

# BLUE RIDGE



## views

A membership publication of The Blue Ridge Chapter of the Public Relations Society of America

September / October 2005  
Vol. 12, No. 5

### Officers

|                             |                      |
|-----------------------------|----------------------|
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| President-Elect             | Christopher Finley   |
| Immediate Past President    | Robert Parker        |
| Secretary                   | Jennifer Faulkner    |
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| Programs                 | Christopher Finley          |
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| Public Service           | Todd Burns                  |
| Website                  | Christopher Finley, Interim |

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|                    | Kristin Froemling, PhD. |
| Virginia Tech      | Rachel Holloway         |
|                    | Christina Motley        |
| Liberty University | Deborah Huff            |
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|                    |                   |
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| Virginia Tech      | Rebekah Spence    |
| Liberty University | Jessica Gilbert   |

## “Be Distinct or Be Extinct”

by Christopher Finley

Join us as Cassie Hagan, Manager, New Plants Brand Marketing with Framatome ANP, Inc., an AREVA and Siemens company, presents “Be Distinct or Be Extinct” to the Blue Ridge Chapter Public Relations Society of America members and guests on Thursday, October 13. This program is sponsored by Anstey Hodge Advertising Group.

Cassie Hagan will discuss how Framatome ANP’s U.S. operation, headquartered in Lynchburg, VA, defined and drove a brand strategy to gain almost 30 points in brand awareness in two years -- almost unheard of in a B2B environment.

Cassie Hagan is a professional brand manager who joined the company in October 2001. She is currently on temporary assignment as the brand manager for the recently formed New Plants Deployment business unit to support their mission of deploying a fleet of Framatome ANP-designed nuclear plants in North America. She is responsible for the positioning strategy and marketing communications plan to create awareness of the AREVA brand and its U.S. presence while generating demand for the company’s EPR

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## ***Message from the President***



Greetings! I hope this issue of Blue Ridge Views finds each of you doing well. If you are like me, you are probably wondering where did summer go? It did seem to pass us by in a flash! A highlight for our chapter this summer was the August Luncheon Meeting. We were honored to have Amy Burns speak to us about her time in Iraq dealing with the communications issues associated with the reconstruction efforts. I think that everyone who attended this meeting was intrigued with her presentation. I know that I certainly was.

As we move into the fall season, our chapter is continuing to be very busy. I would like to just touch on a few of the things that are going on with our chapter.

### ***Awards Time***

The Awards Committee is hard at work right now. Entries poured in to the drop off location of Roanoke College the week of August 15th, mostly on deadline day, the 19th! The awards committee has sent all entries to our partner chapter in Central Michigan. The PRSA members there will judge them and ship them back to us and then the awards committee will be hard at work getting ready for our annual awards gala on October 28th. Many of you have already RSVPed for the awards gala and I encourage those of you who have not yet replied to go ahead and do so. Whether you entered an award or not, it is a fabulous evening of honoring the work of our members and I am sure you will enjoy yourself.

### ***Professional Development***

Fall is also a busy time on the professional development front for our chapter, with seminars in September and November in addition to our normal meetings in October and December. We have a full slate of opportunities for our members. I encourage you to try attend as many of these sessions as you are able. Even if you just take away one thing from these sessions, it is worth the time you spend attending. The chairs of these committees have worked very hard to bring quality programming to our members and I commend them.

### ***Special Recognition***

At the August luncheon, I had the pleasure of announcing that long-time member Vincent Hazleton has been selected for the College of Fellows, our association's highest mark of professionalism. Vince joins Jeff Douglas, who was honored as a Fellow last year. For a chapter our size to have two members in the College of Fellows is quite an achievement. Vince will be officially inducted at the National Conference in October. Also, Vince is on the slate for a national board position. On behalf of the chapter, I wish him well and again I think the Blue Ridge Chapter should be quite proud of members who are representing us on a national level. We are very fortunate to have these members in our chapter.

## Be Distinct or Be Extinct

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nuclear plant design with the objective of being one of the first nuclear plants to be built in the U.S. in almost 30 years.

