

# the Pine Cone



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

PRSA



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## ECD Conference News

Attention PRSA Members: the date has been set for the 2003 QuickStart Conference for PRSA's East Central District. The *QuickStart* Conference details are as follows:

September 19-20, 2003  
Hampton Inn & Suites, Downtown  
Columbus, Ohio  
Conference Fee: \$50

Past attendees have called *QuickStart* one of the most useful PRSA leadership preparation programs available. Any interested committee chair should contact Darla Lippe for more information about this conference.

## International Conference

Mark your calendars now for PRSA's 2003 International Conference, "Building Credibility, Confidence and Respect," to be held Oct. 25-28, 2003, in New Orleans. Complete details are available at [www.prsa.org](http://www.prsa.org).

## September Meeting Announcement

### Secret Weapons for Website Success

If you are trying to establish an Internet presence, write better web copy, or get more return on investment from an existing website, don't miss this presentation. It's packed with real-life examples of both successes and failures, plus simple, inexpensive but often-overlooked tactics you can apply right now.

- Learn the top eight website mistakes and how to avoid them.
- Get the secret weapon that guarantees a user-friendly site and ends internal design arguments. It's cheap, it's fast, and you can do it yourself.
- Make sense of your web reports and get more meaningful numbers.

#### Presenter:

Megan McHenry, APR

Marketing Manager, MidMichigan Health-Midland

#### SEPTEMBER PRSA LUNCHEON MEETING

Tuesday, September 9, 2003

Board Room – MidMichigan Medical Center-Midland

11:30 a.m. - Registration and Social

12 Noon - Lunch

12:30 p.m. - Presentation

\$15 Members • \$20 Non-Members • \$10 Students

#### Attention Participants:

*We will meet in the main lobby at 11:30 a.m. to go to the boardroom. If you arrive after 11:30, please take the elevators to level C, turn left and then take the first hallway to your right. The boardroom is on the left.*

#### Make Your Reservations Now!

Please respond by contact Darla Lippe, Chapter Administrator, by phone at (989) 791-0050 or by e-mail at [dlippe@barckholtz.com](mailto:dlippe@barckholtz.com) by September 3, 2003. No shows will be charged.

## Membership Renewal Notice Change

Effective with May 2003 renewals, members now receive their first renewal invoice 60 days before their renewal date; formerly it was 30 days. Members who have not renewed will be dropped 30 days earlier than previously. For example, a member whose renewal date is May 1 will now receive the first dues invoice in early March (previously it was April), and will be dropped on June 30 if his/her dues are not paid (previously it was July 31). This change helps PRSA to use our membership dollars efficiently.

## News from the Chapter President's Desk



*We cannot do everything at once, but we can do something at once.* – Calvin Coolidge

Summertime greetings to you! I hope you are taking time this summer to enjoy the weather and all that our great area of Michigan has to offer – water recreation, camping, day/weekend trips. There's so many things to do and now is the time to enjoy those activities with family and friends.

2003 got off to a good start for our Chapter with great programs and excellent participation in January and February. Special thanks to Jim Kiertzner of Fox 66 and The Focus Group of Lansing for their presentations on media relations/how to handle your worst nightmare and PR research. In February, we learned that 4 members achieved their APR accreditation. Congratulations to Megan McHenry, Dr. Diane Krider, Adrienne Proctor and Karen Stiffler! Then in March, due to unfortunate circumstances, our speaker had to cancel and last minute efforts to find a replacement were not successful. In April, a local group of bioterrorism and communication experts had agreed to speak with members but due to a low RSVP response, a decision was made to postpone their program. The recent June program, "Breakfast with a Legend" attracted many members and potential new members as they interacted with seasoned PR professionals who imparted their knowledge and experiences on a variety of issues pertinent to those in attendance.

I would like to remind everyone the importance for members, and non-members, to RSVP if they have an interest in attending a program. When only 5 people RSVP (as the case in April), it makes it very difficult to justify program expenses for a small group of people. Based on the low response received, board members conferred to cancel the program. A notification was sent to members but there were still individuals who arrived the day of program to learn of its cancellation. Had we known of those individuals interest in the program, we would have had enough participation for the program to go on. Please note that if something comes up prohibiting you from attending, feel free to send a staff member in your place. Or, contact a chapter board member or Darla Lippe, Chapter Administrator, and we can make appropriate adjustments so you are not billed a no show fee.

