



CHAPTER PRESIDENTS ALERT – OCTOBER 2002

"Member Get A Member" returns in November & December

Recruit a new member to PRSA in November and December and you are eligible to win prizes, including round-trip airline tickets, travel vouchers and other items. Every member who recruits new members will earn "PRSA Dollars," valid for PRSA's National programs, services or publications. Every new member gets a gift, too. For new members who join during this time, PRSA will waive the \$65 initiation fee.

"Member Get A Member" packets have been mailed to all Chapter Presidents. These packets included special membership applications, promotional flyers, Chapter dues schedules and an information sheet detailing the guidelines of the promotion. If you did not receive the packet, need additional promotional materials or have any questions regarding this promotion, please contact Rosa Paulsen at (212) 460-1490 or via e-mail at rosa.paulsen@prsa.org.

Visit MemberNet and You Could Be a Winner

Members can update their contact information, find colleagues in our online member directory and read other news about PRSA in the MemberNet area of our Web site. Can't remember your password? We'll be happy to e-mail it to you. To access MemberNet, log onto www.prsa.org and click the Member Login icon or go directly to <http://prsa.sentientinc.com/ScriptContent/Index.cfm>.

BONUS: We will select one member each week from those who visit MemberNet between now and December 31, 2002, to win a \$25 certificate valid toward PRSA merchandise or the cost of any PRSA professional development program. So now it pays to log in!

Chapter Dues Billing

Did you know that PRSA offers a dues billing and collection service to its Chapters? Our Oct. 10 letter to you describes this service and its benefits to Chapters. We request that all Chapters return the form that was enclosed with that letter by Nov. 4, telling us whether you wish to participate for 2003. If you need another copy of the letter, please e-mail membership@prsa.org.

Time Running Out on Section Appreciation Month

The last day to take advantage of the Section Appreciation Month promotion is Oct. 31. You still have a few more days before this golden opportunity is gone for 2002! Contact Alison Calvello at (212) 460-1482 or via e-mail at alison.calvello@prsa.org if you have any questions.

[2002 INTERNATIONAL CONFERENCE – SAN FRANCISCO](#)

2002 Assembly Update

Reconsidering an earlier motion to support a proposed Student-at-Large Bylaw Amendment during the 2002 PRSA Assembly, the Board of Directors has voted to refer the proposal to a special task force for additional review and recommendations. The Board expressed continued support for the proposed amendment's concept and noted that its action is also designed to insure greater involvement of all interested parties in finding ways to most effectively serve students enrolled in public relations courses at institutions without PRSSA chapters. For additional pre-Assembly information, visit www.prsa.org. A complete roundup of the 2002 Assembly events will be posted to the PRSA Web site following the Assembly.

Membership Chairperson Meeting

Chapter/District/Section Membership Chairs attending the International Conference next month in San Francisco are invited to attend a special meeting for Membership Chairs on Sunday, Nov. 17 from 8 am – 9 am. The meeting is being held in Nob Hill A. For more information, please contact Jennifer Ian at (212) 460-1434 or via e-mail at jennifer.ian@prsa.org.

Attend Your District Meeting

All members are invited to attend their respective District meeting at the International Conference. The meeting schedule is as follows:

Saturday, Nov. 16

6:30pm-8:30pm All-District Reception Club Room

Sunday, Nov. 17

8:45am-10:15am East Central District	Pacific C
8:45am-10:15am Mid-Atlantic District	Sierra A
8:45am-10:15am Mid-West District	Sierra B
8:45am-10:15am North Pacific District	Pacific H
8:45am-10:15am Northeast District	Sierra C
8:45am-10:15am Southeast District	Pacific E
8:45am-10:15am Southwest District	Pacific F
8:45am-10:15am Sunshine District	Sierra E
8:45am-10:15am Tri-State District	Sierra F
8:45am-10:15am Western District	Sierra H

If you have any questions regarding the District meetings, please contact Cedric Bess at (212) 460-1453 or via e-mail at cedric.bess@prsa.org.

Students to Participate in "The Golden Dialogue" at PRSSA Nat'l Conference

For the first time during PRSSA's National Conference, students will be able to participate in PRSA's "The Golden Dialogue." This year's Dialogue features PRSA's 2001 Gold Anvil Winner Ofield Dukes, APR, Fellow PRSA, and will be moderated by Betsy Ann Plank, APR, Fellow PRSA. In this interview, Dukes will talk candidly about his impressive and challenging career as counsel, educator, and champion for students aspiring to success in public relations. Both students and professionals are welcome to join this session, held Sunday, Nov. 17 at 2:45 p.m. at the Renaissance Parc 55 Hotel, just a few blocks from the Marriott. For information on this event, please contact Jeneen Garcia at (212) 460-1466 or via e-mail at jeneen.garcia@prsa.org.