Prior to her current assignment, Cassie was the manager of brand marketing, managing a team of 11 marketing communications professionals. She was brought in to leverage her Fortune 500 experience to help the company develop and launch an essentially new brand in a highly specialized commercial nuclear power sector. She created a comprehensive brand strategy and launched both internal and external brand campaigns to position the brand with employees and communities using advertising, literature, direct mail, event marketing and other marketing programs, including some non-traditional vehicles for the nuclear industry such as outdoor advertising. The result was a 28% increase in unaided customer brand awareness in less than three years, placing Framatome ANP second only to Westinghouse (by 13 points), and well ahead of GE (21 points). In March 2005, Cassie will complete Framatome ANP's Leadership Center, a year-long training program for the company's future leaders, selected by the Executive Team.

Cassie came to Framatome from Gateway where, as senior brand manager, she helped create and build one of America's most valuable brands, both in the corporate and consumer spaces. Cassie worked with Gateway's European and Asia-Pacific business units on many brand-related areas, including corporate identity, advertising and marketing communications, product naming, trademarks, and licensed merchandise.

Cassie was with Gateway for five and a half years, in a variety of progressively challenging assignments, including a new corporate identity launched in April 1998. She also served as manager of the in-house creative services agency, where she launched the company's first extended print

advertising campaign. Cassie oversaw the brand identity program of Gateway's 2002 Olympic Winter Games sponsorship. Gateway was the official computer hardware supplier to the Salt Lake City Games in February 2002.

Before Gateway, Cassie was a freelance writer and marketing consultant based in Newport News, VA, serving primarily high-tech and corporate industrial clients. She began her career as a newspaper reporter after graduating with honors from Lynchburg College in Virginia, where she earned a BA in Journalism and was named the Somerville Scholar, the college's highest academic honor.

*The October Meeting is  
Sponsored by:*

**Anstey Hodge  
Advertising Group**



**Reservation Deadlines  
for remaining  
2005 Blue Ridge  
Luncheons**

**11 a.m. Mon, October 10  
*for Thur, October 13***

**11 a.m. Mon, December 5  
*for Thur, December 8***

# *Va Tech PRSSA Hosts Annual Communication Connections*

By: Jessica Cooper  
Special Events Coordinator, VT PRSSA

Returning back to campus from a busy summer, the VA Tech Chapter of PRSSA is running in full swing. This fall we plan to unveil our new student-run firm, Horizons Communications, sponsor a variety of workshops and speakers, and once again play host to our chapter's conference, Communication Connections.

An annual event, Communication Connections is a one-day student-run conference featuring speakers, breakout sessions and workshops with industry professionals. Designed to enhance students' knowledge of the communication industry. Communication Connections strongly encourages the attendance of those interested in the fields of mass communication, public relations, marketing, advertising, journalism, and media relations.

This year's conference will be held in Torgersen Hall, at Virginia Tech on Saturday, October 15, 2005 from 9:30a.m. until 4:30p.m. The theme of the conference is "From the Classroom to the Boardroom: Communication Connections 2005". It is our goal for this year to gain an attendance of 100 students from both Virginia Tech and surrounding schools as well as to increase the diversity of attending majors to include more students focusing on marketing, advertising, and hospitality and tourism management.

Whether students are preparing for their job search or are just beginning their college career, Communication Connections will offer something for all academic levels. This year we are excited to announce that the conference will feature a workshop on portfolio development led by BRC's own Shelly Whitaker as well as a second workshop run by Laura Atchison on event planning.



Additionally, we will be welcoming back Hokie alumnus Christen Barber to speak with students about successfully landing summer internships and first jobs. The conference will also offer students a chance to explore the field of non-profit communication in a session hosted by Amy Whittaker, Public Relations Director of the Roanoke Valley Chapter of the American Red Cross.

For more information or to get involved with the conference, please visit the VT PRSSA website at <http://www.prssa.org.vt.edu/index.htm> or contact Special Events Coordinator Jessica Cooper at [jcoop1@vt.edu](mailto:jcoop1@vt.edu).



# The Blue Ridge Chapter Public Relations Society of America

presents

***Cassie Hagan, Be Distint or Be Extinct,  
sponsored by Anstey Hodge Advertising Group***



at the

Thursday, October 13, 2005 Noon Luncheon Meeting

at the Historic Hotel Roanoke

**\$20.00 for Chapter Members, Students & Interns**

**\$25.00 for Non-Members**

(Note: There is a \$5.00 LATE FEE for reservations made after Monday, October 10, 2005)

Parking at the Hotel Roanoke is \$3.00 for self-parking, \$5.00 for valet. Parking on Wells Avenue is free.

