



UPDATE

Public Relations Society of America

Greater Spokane Chapter

Volume 7 Issue 10 • December 2002

BOARD MEMBERS 2002

November Program

President & Membership Chair

Anne McKeon
Holy Family Hospital
mckeona@holy-family.org

Past President

Jerrie Heyamoto
The Heart Institute of Spokane
jheyamot@this.org

Accreditation

Melanie K. Rose
Spokane Regional Health District
mkrose@spokanecounty.org

Treasurer

Cassie Devaney
ICM Asset Management
cassied@icmasset.com

Secretary

Joy Scott
ROBiDEAUX! Marketing & Design
joy@robideaux.com

Programs

Ann Nolan
Freelance Writer
janolan3@juno.com

PRSSA Liaison

Marti Kransberger
Children's Miracle Network
kransbm@inhs.org

Special Events

Susan Nielsen
Strategic Niche
susan@strategicniche.com

Professional Development

Nancy Goodspeed. APR
Spokane Regional Covention &
Visitors Bureau
ngoodspeed@visitspokane.com

Member at Large

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

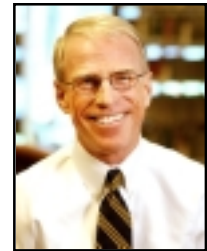
Jennifer Van Vleet
Coffman Engineers
vanvleet@spokane.coffman.com

Topic: Leading & Communicating from the Middle:
A 21st-Century Imperative

Speaker: Bill Robinson, Whitworth College President

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

When Whitworth President Bill Robinson sat down to write a book about leadership, he had to ignore his inner voice telling him, "That's the last thing the world needs." But in listening to lessons from American history, from trends in organizational change, and from his own experience of over 16 years as a college president, Robinson discovered insights for helping leaders blend the theoretical and the practical to navigate their organizations through the turbulence of the 21st Century.



Bill Robinson, Ph.D.

"Leading People from the Middle -- The Universal Mission of Heart and Mind," published by Executive Excellence Publishing, captures Robinson's uniquely paradoxical approach to leadership as well as the importance he places on effective communication. At our December 6 meeting, Robinson will outline the new dynamics of 21st-Century organizations and how leaders may need to think and communicate differently to effectively serve those they lead.

Continued on page 3

Hair Survey for Women

Do women cut their hair when they experience a life-change event? Or is it just that women tend to cut their hair into progressively shorter styles as they grow older? Perhaps it is time management that is behind the scissors. Or, perhaps there is nothing significant to this hypothesis at all! This is a survey just for women -- men and hair may be a later assignment.

Help Joy Scott in her nonverbal communication research project by responding to her survey. In keeping with education as one of the PRSA cornerstones, the survey is hosted on the PRSA side of our spokanepr.org website. To get to the survey directly, use the address below:

<http://www.spokanepr.org/survey/hairsurvey.html>



Breakfast Meeting Schedule:

Date: First Friday of the Month

Time: 7:30 - 9:00 a.m.

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

Location: Gonzaga University,
Cataldo Hall
@ Boone & Astor

Mark Your Calendar...

PRSA Holiday Social and Auction

Auction Preview

- Premium Wine
- 2 for 1 Horizon Air Coupon
- Gourmet Foods
- Original Art
- Concert Tickets
- Dinners
- Ski Lift Tickets
- Mariners Baseball Tickets
- And More!



We are able to accept credit cards this year!

Thursday, December 5

4:30-7:00 PM:

Auction & Social

7:00-9:00 PM Social

Herbal Essence Cafe

115 North Washington



New!

"Pick Your Lucky Card"

Pay \$5 to buy

half a playing card.

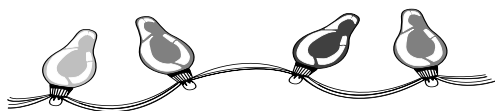
If the other half is drawn,

you win half the pot!

News From National

Member Get a Member Continues Through December

Recruit a new member to PRSA in 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.



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? National will be happy to email it to you. To access MemberNet, log on to www.prsa.org and click the Member Login 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!

Roster Update

As the New Year approaches, the membership roster needs its annual update. If your title, job, address, or phone/fax numbers have changed, please email the new information to joy@robideaux.com.



December Meeting Speaker

Continued from Front Page

"My understanding of leading from the middle refers to influencing from among, rather than above, below, or in front of one's group," Robinson says. "*Leading from the Middle* refers to positioning ourselves alongside of those whom we've empowered. It refers to living in the center of a mission, rather than simply lifting it up."

Robinson assumed his duties as the 17th president of Whitworth College in July 1993, after previously serving for seven years as president of Manchester College in Indiana. In addition to his college responsibilities, Robinson recently chaired the Spokane Regional Chamber of Commerce and serves on the boards of Princeton Theological Seminary, the National Association of Independent Colleges and Universities, the Association of Presbyterian Colleges and Universities, and the Spokane Symphony. His postgraduate scholarly work has focused on organizational, small group, cross-cultural and interpersonal communication.