Sessions and Events of Interest to Section Members at PRSA's Int'l Conference

Registrants for PRSA's 2002 International Conference who are putting together their agendas for the upcoming Conference may want to consider the following off-site, pre-conference and networking events when planning their activities for San Francisco. To register for any of these, visit <https://www.prsa.org/confreg/register.cfm>.

Pre-Conference Seminar

Current Trends in Public Relations and the Law

Sunday, Nov. 17, 8:30 am – Noon

Sponsored by the Counselors Academy

Seminar Instructor: Michael Lasky, a partner in the New York City law firm of Davis & Gilbert LLP, is an advisor to the public relations industry's major trade associations. Learn the implications of the current corporate accounting woes for public relations professionals. Find out what "messenger liability" is and why many public relations professionals are now asking the question, "Am I my client's keeper?" Receive a "Contract Survival Kit." Seminar Fee: \$200

Off-Site Seminars

Wente Vineyards Tour

Saturday, Nov. 16, 1 pm – 5 pm

Sponsored by the Food & Beverage Section

Seminar Instructor: Paige M. Poulos, APR, is the president of Paige Poulos Communications. Founded by Poulos in 1990, PPC exclusively serves the wine industry. On this half-day excursion, Carolyn Wente, fifth-generation vintner and president of Wente Vineyards, will lead a tour of the winery's facilities. Savor a gourmet lunch, served with perfectly paired wines, in the restaurant. See how this company uses its facilities to enhance its public relations and marketing programs. Get an overview of the dynamics and trends in wine industry public relations, including cross-promotional opportunities for related goods and services. Seminar fee: \$200.

Launching the First Personalized Medicine for Breast Cancer

Tuesday, Nov. 19, 1:15 pm - 4:30 pm

Sponsored by the Health Academy

Leaders: Marie Kennedy, senior director, corporate affairs, Genentech, Inc., South San Francisco, and Page Sargisson, associate manager, brand public relations, Genentech, Inc., South San Francisco. Learn about the advocacy issues that arose during the development of Herceptin® as well as the creation of the Cancer Survival Toolbox for patients. Understand the strategy used to educate the media for this "first-in-class" drug during its launch. Learn the perspective of the company's public relations agency. Transportation fee: \$25.

Networking Dinners

A Gourmet Journey

California Culinary Academy

Monday, Nov. 18, 7 pm – 10 pm

Presented by the Food & Beverage and Travel & Tourism Sections An elegant and, yes, "new" dining experience awaits. Over cocktails, guests will visit four "action" stations where the chefs-in-training of the world-famous California Culinary Academy will prepare hors d'oeuvres, share their secrets, and serve the finished product. Next, enjoy an extravagant meal sure to delight the senses. A trip through Fisherman's Wharf will conclude the evening. Tickets are \$95 per person. Motor coach transportation provided.

A Healthy Viewpoint

Gianna

Monday, Nov. 18, 7:30 pm – 10:00 pm

Presented by the Health Academy

Gianna, combining cooking styles from distant parts of the world to create an eclectic mix to please the palate, is one of San Francisco's hottest new restaurants. Join Health Academy members for this special evening and annual awards presentation. Tickets are \$75 per person. Motor coach transportation provided.

For more updates and information on the 2002 PRSA International Conference, please visit

www.prsa.org.

PRSA President and CEO Named "Outstanding PR Professional"

The Los Angeles Chapter named PRSA President and CEO Joann E. Killeen, APR, Fellow PRSA, the 2002 Outstanding Public Relations Professional. Killeen will be honored for her years of service to the Los Angeles public relations community at the Chapter's annual awards dinner on Thursday, Nov. 7, at the St. Regis Hotel in Century City, CA. Congratulations Joann!

PRSA President and CEO Addresses Diversity at Annual BPRS Conference

PRSA President and CEO Joann E. Killeen, APR, Fellow PRSA, was the keynote speaker at the Founder's Luncheon at the Black Public Relations Society's national conference, held recently in Washington, D.C.

To read Killeen's speech on diversity in public relations, click on the following link:

<http://www.prsa.org/News/press/pr100802.asp>.

Don't Miss These Upcoming Professional Interest Section Opportunities

Professional Interest Section Conferences

"Tending America's Global Interests in a Climate of Mistrust"

Sponsored by the International Section

Oct. 31 - National Press Club, Washington, D.C.