Your name: \_\_\_\_\_ Company: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email: \_\_\_\_\_

Number of members attending: \_\_\_\_\_ x \$20.00 = \$ \_\_\_\_\_

Names: \_\_\_\_\_

Number of nonmembers attending: \_\_\_\_\_ x \$25.00 = \$ \_\_\_\_\_

Names: \_\_\_\_\_

Total Enclosed: \$ \_\_\_\_\_

If you require a special meal (e.g. vegetarian) or have a food allergy,  
please indicate this when making your reservation.

Please check \_\_\_\_\_ if this is your first BRC-PRSA meeting

Please make check payable to Blue Ridge Chapter - PRSA

Mail reservation form and money to:

Amy Whittaker, Public Relations Director - American Red Cross

352 Church Avenue, SW - Roanoke, VA 24016

email Amy Whittaker at whittakera@usa.redcross.org

# **Blue Ridge Chapter – PRSA Proposed slate of officers, 2006**

## **President**

Christopher Finley  
Director of Marketing and Public Relations, The Willard Companies

## **President-elect**

Jennifer Faulkner  
Public Relations Specialist, Foot Levelers, Inc.

## **Immediate past president**

Shelly Whitaker, APR  
Director of Public Relations, Angels of Assisi

## **Secretary**

Molly Bell  
Marketing Services Manager, The Roanoke Times

## **Treasurer**

Amy Whittaker  
Public Relations Director, American Red Cross

## **Directors at large**

Cecelia Hovis (2007)  
Strategic Planning Executive, The O'Conner Group

JoBeth Brown (2007)

Public Affairs Staff Officer, U.S. Forest Service

The slate was announced to the membership at the August 11th meeting and will be voted on at the October 13th meeting. If you have any questions, please contact Bobby Parker, Nominating Chair.

## *Radford PRSSA Student Receives National Award*

Jamie Nolan, from the Radford University PRSSA Chapter has been notified that she will receive the The National Gold Key Award at the annual conference in Miami in October. This award was created in 1983 to acknowledge outstanding PRSSA members. It is the highest individual honor bestowed upon members of the Public Relations Student Society of America. It recognizes those students who display outstanding academic excellence in public relations and leadership qualities in PRSSA.



Jamie is a senior communication major and a marketing minor with a 3.97 GPA. In 2004-2005, she served as Vice President of the RU chapter and this year she will be serving as the Firm Director. Jamie is also an active member of several other campus organizations and honor societies.

Currently, she is coordinating the annual Zeta Tau Alpha Walk for Breast Cancer, the sorority's philanthropy. This event is held at RU every fall. Next year, she plans to attend graduate school for public relations.

## **President's Message, Continued from Page 2**

I was also pleasantly surprised when I opened up the August 22nd issue of the Blue Ridge Business Journal and found two of our members in the publication's annual "20 Under 40" feature. This feature highlights professionals in our area who are doing outstanding work and community involvement. John Anstey and Chris Finley were both named on the list and both noted their involvement with PRSA. Congratulations John and Chris.

On a final note, I have been captivated by all the recent coverage of Hurricane Katrina, as many of you probably have as well. I feel for all of those who have lost family members, homes and businesses. As a communications professional, I also can't help but think about the tremendous task that all the various communications professionals have before them and the work they have already completed. The public affairs and public information officers for all the local governments, public service groups and emergency aid organizations have been and will most likely continue to be putting in lots of long hours and some in very sparse conditions depending on where their offices were located. As I sit in my office and work on this newsletter, I can't help but think of the trying times these colleagues are going through as they try to get all the various messages out to the millions of people who have been affected by the storm. The thoughts of the work that these public relations professionals have in front of them is overwhelming to me. I will also be adding these individuals to my thoughts and prayers.