In closing, here is some information that may interest members seeking to take the APR certification exam this year:

### APR Certification

With the launch of the new Examination in Accreditation for Public Relations on July 1, the website, [www.accreditationboard.org](http://www.accreditationboard.org), is now available and is an essential part of the preparation process for candidates and Accreditation chairs. The Web site includes FAQ's, a short list of textbooks and an overview-at-a-glance chart on how the new process will work from both the candidate and Accreditation chair's perspective.

For more information on accreditation, contact Nick Opperman, Accreditation Chair for the White Pine chapter at 989.797.2193 or Kathy Mulvihill, manager, Universal Accreditation Program, PRSA, at (212) 460-1436 or [kathy.mulvihill@prsa.org](mailto:kathy.mulvihill@prsa.org).

Warmest Regards,  
Christine Bergman, APR  
President, White Pine Chapter PRSA

### APR CERTIFICATION RESULTS

## Four Chapter Members Earn APR Certification

In early February, four members of the White Pine PRSA chapter received notification they passed the APR exam.

The APR designation means that a practitioner has demonstrated broad knowledge, experience and professional judgment in the public relations field, as well as pledged a commitment to a Code of Professional Standards. Practitioners with five or more years of professional, full-time experience are eligible to take the Examination.

Congratulations are extended to the following PRSA chapter members who passed the APR exam:

Diane Krider, Ph.D., APR  
Central Michigan University

Megan McHenry, APR  
Mid Michigan Health

Adrienne Proctor, APR  
The Dow Chemical Company

Karen Stiffler, APR  
Saint Mary's

## Accreditation Information

Interested in learning more about the PRSA Accreditation process and exam? Visit PRSA national website at [www.prsa.org](http://www.prsa.org) for general information.



The White Pine Chapter contact is Nick Opperman, APR. You may contact Nick by calling (989) 797-2193 or by e-mailing at [nicopp@usol.com](mailto:nicopp@usol.com).

# Member Kudos



ANDREA FISHER has been named President and Partner of Prining and Ewend, Inc., in Saginaw. Fisher will be responsible for the day-to-day operations of the company. Andrea was the account management director prior to the promotion.



CECILIA JEROME, APR, has accepted the position of Physician Recruiter with MidMichigan Health in Midland. Cecilia was the former Media Relations Officer at Saginaw Valley State University. She is serving as a part-time English instructor at SVSU. She can now be reached at her new location: by phone at (989)839-1780 or by e-mail [cecilia.jerome@midmichigan.org](mailto:cecilia.jerome@midmichigan.org).



MEGAN MCHENRY, APR, has accepted the position of Marketing Manager for MidMichigan Health in Midland. Megan worked at Dow Corning Corporation prior to her appointment at Mid Michigan Health.

DELTA COLLEGE QUALITY PUBLIC RADIO, WUCX, has been named a three-time winner in the 2003 Michigan Association of Broadcasters Awards. WUCX is the only radio station in the Tri-City market to receive recognition at this year's competition.

The station received its highest rating, Best, for a New Special with the documentary *Nancy LaMott: Portrait of a Cabaret Singer*. WUCX received a Merit award for Special Interest Programming and another Merit award for Community Involvement.

WELCOME NEW MEMBERS: The PRSA White Pine Chapter would like to welcome its newest members who joined in the past two months:

NATASHA COULOURIS

Communications Manger for Public Health  
Saginaw County Department of Public Health, Saginaw

REJEANA HEINRICH

Internal Communication Specialist  
Covenant HealthCare, Saginaw

Jodi Byron

Communications Specialist  
Mt. Pleasant Chamber of Commerce (check on this)

## White Pine Leadership Looking for Volunteers

The White Pine PRSA Chapter is currently looking for interested members to join its leadership team as a board member. Numerous opportunities are available with varying time commitments:

### Programming Committee

Plans, promotes and stages program for regular chapter meetings.

### Professional Development Committee

Helps develop and coordinate a professional development for chapter.

### Accreditation Committee

Promotes Universal Accreditation within the chapter and encourages eligible members to take the Accreditation Exam in Public Relations.

### Publicity Committee

Develops and implements a chapter public relations program that reflects the chapters. Committee helps promote chapter events, monthly meeting, holiday gathering and awards program.

