

the Pine Cone



PUBLIC RELATIONS SOCIETY OF AMERICA - WHITE PINE CHAPTER • WINTER 2003

PRSA



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Address Changes

Did you recently change your address information? Do you have a new e-mail address? It is very important that you update your address information with Darla Lippe, Chapter Administrator. Chapter information is being faxed and e-mailed on a monthly basis. Please take a moment to e-mail your address changes to dlippe@barckholtz.com in order to receive chapter information. Thanks for your help!

Call For Entries

The Call for Entries for the 2003 Silver and Bronze Anvil Awards will be mailed to all PRSA members and posted online at www.prsa.org in early January. Copies of winning Silver Anvil two-page summaries from 1968 to present and other information are available online. Deadline for entering the Silver and Bronze Anvil competitions are February 28 and April 5 respectively.

2003 Program Year -- At A Glance

Mark your calendars for the 2003 program schedule of the White Pine Chapter of PRSA. The program committee has worked hard to develop a year complete with diverse topics.

TUESDAY, JANUARY 14, 2003

"Your Worst Media Nightmare" featuring Jim Kiertzner, Anchor, FOX 66 News
11:00 AM - Registration and Social • 11:30 AM - Lunch • 12:15 PM - Program
Bay Valley Resort, Bay City

TUESDAY, FEBRUARY 18, 2003

"Evaluating Public Relations Programs" featuring The Focus Group, East Lansing, MI
11:30 AM - Registration and Social • 12 Noon - Lunch • 12:45 PM - Program
Apple Mountain Conference Center, Freeland

TUESDAY, MARCH 18, 2003

"Successful Public Relations Campaigns" featuring Kelly Rossman-McKinney, APR
11:30 AM - Registration and Social • 12 Noon - Lunch • 12:45 PM - Program
Apple Mountain Conference Center, Freeland

APRIL, 2003

"Special Event Planning - SVSU's 40th Anniversary"
Curtiss Hall, Saginaw Valley State University

TUESDAY, MAY 20, 2003

"Web Communications"
Location TBA

TUESDAY, SEPTEMBER 16, 2003

"The Power of Two" - Crisis Communication Professional Development Workshop
1:00 PM - Registration • 1:30 - 4:30 PM Workshop
Location TBA

TUESDAY, OCTOBER 21, 2003

"The Virtual Office - Changing Careers in Changing Times"
featuring T. Michael Jackson, PRSA Fellow, APR
Location TBA

TUESDAY, NOVEMBER 18, 2003

Annual PRSA Awards Ceremony and Holiday Gathering
6 PM - 8 PM
Apple Mountain Conference Center, Freeland

* Programs and dates are subject to change.*

News from the Chapter President's Desk



2002 was an incredible year for the White Pine PRSA chapter. Our membership is growing, programs have been excellent and we're seeing more members get involved in the chapter! It is so exciting to see our chapter strengthening as we begin a new year.

The programs slated for 2003 are outlined on the front page of this newsletter. I invite you to mark your calendar for these dates and times. The chapter programming committee is working diligently to bring high quality and valuable programs to all members. If you would like to join the committee and bring your expertise in event planning, give me or Karen Stiffler a call and we can facilitate connecting you with the programming co-chairs. The program I am most excited about is "*The Power of Two*", a crisis communication program that trains and certifies Public Relations professionals to be able to aid in communication efforts during crisis or disaster situations, locally or nationally. We will provide more details as to location in the coming months.

In National PRSA News...plans are underway for the 4th Annual PRSA Leadership Rally in New York City this Spring. All President-Elects, District and Section Chairs will be invited to attend this two-day event. Our chapter will evaluate sending a representative.

Also coming in 2003 is the new Accreditation in Public Relations Examination—scheduled to roll out Summer 2003. And in February, we will know the results of the Fall 2002 APR examination in which five members studied for and took. Did you know that of our 44 members, 15 members are accredited, with one member a Fellow? I am extremely positive we will be pinning several new APR members this Spring. An announcement will be made in the next newsletter.

In closing, I wish everyone a very joyous, healthy and prosperous New Year 2003.

Best Regards,
Christine Bergman, APR, President

Membership Notes

2002 Round-Up Awards - East Central District

The 2002 Round-Up Award Winners have been announced. The White Pine Chapter of PRSA is proud to announce Covenant HealthCare is a first place winner in the East Central District awards competition.

Special Events and Observances Single Example

"A Heritage of Caring: A Historical Review of Health Care"

Newest Members to White Pine Chapter

The White Pine Chapter would like to welcome its newest members!

- Robert Charlton
The Dow Chemical Company, Midland
- Rich Morrison
Central Michigan University, Mt. Pleasant

Spirit of Public Relations Nomination Due

Nominations are now being sought for the Sherry Harrison Spirit of Public Relations Award. Deadline is February 28, 2003. Nominations are now being sought for the annual Sherry Harrison Spirit of Public Relations Award sponsored by the White Pine Chapter. The chapter will recognize a community leader/organization for outstanding contributions to mid-Michigan that exemplify the practice of good public relations during the past year.

The nominee must not be a PRSA member or professional public relations professional/firm. Nomination forms are available by contact Darla Lippe at dlippe@barckholtz.com and must be returned by February 28, 2003 for consideration.

Past winners of the Sherry Harrison Spirit of Public Relations Award:

2001 - Tall Ships Celebration: Bay City

2000 - Midland Public Schools - Crisis Communication Program

National PRSA News

PRSA 2002 Assembly Adopts 10 Bylaw Revisions

SAN FRANCISCO - The Public Relations Society of America (PRSA) today approved 10 revisions to its governing bylaws during its annual Assembly. One bylaw was referred back to PRSA's Board of Directors for review in 2003.