***See you in October !***

***Shelly Whitaker, APR, President***

## Public Service Update - Literacy Volunteers Public Relations Committee Hard at Work

by Todd Burns, Public Service Chair

It feels good to get the blood flowing in the LVPR committee again! Below is a recap of our most recent meeting. If you see something on this list that you would like to do, please let me know. Even if you have limited time you could contribute “electronically” by preparing news releases, reviewing promotional materials, etc.

### 1) Existing Materials -

*Brochures* - Good supply of current materials are on hand at the office. Brochures are distributed around town and to contributors. In time, the brochures will need to be updated when new data becomes available. New data should be out in the fall.

*Posters* - Posters are around town, but surveys show that not many people are citing the poster as the reason they approached Literacy Volunteers.

*PowerPoint Presentation* - The existing PowerPoint presentation needs to be revised, and the LV staff needs to increase their comfort level with the technology. A working meeting has been set for September 16th at 11am to edit the presentation, cut down on the text and insert photos and perhaps the PSAs. We will develop two presentations one for civic groups and one for public appearances (like a continuous show that can be used at recruitment opportunities, LV events, etc.) Anyone with PowerPoint experience who can help or could do a short tutoring session with the LV staff, please come forward!

*PSAs* - Committee Member Elaine Simpson will get Beta copies of the existing PSAs to COX communications to increase exposure of our tutor recruitment and donor needs. In addition, Elaine is scripting a new PSA to focus on basic literacy learners, a group that seems to need help finding its way to LV.

### 2) Funding letter help -

The committee is reviewing the current funding letter and considering ways to liven it up and give it some snap!

### 3) Workplace Literacy-

In November we should be ready to profile our new workplace literacy project. This will require development of a comprehensive public relations plan, supporting tools, a press conference and some spokesperson training. This should be fun. Anyone interested in working on this, taking a leadership role, or contributing in any way, please contact me.

### 4) Scrabble Tournament -

Mark your calendar for March 23 (tentatively) for the first ever Roanoke Valley Scrabble Tournament, with proceeds to benefit Literacy Volunteers. The Scrabble committee is going gangbusters and will lean on LVPR committee to develop promotional materials and gain publicity for this fun event.



## **Member Spotlight - Laura Atchison**

Laura Atchison has been a member of the Blue Ridge Chapter of PRSA since 2004 and currently serves as a member of the Board of Director. Laura is the Special Events Coordinator at Mill Mountain Zoo. Read on to learn all about Laura!

### **CAREER**

#### **Why did you choose PR as a career choice?**

PR found me. After five years of volunteer work, a special events position opened up with the zoo where I was volunteering.

#### **What have been the highlights of your career?**

I love being able to share my love of animals and zoos with the public during both high and low points.

#### **What's been the greatest challenge you've faced in your career?**

Probably being faced with a total management change overnight after new city officials had been elected.

#### **What is your greatest accomplishment so far?**

Finding the job I went to college for within a year of graduating.

#### **What is your PR philosophy?**

My philosophy is to maintain an open and honest communication with all of my audiences, both internal and external.



### **PERSONAL LOW DOWN**

#### **Where were you born?**

Portsmouth, VA, but within six months became a Hoosier.

#### **College?**

University of Southern Indiana

#### **What brought you to SW VA?**

My job with Mill Mountain Zoo

#### **Where do you live?**

Cozy little place right here in Roanoke.

#### **Married, single, divorced?**

Single

#### **Children and ages?**

Just the furry kind; an ancient blind pug and a much younger and friskier cat.

#### **Outside interests/hobbies?**

Reading, cooking and spending time with friends.

#### **How do you describe your personality?**

Believe it or not, I used to be horribly shy, but I overcame that in abundance.

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Member Spotlight continued from Page 10

**FAVORITES**

**Food:**

Fresh fruits and veggies and all things Italian and Mexican



**Musicians:**

Pretty eclectic and across the board. It really depends on my mood and activity at the time

**Vacation Spot:**

What is this vacation you speak of?

**Thing to do:**

Great night out or in with a few good friends.

**What is your perfect day away from work?**

Road trip to see other parts of the area, I'm still exploring.



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**GALA INVITATION**

***You're invited to the  
2005 Summit Awards!***

Whether or not you submit an award entry, you will want to join us for a night of celebration—fine food, live music, networking and highlights of the best public relations work in Southwest Virginia.

