

Northwest Arkansas Public Relations Society of America

January 2012

Advancing the Profession and the Professional

Suggestions?

E-mail: nwaprsa@gmail.com

Also, check out our Web site:

<http://www.nwaprsa.org>

Board Members:

President – Brooke Benoit
President-elect – Jennifer Boulden
Past President – Christi Gallagher, APR
Secretary – Rachel Fiet
Treasurer – Peter Main, APR
Director at Large – Cydnee Cochran, APR
Director at Large – Jami Lamontagne
Director at Large – Cody Ford
Assembly Delegate – Ashley Harris

Committees:

- Accreditation – Ed Nicholson, APR
- Apex Awards – Cydnee Cochran, APR, Brooke Benoit, Christi Gallagher, APR
- Arkansas and SW District Liaison – Dixie Kline, APR
- Awareness/Recognition – Jennifer Boulden, Brooke Benoit, Christi Gallagher, APR
- Hospitality – Terri Rose
- Membership – Christi Gallagher, APR
- Professional Development – Christi Gallagher, APR, Ed Nicholson, APR (accreditation), Leigh Stidham, APR
- PRSSA Liaison – Ashley Harris, Beth Goodwin, Leigh Stidham, APR
- Public Relations, Chapter Regulations and Web Site – Dave Edmark, APR
- Social Media -- Jennifer Boulden

Jan. 25 Meeting to Feature Networking

Join us for the next PRSA Northwest Arkansas Chapter meeting:

Wednesday, Jan. 25, at 11:30 a.m.

Arkansas World Trade Center in Rogers (3300 Market Ave., Suite 402, next to Eddie Haskell's)

Program Details: Want to start the New Year with a new perspective on your communications challenges? This month's PRSA Chapter meeting is an opportunity to network with your peers and share your highlights and lowlights of 2011, and get a fresh outlook on the challenges that you might be facing in 2012. In Northwest Arkansas, we have a unique opportunity to benchmark with a variety of PR professionals right in our own backyard. Don't miss this great opportunity to benchmark, learn and network and get a New Perspective for a New Year!

PRSA Members - \$15, Guests - \$20

RSVP to nwaprsa@gmail.com -- by NOON TUESDAY, JAN. 24

Chapter Election Scheduled During Holiday Party

We'd like to congratulate the following NWA PRSA chapter members. They were elected to the 2012 NWA PRSA Board during the election that took place at our party in December. The names with asterisks were the ones we voted on, and the votes were unanimous. Congratulations!

President – Brooke Benoit
President-Elect – Jennifer Boulden*
Secretary – Rachel Fiet*
Treasurer – Peter Main, APR*
Director at Large – Cody Ford (2012-2014)*
Director at Large – Jami Lamontagne* (2011-2013)
Director at Large – Cydnee Cochran, APR (2010-2012)
Past President – Christi Gallagher, APR
Assembly Delegate – Ashley Harris*

Holiday Party Wraps Up PRSA Year



The Northwest Arkansas PRSA ended the year with the annual holiday party Nov. 30 at James at the Mill. Officers for 2012 were elected during the gathering.

Webinars Now Available for Free to Members

Professional development opportunities are always within easy reach just by logging in, and now they're for free to PRSA members. When the Assembly raised national dues for this year, one of the provisions was to make the online webinars available for free to members. Previously, these webinars would generally cost at least \$150 or \$200 for members to participate. The prices still apply to non-members.

Webinars are available on a variety of topics and can be used for APR accreditation points. The webinars generally require logging in at a specific time the first time they are offered, then they are available on demand at any time. The full list for the coming months is available at <http://www.prsa.org/Learning/Calendar/list/all>.

Southwest District Conference in Tulsa in April

Details are now available for this year's PRSA Southwest District conference hosted by the Tulsa chapter April 11-13 at the Hyatt Regency downtown at 100 E. Second St. See the conference website at <http://www.prsaswconf.org> to register. Several speakers have been announced including the Northwest Arkansas chapter's immediate past president, Christi Gallagher, APR, of Sam's Club. The three keynote speakers will be Alan Armstrong, president and CEO of Williams, a \$23 billion energy company; Deirdre Breakenridge, CEO of Pure Performance Communications and four-time published author, and Steve Crescenzo, owner of Crescenzo Communications and author of the popular blog Corporate Hallucinations.

The schedule of events is still being determined but the conference will consist of a special session for PRSSA members from 1 to 4 p.m. April 11 and all-day sessions April 12 and 13. The conference fees are \$200 for PRSA members with an early bird rate of \$150 until Jan. 31. The Hyatt regency is offering a \$109 nightly room rate for conference participants.

Job Ads on Website Now Free

Place a position announcement or a resume on the Northwest Arkansas PRSA website and you won't have to pay a cent. The chapter board recently dropped the \$50 fee that had been charged. All the details are at the page at <http://nwaprsa.org/jobs.html>. We will post your notice on the page for three months.

Northwest Arkansas Chapter, Public Relations Society of America (NWA PRSA): Become a Fan

Northwest Arkansas PRSA has had a "group" on Facebook for some time. Now we've added a fan page for the chapter to increase our Facebook presence and activity. When you "become a fan" of the page, all our updates and announcements will be visible in your newsfeed. The official name of the group is Northwest Arkansas Chapter, Public Relations Society of America (NWA PRSA).

We are still maintaining the NWA Public Relations Society of America group on Facebook, but the new fan page will be our primary forum for Facebook updates and chapter interaction.

So, follow these steps:

1. Become a fan of Northwest Arkansas Chapter, Public Relations Society of America (NWA PRSA). Go to the page by entering NWA PRSA in the Facebook search box, or find our link in the left column of <http://nwaprsa.org>.
2. Use the link in the left sidebar to suggest the fan page to all your PR or communications contacts and colleagues who are your friends on Facebook. They do not have to be a member of the organization to be our fan. We take fandom from anyone!

3. Pop onto the page from time to time to liven the place up. We'll be updating our status regularly, so there will be plenty of opportunity for you to "Like" something or add a quick comment or share our posts with your friends.
4. Share! If you have a chapter update or professional accomplishment you'd like to communicate to the world, or if you come across an interesting PR-related link that's worth posting, let us know. We'd love to use Facebook (and Twitter via @nwa_prsa) to help spread the word, issue our official congrats, and pass along recommended articles.

We Want to Know Where You Are @

Do you have a personal or professional Twitter account? We'd like to keep up with your tweets and get to know you better! We are building a Twitter list of members and their companies that anyone interested in keeping up with the chapter membership beyond our meetings and networking events can follow. Send an e-mail to Jennifer Boulden at jboulden@fortsmithar.gov or, even better, tweet us at @nwa_prsa to let us know your handle(s). We'll also be using this list to send out #FollowFriday recommendations each week. Follow all of our lists by going to twitter.com/nwa_prsa.

Questions? Suggestions? Need to learn to tweet? Contact Jennifer Boulden, social media chair, one of these ways:

- Direct message @nwa_prsa or @bouldengal
- E-mail: jboulden@fortsmithar.gov
- Phone: 479-783-8888 (work) or 479-414-8877 (cell)