### Membership Committee

Identifies eligible and qualified candidates within the region, to assist candidates in becoming members and develops a retention program.

### Newsletter Committee

Develops and produces a quarterly newsletter for the chapter. In most cases, the chapter newsletter is mailed electronically to the chapter roster.

### Website Committee

Develops new material and maintains current information on chapter website. The White Pine PRSA chapter website is currently being developed. Website will be unveiled in September 2003.

If you are interested in joining a PRSA committee, now is your chance! If you are interested, please contact one of the following individuals:

### Chapter President

Christine Bergman  
Phone: (989) 583-7655  
E-Mail: [cbergman@chs-mi.com](mailto:cbergman@chs-mi.com)

### Chapter Vice President

Karen Stiffler  
Phone: (989) 776-8300  
E-Mail: [kstiffle@saintmarys-saginaw.org](mailto:kstiffle@saintmarys-saginaw.org)

# CHAPTER CUES

## CMU PRSSA Chapter Achieves Great Success

This past year was an exciting one for the PRSSA Chapter at Central Michigan University. The chapter reached a record number of over 100 paid members for the academic year 2002-2003. Many of the members also work for the *PR Central*, the chapter's in-house student run agency.

At the spring banquet in April, the chapter honored Diane Krider, faculty advisor, by naming the chapter the Diane S. Krider Chapter of the Public Relations Student Society of America at CMU. Numerous students received awards and recognition for their contributions during the year. Highlights of national involvement for the year include:

### ACHIEVEMENTS

Twenty-four students attended the national PRSSA conference in San Francisco in November. Anne Veltema, past president of PRSSA, received *The National President's Citation Award* for outstanding leadership and service.

PR Central e-board members Addy Ice, Becky Stirrett and Allison Jacobs presented to an audience of over 100 students as part of the "Student-run Firms Workshop". Four agencies were chosen nationwide to participate in this event.

Toni Reinert, PRSSA member, was part of a public service project, *Team Create A Smile*, while in San Francisco. She was one of four students nation-wide selected to spend her only free afternoon at a local hospital making crafts with children.

A team entered the prestigious national Bateman competition this past spring. Jenny Hall, Becky Stirrett, Toni Reinert, and Kim Watts prepared an exciting campaign to promote Nutella.

### SCHOLARSHIP SUPPORT

Support for the program continues to grow. Jeffrey R. Caponigro, 1979 CMU graduate, established the Caponigro Public Relations Inc. Endowed Scholarship to promote excellence in Integrative Public Relations or Journalism. The recipient will also be eligible for a paid internship at Caponigro Public Relations Inc.

Allan Schoenberg, 1990 CMU graduate, established the Allen Schoenberg Award for a student who shows outstanding leadership contributions to PRSSA and the profession. Mr. Schoenberg is senior manager of corporate communications at Accenture in Chicago.



The Integrative Public Relations (IPR) internship program continues to grow. Over 30 internship students were placed in organizations and companies nationwide and in England this past year.

If you would like more information about the IPR program, the internship program or would like to sponsor a student to attend PRSA events, please call Diane Krider at (989) 774-3153 or visit the IPR website at <http://www.ccfcmich.edu/ipr/>.

## Chapter Website News

In the past few months, the chapter leadership has been working to develop a chapter website. Megan McHenry, APR, has generously offered to donate her time and expertise in the development of the chapter's first website. If you are interested in assisting Megan with this exciting project, please contact her by e-mail at [Megan.McHenry@midmichigan.org](mailto:Megan.McHenry@midmichigan.org).



## Membership Information Update

Have you received e-mails recently from Chapter Administrator, Darla Lippe? If not, Darla may not have an accurate e-mail address for you. Please take a moment to e-mail Darla with your contact information at [dlippe@barckholtz.com](mailto:dlippe@barckholtz.com).



## PRSA Scholarships Available

The White Pine Chapter of the Public Relations Society of America is re-introducing its member scholarship program. The program will present a \$250 scholarship to a chapter member for professional development purposes.

To qualify, the recipient must be a member in good standing of the White Pine Chapter, demonstrate commitment to professional ideals in public relations and, demonstrate need for financial assistance to pursue professional development opportunities. A completed application must be submitted. For more information about the White Pine Scholarship Program, contact Mary Gust, PRSA Treasurer/Secretary, at (989) 791-2169.