Date: Friday, October 28, 2005

Time: Cocktails: 6:00 p.m.

Dinner: 7:00 p.m.

Awards Presentation: 7:45 p.m.

Place: The Hotel Roanoke & Conference Center

Cost: \$40 per person (Attendees have a choice of chicken franchise or prime rib. A cash bar will be available throughout the evening.) Make checks payable to PRSA—Blue Ridge Chapter.

RSVP: Send payment and meal selection to:

Amy Whittaker, Public Relations Director  
American Red Cross  
352 Church Avenue SW  
Roanoke, Virginia 24016  
phone: (540) 985-3588  
fax: (540) 985-3010

Deadline  
for gala  
reservations is  
Friday,  
October 21, 2005.



## 2006 Leadership Rally

### *“Breaking New Ground Through Effective Leadership”*

By: Christopher Finley

As President-Elect, I had the pleasure of representing the Blue Ridge Chapter at the annual PRSA Leadership Rally. The event was held in New York City on Friday and Saturday, June 10 and 11 at the Marriott Financial Center.

The Leadership Rally was jam packed with a full slate of events both days. The first session on Friday was titled “Building & Managing Your Team.” The program focused on recruiting volunteers as well as succession planning. In addition, I learned how to better utilize MemberNet as well as other electronic resources available on national’s website. The second session was titled “Financial Management Primer for Society Leaders.” During this session I learned a lot about financial overview and integration with PRSA National, how to improve revenue and reduce expenses, and participated in best practice sharing.

On Saturday, various presentations were delivered on PRSA Brand Identity, Advocacy, Diversity, Career Academies, PRSA Scholarships and Professional Development. The conference concluded with an awesome presentation on “Diversity Leadership and the Role of Professional Communicators” by keynote speaker, Essie L. Calhoun, Corporate Vice President, Chief Diversity Officer and Director, Community Affairs, Eastman Kodak Company.

The conference was an overall success. It was such a privilege and rewarding experience to network with and learn from over 100 president-elects or other chapter leaders as well as have the opportunity to meet with the PRSA staff and national board members. I had the pleasure of visiting headquarters

and taking a special tour of lower Manhattan. A special thanks to the chapter for providing monies to help offset the expense in attending this spectacular event. I look forward to serving as your president in 2006 and giving back some of the many items I learned from the event itself.

If you would like to hear more about the Leadership Rally, please feel free to contact me directly.

Member Spotlight,  
Continued from Page 10

#### ***FUN & BIZARRE***

**If there was reincarnation and you had a say in the matter, what would you come back as?**

I think I could stand to be any of the many pets in my family they are all treated very well.

**What’s your most embarrassing moment?**

Now why would I give you that kind of dirt on myself?

**What is your earliest childhood memory?**

Probably seeing my first garden snake and wanting my mom to make it come back out of the hole so I could play with it.

**If you could change one thing in your life, what would it be?**

I would love to have all my friends and loved ones closer.

**If you were to share something that would shock me, what would it be?**

Well, let’s see back in 1996 . . . Oh, I have to go. :)

# 2006 National PRSA Slate

The PRSA 2005 Nominating Committee announced its recommendations for officers and directors to serve on the 2006 National Board. Nominees include current national PRSA Treasurer Rhoda E. Weiss, APR, Fellow PRSA, as the 2006 president-elect.

Weiss is president of Rhoda Weiss & Associates, national public relations, marketing and business development firm with offices in Santa Monica, Calif. She also is a faculty member at the University of California at Los Angeles (UCLA) Extension. During her career, she has traveled more than 5 million miles speaking and consulting to more than 700 organizations throughout the United States. Author of a book and more than 300 journal articles, Weiss is a Kellogg Foundation Fellow and past president of the American Hospital Association's Society for Healthcare Strategy and Market Development. Among numerous positions she has held in the organization, Weiss is former secretary and a national director of the PRSA Board.

