your target audience.



Mary Gresch

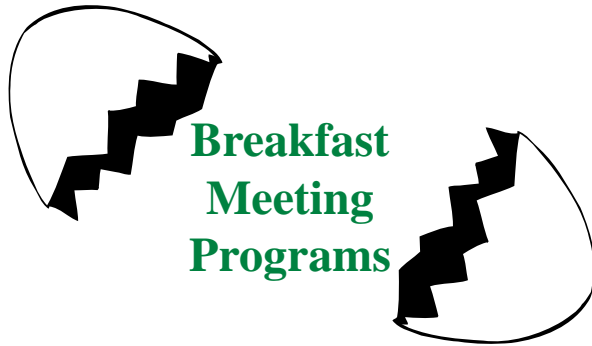
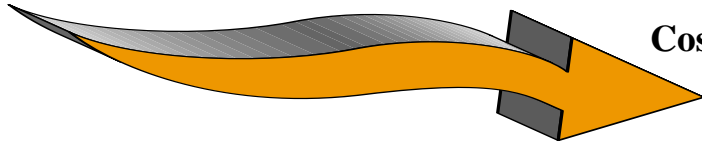
Sounds straight forward. But how do you get your organizational leadership to buy into this holistic view of marketing? How do you influence all the necessary players without being labeled a busybody? How do you make the case to fund market research and then to pay attention to the findings? And what if integrative marketing is a new concept to you, too?

Speaker Mary Gresch, director of marketing communications at Washington State University, has plenty of tips. As a key player in WSU's integrated marketing and brand development program, she works with leadership on these strategies daily. Gresch will help us, as public relations professionals, understand the potential and opportunity, as well as the responsibility of integrative marketing.

# Food News

Breakfasts discounts are available! Now you may advance purchase 10 breakfasts (the entire year of PRSA breakfast meetings) for the price of 9. Interested members should contact Cassie Devaney.

**Note the reduced prices!**



### Breakfast Meeting Schedule:

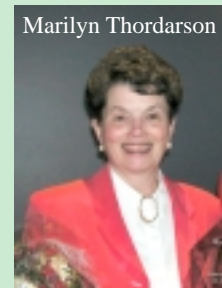
Date: First Friday of the Month  
Time: 7:30 - 9 a.m.

**Cost:** \$9.00 SPRC and PRSA members  
\$11.00 non-members  
\$7.00 students

Contact Cassie Devaney by email ([cassied@icmasset.com](mailto:cassied@icmasset.com)) or by phone (509.455.3588).

**Location:** Gonzaga University, Cataldo Hall @ Boone & Astol

## Marilyn Says Thanks



Marilyn Thordarson

Please share my deep gratitude for the Ken Degerness Award of Excellence with the PRSA board and members. The honor came as a complete surprise as was probably quite apparent at the awards event!

Public Relations has been a rewarding profession for me and it must have been providential that I had the opportunity for my first position at St. Luke's. After 30 years, I honestly cannot imagine any other kind of work that would have brought so much personal satisfaction.

My friendships with colleagues have given me support and courage in handling critical issues. Their advice has provided me with new and different ways of approaching a project, and when in doubt about how to deal with a problem, they have given me fresh perspectives.

While I have not been as active with PRSA as I would

have liked the past several years, I found the years of serving on the board to be a time of professional growth and wonderful networking.

Receiving an award in the name of Ken Degerness is humbling. Ken was one of my early friends and mentors in public relations in the days when there were very few of us, especially in healthcare. He was certainly one of the pioneers of the field. His expertise, and example of professionalism and integrity, has been a model for me (and many others) over the years.

The plaque has an honored spot in my new home office – it will always be cherished! Thank you!

*Marilyn Thordarson*

## Professional Opportunity

Join national experts in a professional workshop  
Thursday, October 17, 2002 at the Bozarth Mansion (12415 N. Fairwood Dr.)



Joann E. Killeen

Schedule:  
7:30-8:00 AM  
Check-in & Registration

8:30-10:15  
Keynote Speaker

**Joann Killeen, APR, PRSA National President, & President of Killeen Communications in LA**

### Topic: Reputation Management During Turbulent & Stellar Times

Events of the past year (9/11, corporate scandals, stock market, Chapter 11 filings, etc.) have impacted the public relations profession and the role of public relations professionals within their organizations. Learn to apply communication skills for a variety of industries, from consumer to technology and public service.

10:30-12:00 noon

### Panel Discussion

**The Branding Envelope: What Drives Image, Reputation & Ethics**

Joining Joann on the panel are:

Dr. J. Michael Stebbins, **Director of the Gonzaga University Institute of Ethics**

Susan A.L. Bradley, **Director of Public Relations & Reputation Management at Boeing Commercial Airplanes, Seattle**

**Watch for More Info to Come!**

Cost: \$50 for PRSA members and all students,  
\$60 for nonmembers  
includes breakfast

Registration Deadline: Thursday, October 10, 2002  
Contact Cassie Devaney, ICM Asset Management  
509.455.3588 [cassied@icmasset.com](mailto:cassied@icmasset.com)

## News Shorts

### Speaker's Bureau

Do you need a speaker for your company event? The PRSA Speakers Bureau is now an online searchable. Go to: [www.prsa.org](http://www.prsa.org), click on "Resources" then click on "Speakers Bureau."

username: speakers, password: 67member, domain: PRSA  
Once you have logged in you will be able to search by speaker name, geographic location, or area of expertise. The Speakers Bureau consists of proven experts listed in past years, selected PRSA Board members (both past and present), and select speakers from our 2001 International Conference in Atlanta who have agreed to participate in our Speakers Bureau. Questions? Contact Genevieve DeLaurier, Manager, Professional Development (212) 460-1408 [genevieve.delaurier@prsa.org](mailto:genevieve.delaurier@prsa.org) or Judy Voss, Director, Professional Development (212) 460-1480 [judy.voss@prsa.org](mailto:judy.voss@prsa.org).

### Congratulations!

Laura Dovey successfully defended her Master's Program thesis (Master of Science in Communication — emphasis in Leadership) at EWU.

### Internships

Be sure to check out the local public relations web site (<http://www.spokanepur.org>) periodically for information ranging from jobs and internships to professional development and PR events.

### Job Opening

Executive Administrative Assistant/Communications Specialist at Spokane Mental Health. See more info. at our website <http://www.spokanepur.org>.

### Seminar Refund

The last two of the three-part professional development series have been canceled, owing to speaker unavailability. PRSA National recently informed us that James Lukaszewski will not be presenting workshops, "In the Mind of a CEO," or "Community Relations, Grassroots Campaigns." The events have been canceled and will not be rescheduled. A refund of \$34 will be mailed to you, the total amount of the two canceled events. Anyone who registered for the package discount should contact Cassie Devaney ([cassied@icmasset.com](mailto:cassied@icmasset.com) or 509.455.3588).