## WHITE PINE CHAPTER 2003 COMMUNICATION AWARDS

The White Pine PRSA Board of Directors is pleased to announce the 2003 Communication Awards Program. These awards honor the contributions of individuals to the public relations profession and the community. *We are accepting nominations from all active PRSA members now through October 27, 2003.*

All nominations must be on the attached entry form and must include the nominee's name, title and company, and supporting reasons for the nomination. Please include your name and business affiliation when nominating another person. There is no fee for individual recognition submissions. The following will be awarded:



### SHERRY HARRISON SPIRIT OF PUBLIC RELATIONS AWARD - 2003

This award is unique because it is presented to a person who is not a PRSA member or professional PR person. White Pine PRSA will recognize a community leader for outstanding contributions to mid-Michigan that exemplify the practice of good public relations. Please indicate the context on the nominee's most significant contribution during 2003. This award will be presented during the November 2003 PRSA meeting.

#### Past Recipients:

2002 - Tall Ships Celebration: Bay City

2001 - Midland Public Schools



### DISTINGUISHED PR PRACTITIONER

This award is presented to a deserving member of the White Pine Chapter of PRSA who demonstrated contributions to one or more of the following areas: the community; the White Pine PRSA Chapter; the public relations profession and the Public Relations Society of America; and/or who has demonstrated overall superior performance in meeting day-to-day professional public relations responsibilities.



### NEWCOMER OF THE YEAR

Newer members of the White Pine PRSA chapter are eligible for this award. The winner must be an active public relations professional of three years or less who has demonstrated potential for becoming an outstanding member of our profession. Please support with examples. The nominee must be in good standing.



### JOURNALIST OF THE YEAR

This award is presented to a deserving journalist (print or broadcast) in the mid-Michigan area, including Flint. The White Pine PRSA chapter will recognize this individual for outstanding contributions in the field of journalism, which must be indicated in the entry. Also, illustrate the nominee's accomplishments over the years and what you consider his or her most significant contribution in 2003.



WHITE PINE CHAPTER  
2003 COMMUNICATION AWARDS  
ENTRY FORM

Please let us know whom you would recommend for the White Pine PRSA Communication Awards. If additional space is needed, please attach another sheet with information that describes the nominee's qualifications. *Fax all entries to (989) 791-1750 by Wednesday, October 27, 2003.* For questions or additional information, please call Christine Bergman, APR, at (989) 583-7655 or Karen Stiffler, APR, at (989)776-8300.

All entries will be reviewed by the White Pine PRSA Board Members. Winners will be announced at the Holiday Gathering and Silent Auction on Tuesday, November 18, 2003 at Apple Mountain, Freeland.

Name of Nominee \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Daytime Phone (\_\_\_\_) \_\_\_\_\_ Evening Phone (\_\_\_\_) \_\_\_\_\_  
E-Mail Address \_\_\_\_\_

- Award:             Sherry Harrison Spirit of Public Relations  
                      Distinguished PR Practitioner  
                      Newcomer of the Year  
                      Journalist of the Year

Qualifications for award: *(attached additional page if necessary)*

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name of Person Submitting Nomination(s): \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City/State/Zip \_\_\_\_\_  
Daytime Phone (\_\_\_\_) \_\_\_\_\_ Evening Phone (\_\_\_\_) \_\_\_\_\_  
E-Mail Address \_\_\_\_\_

Is the Nominee aware of the nomination?    Yes                     No

If you would like White Pine PRSA to consider a nominee that you do not have enough information on, please send in this form with as much detail as possible and PRSA will contact the nominee for details.

## PRSA Launches New Corporate Identity



NEW YORK, NY – The Public Relations Society of America (PRSA) announced the rollout of its new corporate identity reflecting a new sense of energy and focus that build on the strengths of its 56-year heritage. Created by Jacksonville, Fla.-based Husk

Jennings, the new PRSA logo and tag line mirror the organization's changes from the "inside out" —as reflected by the new programs, products and services it has introduced for members over the past few years.

"PRSA is a very different organization than it was 20 years ago, when our current identity was established. The Husk Jennings project has accurately captured the vibrancy and fullness of PRSA in the 21<sup>st</sup> Century," said Reed Bolton Byrum, 2003 PRSA president and CEO. "We are indebted to them for the excellence and outstanding work."