Joining Weiss as 2006 nominees are public relations leaders from diverse geographic and professional sectors of PRSA and the profession, including:

- Jeff Julin, APR, as treasurer. Julin is president of MGA Communications in Denver;
- Tom Vitelli, APR, Fellow PRSA, as secretary. Vitelli is assistant vice president of public relations and advertising at Intermountain Health Care, Salt Lake City;
- Chris Lynch, APR, as director, East Central District. Lynch is senior vice president of Robert Falls & Co. Public Relations, Cleveland;

- *Vince Hazleton, APR, Fellow as director, Mid-Atlantic District. Hazleton is a professor of public relations at Radford University, Radford, Va.;*

- Margaret Ann Hennen, APR, as director, Midwest District. Hennen is system director of corporate communications at Fairview Health Services, Minneapolis;

- Ron Owens, APR, as director-at-large. Owens is senior communications specialist at Kaiser Permanente Health Plans, Pasadena, Calif.

Three other public relations professionals were nominated to serve as delegates-at-large for the 2006 Assembly, including:

- Anne H. Lewis, APR, is vice president of Cornerstone, Baltimore;
- Roy W. Reid, APR, is partner and vice president at Consensus Communications, Orlando; and
- Shelli A. Ryan, APR, president of Ad Hoc Communication Resources, LLC, Omaha.

The Canadian Delegate-at-Large is:

- Colleen M. Killingsworth, APR, senior P.R. consultant, National Public Relations, Inc., Calgary, Canada.

Nominees will stand for election October 22 at the Society's 2005 Assembly, which precedes the PRSA International Conference in Miami Beach. If elected, they will join the 2006 Board, headed by current President-Elect Cheryl Procter-Rogers, APR, Fellow PRSA, corporate affairs director-north central region, HBO. As immediate past president, current PRSA President and CEO Judy Phair, APR, Fellow PRSA, will join them in the Society's governance.

## ***PRSSA Member Spotlight - Jessica Gilbert***

Jessica Gilbert is a senior public relations major at Liberty University and currently serves as President of the Liberty University Chapter of PRSSA. Read on to learn more about Jessica.

### ***College and career***

#### **Why did you choose PR as a major?**

I chose Public relations because I am a strong, independent creative individual who strives to help others in the every day routine of life.

#### **What have been the highlights of your college experience so far?**

Being elected president of PRSSA. Attending a Senators breakfast and the Inauguration ceremony in Jan of 05'



#### **What's been the greatest challenge you've faced in college?**

Financial burden that has been placed on my during college. And coming back and completing my education after taking a year of school.

#### **What is your greatest accomplishment so far?**

My greatest accomplishment will be when I walk across stage and grab my diploma knowing that I have graduated from college in the Spring of 06'

#### **What is your career dream for the future?**

I hope to one day open my own event planning business, or work in local government ( campaigns)

#### **What is your PR philosophy?**

Public relations can be used as a means to serve the community in which we live, communicate to

the public around us and represent an organization as well as its beliefs. Having said the above, I will never during the process of representation lose sight of my values, ethics, and morals which I hold close to my heart.

### ***PERSONAL LOW DOWN***

#### **Where were you born?**

Roanoke, VA

#### **Where do you live?**

Lynchburg, VA

#### **Outside interests/hobbies?**

Reading, community service, staying involved and up to date in the latest of everything

#### **How do you describe your personality?**

I am a very outgoing, fun loving individual who is a organized "evenist" perfectionist. ( I added my own word there... its something quirky about me)

### ***FAVORITES***

**Food:** mexican

**Musicians:** Josh groban, Dave Matthews Band and U2

**Vacation Spot:** Charleston, SC

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Member Spotlight Continued from Page 13

**Things to do:**

On a rainy day watch old episodes of Sex and the City ( Go Samantha she owns her own PR firm)

Plan my wedding ( that's right I am engaged)



Go to the gym and read

**What is your perfect day away from school?**

A picnic in the park and hanging out with my friends or my fiance

**Community Involvement:**

I volunteer for the Jerry Kilgore campaign



**Other activities include:**

Member of Living word Baptist church in Lynchburg, VA

***FUN & BIZARRE***

**If there was reincarnation and you had a say in the matter, what would you come back as?**

Well as a Christian I don't believe in reincarnation but just for the fun of it I would come back as a cat... they have the best lives.. eat sleep , eat and sleep ... and I love to eat ...

**What's your most embarrassing moment?**

Which one - I have lots of them. I really cant think of one right now its probably just opening my mouth and speaking with out thinking first.