Why do so many people in the world mistrust and resent the U.S.? Have business scandals at home and unilateral policy decisions abroad created a perception of arrogance? How can American business and government function effectively in such an environment? What can communications professionals do to influence change? Join an outstanding group of policy advisors, journalists and scholars to discuss these questions. James F. Hoge, Jr., editor of Foreign Affairs magazine, will keynote this interesting and significant event. Registration ranges from \$35-\$95. [Click here](#) for complete details and registration information. Contact Alison Calvello at (212) 460-1482 or alison.calvello@prsa.org with questions.

Professional Interest Section Teleconferences

"Hollywood and the Environment: Celebrities in the Spotlight"

Sponsored by the Environmental Section

Oct. 29 – 2 pm ET (Tentative)

Panelists include Ed Begley, Jr., actor and member of the Board of Directors of the Academy of Motion Picture Arts & Sciences and Environmental Media Association, and Ruben Aronin of the Earth Communications Office, the "environmental voice" of Hollywood. Robin Schell, APR, of Jackson Jackson & Wagner, will moderate the discussion on the use of celebrities as spokespersons on the top environmental issues of the day. Are they credible? Are they effective? Registration is \$75 for Environmental Section members, \$115 PRSA member, and \$175 for nonmembers. Visit www.environment.prsa.org for more details.

"On the Other Side of the Pitch..."

Sponsored by the Food & Beverage Section

Nov. 7 – 2 pm ET

Have you perfected your pitch? Do you know who reads the publication? Does the publication or column use the type of message you're pitching? In today's time-challenged world, it's imperative to make the most of each and every media encounter. Hear the good, the bad and the possible ways to work with the media, based on Bonnie Tandy Leblang's experience as a journalist. Registration is \$75 for Food & Beverage Section members; \$115 for PRSA members; \$175 for nonmembers. Click here (www.fandb.prsa.org) for complete details and registration information. Contact Alison Calvello at (212) 460-1482 or via e-mail at alison.calvello@prsa.org with questions.

"Beating the Titans - How Your Small Firm Can Compete and Win"

Sponsored by the Counselors Academy

Nov. 12 – 3 pm ET

How can you compete against the large firms and win? You can't win if you don't try! This presentation will examine the dynamics of the new business process when big firms are pitted against small firms, and how your small firm can be a winner -- time and time again. Presented by Jennifer Prosek, co-founder and partner, Jacobs & Prosek Public Relations. Registration is \$130 for Counselors Academy members, \$225 for PRSA members and \$275 for nonmembers. [Click here](#) for complete information or contact James Abel at (212) 460-1422 or via e-mail at james.abel@prsa.org.

Take Advantage of These Upcoming Professional Development Opportunities

Professional Development Teleconferences

"Reaching Readers Online: Six Steps to Creating Copy that Clicks"

Nov. 7 – 3 pm ET

When reading on the screen, your audience members suffer physical ailments ranging from double vision to nausea to difficulty thinking. If you want to write Web copy that overcomes the obstacles of online reading and really gets the word out on the Web, this workshop is for you. You'll learn a six-step process for making copy more readable and engaging on the Web. Registration is \$125 for PRSA members and

\$225 for nonmembers. For complete details, [click here](#) or contact Genevieve DeLaurier at (212) 460-1408 or via e-mail at genevieve@prsa.org

"Managing Change at the Top"

Nov. 12 – 3 pm ET

Managing change within an organization is never easy, especially when it involves the departure of a leader. The role of the public relations professional is vital during the implementation of new strategic initiatives with new players and new rules. Through this teleconference, attendees will be better able to communicate organizational changes to both internal and external audiences in a positive manner, even if the change is a result of negative actions. Registration is \$125 for PRSA members and \$225 for nonmembers. For complete details, [click here](#) or contact Genevieve DeLaurier at (212) 460-1408 or via e-mail at genevieve@prsa.org

"Practicing Public Relations in a Post-Enron Regulatory Environment: Legal Challenges"

Nov. 26 – 3 pm ET

What are the public relations challenges presented by the post-Enron regulatory environment? Participants will consider the ethical and legal restrictions on public relations activities and the increased need for vigilance in both areas when operating in an environment characterized by anger and distrust, the loss of investor/public/employee confidence in corporate leaders, scandal-hungry media and reform frenzy. Recommendations for rebuilding stakeholder relationships and regaining public trust are offered. Registration is \$125 for PRSA members and \$225 for nonmembers. For complete details, [click here](#) or contact Genevieve DeLaurier at (212) 460-1408 or via e-mail at genevieve@prsa.org.

REMINDER

If you have any Chapter-related questions, please feel free to contact Cedric L. Bess, chapter/district relationship manager, at (212) 460-1453 or via e-mail at cedric.bess@prsa.org.