The new PRSA tag line, "PRSA: Advancing the profession and the professional," is the result of a year-long qualitative and quantitative research process conducted by Husk Jennings in coordination with PRSA's Strategic Planning Committee. This new brand positioning showcases PRSA's equity as a leader in life-long professional learning, while reinforcing its long history of advocating credibility and ethical practice.

A new graphics package refreshes the organization's visual identity with a new PRSA logo, color palette and redesign of signature PRSA communications. A classic, sophisticated font was chosen for the PRSA logotype—and to add an element of energy and innovation, the letter "R" was dramatically extended to break the boundary of the logo's baseline. This visual feature also serves a practical purpose: It leads the eye to nested text below, which identifies the full name of the organization.

"The research showed our membership wanted PRSA's external image to mirror the dynamic changes going on within the Society as well as the profession, said Catherine A. Bolton, PRSA's executive director and COO. "We believe the new identity captures that feeling and is a clear reflection of how the Society continually strives to provide value to its members and meet the growing needs of a changing profession."

the  
**Pine Cone** is published quarterly for the White Pine membership of PRSA. Submissions may be mailed to Saint Mary's Foundation, 800 S. Washington Avenue, Saginaw, MI 48601 or e-mailed to Karen Stiffler at [kstiffle@saintmarys-saginaw.org](mailto:kstiffle@saintmarys-saginaw.org).

## PRSSA Selects Ford Motor Credit Company as Sponsor for Bateman Case Study Competition

NEW YORK, NY (August 4, 2003) - The Public Relations Student Society of America (PRSSA) has selected Ford Motor Credit Company to be the 2004 Bateman Case Study Competition sponsor.

The Bateman competition challenges PRSSA Chapter members to create a public relations and marketing communications campaign to educate high school and college students across the country about the importance of establishing and maintaining good credit.

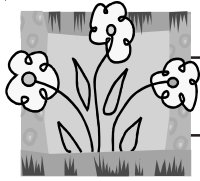
PRSSA selected Ford Credit as the Bateman sponsor because of the leadership role it has taken in encouraging credit literacy among high school and college students. For 10 years, the company's "Credit Drives America" program has targeted college-bound high school seniors in order to instill good debt management skills while they still have a clean credit record.

The "Credit Drives America" program was initiated after the State Public Research Group's Higher Education Project reported that 64 percent of college graduates had an average student loan debt of \$16,928—not including any additional credit card debt. Ford Credit will nationally implement one of the finalist campaigns to help students realize how credit problems can affect almost every facet of one's life.

Ford Credit will nationally implement one of the finalist campaigns to help students realize how credit problems can affect almost every facet of one's life. To promote this curriculum, the company has asked Bateman participants to propose and locally implement a campaign that will create interest and promote awareness about the credit program. The Bateman competitors will address credit-related themes including how to establish and maintain good credit and how to handle bad credit.

All Bateman competition entries must be submitted by March 26, 2004, to PRSSA Headquarters. Entries will be judged on effectiveness, technique, and overall creativity. The top three finalists will present their entries at Ford Credit's corporate offices in Detroit from May 6 through May 9, 2004.

Established in 1973, a National Case Study was founded to allow PRSSA student members an opportunity to exercise the analytical skills required for public relations problem solving. The name of the competition was changed in 1982 to honor the late J. Carroll Bateman. Bateman was instrumental in founding PRSSA during his PRSA presidency in 1968.



## UPCOMING DATES

### SEPTEMBER PRSA LUNCHEON MEETING

Tuesday, September 9, 2003

"Secret Weapons of Website Success"

Board Room – MidMichigan Medical Center-Midland

Presenter: Megan McHenry, APR

11:30 a.m. - Registration and Social

12 Noon - Lunch

12:30 p.m. - Presentation

\$15 Members • \$20 Non-Members • \$10 Students

### November Holiday Gathering

Tuesday, November 18, 2003

6:00 p.m.

More Details to Come

### MARK YOUR CALENDAR NOW!

2004 State PRSA Conference

"Leadership PR - From the Breakroom to the Boardroom"

May 6-7, 2004

Metro Detroit

\*Programs subject to change.

## 2003 Board of Directors

### Executive Board

President.....Christine Bergman, APR

Vice President & President Elect.....Karen Stiffler, APR

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., APR

Website.....Megan McHenry, APR

Chapter Administrator.....Darla Lippe



White Pine Chapter

800 S. Washington Avenue

Saginaw, MI 48601