**What is your earliest childhood memory?**

Sneaking into the kitchen with my brother when I was four and getting ice cream out of the fridge. Everything was great until we got caught, chocolate handed and all over ourselves. My mother couldn't help but take a picture.

**If you could change one thing in your life, what would it be?**

To go back and change the way I have treated people and to live each moment to the fullest as if it were my last. Now I try to live with out regrets, people are precious and time is of the essence.



## *Call for 2006 Committee Chairs*

By: Christopher Finley

I attended my first luncheon as Dr. Vince Hazleton's guest while pursuing my masters at Radford University. Afterwards, I was so impressed that I joined the organization. Becoming a member of PRSA national and the Blue Ridge Chapter was one of the best investments I've made throughout my career. As a result, I've enhanced my employability, skills and contacts throughout Southwest Virginia. As I continued to attend more luncheons, I was later approached to serve in one of the chapter's chair positions. I accepted a position and was surprised at how my membership evolved within the chapter. I was introduced to other members, coordinated tasks with them, and learned a great deal from them. Today, as president-elect, I know the majority of our membership personally and continue learning something new each and every day. Getting more involved was the best move I've made in PRSA, both professionally and personally.

I encourage each of you to get more involved with the organization. Your options are endless. If you have an interest in a particular committee, your involvement is more than welcomed. Training is provided from the out-going chair and lots of planning takes place at the annual retreat.

If you would like to learn more about a 2006 chair position or working with committees, please call Chris Finley at 721-5288 or send an email to [chris@thewillardcompanies.com](mailto:chris@thewillardcompanies.com)

## ***SAVE THE DATE:***

### ***ETHICS Professional Development***

Mark your calendar now for an exciting Professional Development program on Ethics on Monday, November 7th, Noon at Hotel Roanoke and Conference Center. The format will be similar to our monthly luncheon meetings, with a served lunch and exciting guest speaker.

Watch for more details to be announced in the weeks to come!

## ***WANTED:***

### ***Publication and Website Chairs***

The chapter is continuing to look for someone to take over the newsletter and also the website.

For more information, contact Shelly Whitaker, at 444-2127 or email at [swhitaker@angelfofassisi.org](mailto:swhitaker@angelfofassisi.org).

## News from PRSA National

### *Join PRSA now and get a first-year membership to your local PRSA Chapter for free!*

This offer is valid only from September 1 to October 31 2005, for members joining at the full member rate of \$290 (\$225 national dues plus \$65 initiation fee). Individuals joining as Associate members are not eligible for this offer. Former members who have been inactive for at least one year may participate.



### **TURNER, QUINDLEN, TISCH HEADLINE 2005 INTERNATIONAL CONFERENCE**

Philanthropist, environmentalist and media visionary Ted Turner heads the list of featured speakers at the PRSA 2005 International Conference, Oct. 22-25, at the Fontainebleau Resort in sunny Miami Beach, Fla. Turner will be "Putting His Money Where His Mouth Is" as the special guest speaker during the Legends Luncheon on Monday, Oct. 24. Newsweek columnist and bestselling novelist Anna Quindlen will serve as the keynote speaker during the Conference's Opening Session, sponsored by PR Newswire, on Sunday, Oct. 23, and Loews Hotels Chairman and CEO Jonathan M. Tisch will share his partnership management philosophy during the Tuesday, Oct. 25 General Session.

The PRSA 2005 International Conference will be the must-attend industry event of the year. Choose from top-notch professional development, including more than 120 targeted workshops, a live satellite feed with reporters and public affairs professionals in the war zone, more than 20 networking events – including the Opening Night Gala – and an Exhibition area featuring cutting-edge public relations products and services.

Early-bird registration and special room rates for the Fontainebleau Resort Miami Beach are now available. For more information on the 2004 PRSA International Conference visit, [www.prsa.org/conf2005/](http://www.prsa.org/conf2005/).

### **\*MESSAGE FROM PRSA REGARDING HURRICANE KATRINA\***

Hurricane Katrina cut a wide swath across the Southeast, South and middle of our nation – and across our PRSA Chapters in these regions. We have contacted Chapter presidents in the areas affected – from Miami and New Orleans to Alabama, and Mississippi and extended offers of help from our Society. Our thoughts and hearts are with all of our members and their families who have been impacted by this devastation.