In total, 228 PRSA Assembly Delegates representing 93 Chapters, 11 Sections and 10 Districts, and three others representing the College of Fellows, PRSSA and the Canadian delegate-at-large, voted on the revisions, which required a two-thirds majority for passage. The bylaw amendment causing the most intense debate was the removal of the accreditation requirement for Assembly delegates. Fifty-six percent of the Assembly voted to refer the amendment back to the 2003 PRSA Board of Directors for review.

"We are strongly committed to accreditation as the highest standard of professionalism in public relations and continue to encourage our members to seek accreditation," said 2002 PRSA President and CEO Joann A. Killeen, APR, Fellow PRSA. In fact, we are instituting a new exam process next year that will make the accreditation process more accessible for all of our members."

Additional bylaw amendments addressed issues relating to Assembly delegate alternates and the representation of the College of Fellows, and policies and procedures of the Board of Directors, Nominating Committee, Sections, Body of Knowledge Board and Universal Accreditation Board.

2002 International Conference Update

By Barb Muessig, APR – White Pine Chapter Past President

I was glad to represent the White Pine Chapter at this year's international conference held in San Francisco November 16-19. The networking, professional development and information-sharing were outstanding.

A Message from Our National Past President:

First of all, Joann Killeen, who just finished her term as PRSA National President, sends her best regards to each of us in the White Pine Chapter. Because of the seminar she was leading for us back on September 11, 2001 and the next week she spent with us, we'll have a bond forever. She always says that if any of us want to get involved with PRSA at the national level, or need any mentoring, we can give her a call anytime. I know she means it.

At Assembly:

The all-day Assembly meeting was interesting. From the "State of the Society" address, I learned that we're now in great shape financially, have more global alliances than ever before, and are offering several new benefits to members. The new benefits that excited me were:

- New health insurance options
- Discount teleconferencing – just 8 cents a minute
- An online, searchable job database
- Searchable database for speaker

The Strategic Planning Committee unveiled a new PRSA corporate identity package that includes a news logo and materials. We'll be receiving a letter with details on the roll-out very soon. They'll also hold a teleconference in January and provide each chapter with a tool kit later in 2003. The new logo looks really great. The "how and why we're embarking on a new identity program" might be a great topic to ask Catherine Lewton, President, to address with our chapter members next year.

The UBA (Accreditation) Progress Report included the rationale for the major upcoming change in format: to increase the relevance, increase our credibility, and make the testing more cost-efficient to administer. It will provide better feedback to candidates, and we'll have testing centers within a one hour drive of all chapters. Local chapters will still be responsible for test prep and a "Readiness Review" that's required before a candidate can test. It will include three areas:

1. Organizational analysis
2. PR experience/portfolio review
3. Prep for written portion of the test

A beta test will be given in March 2003. If anyone is interested, the cost is \$100 and applications are available through national. (Cost after that will be \$275 for members.)

During the Conference:

I attended several outstanding sessions, but, as usual, the networking was the best part! A few people many of you know were there, and send greetings:

- Ed Hutchison – *He's now part of the Central Michigan Chapter and is the president elect.*
- Mike Jackson – *He's doing well. Just went off the PRSA board but expects to remain very active.*
- Bob Grupp – *Sends greetings to all. He's busy with a small pharma company and enjoys the challenge. Living in Pennsylvania.*

Again, thank you all for your support of my trip to national. I highly recommend it to each of you. The exposure and networking help me to see just how important public relations is in our world today.

The White Pine Holiday Event

The annual PRSA holiday party was held at SVSU November 20th with 34 people in attendance. The silent auction raised over \$350 for the chapter scholarship fund. Participants enjoyed food and drinks, shared stories and caught up with a few long lost members.

This year's public relations awards were presented to the following individuals:

Melinda Shriner, APR
The Barckholtz Group
Distinguished PR Practitioner of the Year

Andrea Fisher
Princing and Ewend
Newcomer of the Year

Dave Maurer
WSGW
Journalist of the Year

Tall Ships Celebration: Bay City
Sherry Harrison Spirit of Public Relations



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UPCOMING DATES

January 14, 2003
 January Luncheon Meeting
 "Your Worst Media Nightmare"
 Speaker: Jim Kiertzner, Anchor, FOX 66 News
 11:00 a.m. - 1:00 p.m.
 11:30 Lunch
 Bay Valley Resort, Bay City

February 6, 2003
 Board of Directors/Committee Meeting
 8:30 a.m.
 Location TBA

February 18, 2002
 February Luncheon Meeting
 "Evaluating Public Relations Programs"
 Speaker: The Focus Group, East Lansing, MI
 11:30 AM - Registration and Social • 12 Noon - Lunch
 12:45 PM - Program
 Apple Mountain Conference Center, Freeland

*Program subject to change.

2003 Board of Directors

Executive Board

President.....Christine Bergman, APR

Vice President & President Elect.....Karen Stiffler

Past President.....Barbara J. Muessig, APR

Secretary and Treasurer.....Mary Gust

Assembly Delegate.....Melinda Shriner, APR

ECD Representative.....Melinda Shriner, APR

Committee Chairs

Ethics.....Barbara Muessig, APR

Accreditation &.....Nick Oppermann, APR
 Professional Development Cecilia Jerome, APR

Program.....Leslie Orozco
 Renee Urlaub

Membership.....Andrea Fisher
 Michelle Hooverman

PRSA/PRSSA Liasion.....Diane Krider, Ph.D.

Website.....Megan McHenry

Chapter AdministratorDarla Lippe