So many of you have contacted us, asking what you can do to help. As you know, we have been working with the American Red Cross since September 2001 in the Power of Two program. The Red Cross is dealing with the greatest natural disaster it has ever faced in our nation, and they are putting together a plan to most effectively use the Power of Two during the days, weeks and months ahead. We should have details to share with you in just a few days.

However, right now you can contact your local Red Cross to volunteer and offer your financial support. For more information, go to <http://www.redcross.org/>

# September is Ethics Month

## IMPORTANT STEPS TO MAKING ETHICAL BUSINESS DECISION

### **STEP 1.      *Do Not Call it Ethics. Try Using the Term “Business Integrity” Instead.***

Everybody believes that he/she is a fair and ethical person or that he/she is a better person than he/she really is or convinces herself/himself that he/she is more ethical than those around him/her. Instead of using “ethics,” try using “business integrity.” Once you start talking about ethics and morality, the discussion slips into argument. You can more quickly tie “business integrity” into your corporate code of conduct policy.

### **STEP 2.      *Do Not Add More Facts. Provide a Different Story.***

To make good decisions, people often do not need more facts, they need the wisdom to understand the facts they have. Giving people more facts, just adds to the wrong pile. Stated otherwise, adding more facts will not help people regain their perspective. But a good story will. A good story will help colleagues figure out what all the facts mean.

### **STEP 3.      *Time is the Greatest Enemy of Integrity Based Decisions.***

For example, “the whole world is watching, we’ll look stupid if we don’t launch the Challenger today.” Decisions made under unnecessary time pressures are usually “swift, sure and wrong.” Using the Challenger disaster as an example without unnecessary time pressures, the NASA approach was “can you prove it’s safe to launch, because if you can’t, we won’t.” When time pressures are injected, the issue suddenly becomes “can you show me launching isn’t safe, because if you can’t, we are launching.”

In the business context, without time pressures, the issue is phrased “can you show me this is legal, because if you can’t, we are not doing it. But with time pressure, the issue becomes “can you show me this is illegal, because if you can’t we are doing it.”

### **STEP 4.      *See the Unethical Issue Coming.***

You spend 50 hours researching and finding the answer to a difficult problem for one of your clients. A new client has exactly the same problem and your boss tells you to go ahead and bill the new client for 50 hours of work even though you did not do 50 hours of work for the new client. Rather than directly arguing with the boss, you respond as follows: “Now, let me see if I got this straight. You want me to spend the 50 hours on one account and bill them to a new client even though I didn’t do the work for that client. Do I have that right?”

### **STEP 5.      *Avoid Confirmation Bias.***

Confirmation bias occurs when a person reaches a conclusion (usually very quickly) and then it processes all information coming in that confirms his/her initial viewpoint and rejects or twists around all information coming in later that is inconsistent with this initial viewpoint.

To Avoid Confirmation Bias:

1. Ask a deconfirming question.
2. Build counter arguments.
3. Consider your own motives.

**STEP 6. *Avoid Ready-Fire-Aim Mentality.***

1. Avoid rushing to judgment.
2. Avoid tunnel vision.

**STEP 7. *Think Ham and Eggs.***

The chicken is involved but the pig is committed.

**STEP 8. *Find a Good Model.***

There are four questions that must be asked before making a decision:

1. Is it legal?
2. If someone else did it to you, would you think it was fair?
3. Would you be okay with the decision if it appeared on the front page of your hometown paper?
4. Would you like your mother see you do it?

**STEP 9. *Remember Your Fundamentals.***

The biggest messes are made from the most fundamental mistakes.

**STEP 10. *The Law Is Not Always the Answer.***

It sometimes helps to ask “if there were no laws dealing with this issue, what decision would you make?”

**STEP 11. *At the End of the Day, No One Needs to Go It Alone.***

*Acknowledgement*

*This is a summarized version of “Lessons from Enron, WorldCom and Arthur Anderson: The Eighteen Keys to Integrity Based Decisions” by Walter P. Maslanka, Godwin Gruber, LLP, Dallas, Texas presented at the 21st Annual Multi-State Labor and Employment Law Seminar, The Homestead Resort, June 2003.*