

BLUE RIDGE



views

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

July/August 2005
Vol. 12, No. 4

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Radford University	Mary-Hope Gangwer
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“Reconstruction Under Fire”

by Christopher Finley

Amy Burns recently completed an assignment as Director of Communications with the Department of Defense Project and Contracting Office in Iraq. At the August 11th Blue Ridge PRSA luncheon, Ms. Burns will describe her experience in Baghdad working in industry relations and public affairs including how the office serves the people of the United States and Iraq by contracting for and delivering services, supplies, and infrastructure identified within the Iraqi Relief and Reconstruction Fund (IRRF). In addition, Burns will discuss risk management, market segmentation, and task prioritization, relaying both examples of public relations best practices as well as lessons learned. She has also been known to tell a story or two about Uday’s lions, and other trivia that the media has not relayed here.

Amy Burns was born in North Carolina in 1970 and grew up in Greenville, South Carolina. She graduated from Clemson University in 1992 with a B.A. in Political Science and from Thunderbird, the American Graduate School of International Management in 1999 with a Masters in International Management and Masters in Business Administration.

Continued on Page 3



The August Luncheon Meeting is sponsored by ITT Industries.

Inside this Issue

President’s Message.....	2
Special Interest Sections	4
2006 Slate of Officers	6
Professional Development.....	8
Member Spotlight	10
and much more	

Message from the President



Happy Summer! As we begin the second half of 2005, I am so excited about what our Blue Ridge Chapter has accomplished and even more excited when I think about what we still have coming up! In past years, we have seen a slump at our June luncheon and rarely see students. I was so proud to see a crowd of around 50 at the June 9th luncheon complete with numerous students! Hopefully, we have started a new trend with summer attendance. The speaker was wonderful and the networking was great, as always.

Newsletter

In addition, to writing this column, I have also taken on the task of the newsletter as a whole. We are still very saddened to lose our long-time newsletter chair Kathi Searce to Richmond. I hope to only handle the newsletter for an interim period. Thanks to all the members who provided information for this issue. We have also added one new feature. In addition to spotlighting one of our members, we are also going to start featuring a PRSSA student as well.

Mary-Hope Gangwer, the incoming President of the Radford University Chapter is our first feature. If you would like to submit a PRSSA student to be featured, please advise the Publications Chair (me, for now).

Website

Also, Christopher Finley, President-Elect and Professional Development Chair, is handling the website on an interim basis since the departure of Lu Sadler for sunny skies and beaches. Chris has done a great job updating the website, however, if someone else is interested, please let Chris or myself know. The current web page is designed in Microsoft Front Page, however, if you use a different type of web software, we would be happy to discuss.

National News

There is a lot of news that comes across everyday from National. I have included some information in this issue regarding APR updates as well as the slate for the national offices. If you look closely, you will see that our very own Vince Hazleton, Radford University Professor, is amongst the candidates. We wish Vince well in his bid for national office and will report the results as soon as we find out.

Awards

By the time you read this, you will probably have received your 2005 Summitt Award Call for Entries. The awards committee has been hard at work for months now and with generous donations from Anstey Hodge Advertising and Collinsville Printing, we are well on our way to awards competition time. So, start working on

continued on page 3

Reconstruction Under Fire , continued from Page 1

Upon graduating from Clemson, Ms. Burns began her career as Press Secretary to the Hon. Robert D. Inglis (SC) and later moved to sales and marketing at NBC television affiliate WYFF-TV in South Carolina. She returned to graduate school full time to study international marketing management, completing a program on market entry strategies with McCann Erickson Advertising in Santiago, Chile.

Upon graduating from Thunderbird, Ms. Burns joined Invensys, plc and spent the next 5 years in various marketing-related positions in Raleigh, North Carolina, London, England, and Boston, Massachusetts with the company finally as Vice President of Marketing for a \$3 billion process systems division.

Contacted by a friend at the White House in 2003, she was recruited to join the Department of Defense, working specifically with Iraq reconstruction in the Pentagon and then in Baghdad.

Ms. Burns is now Vice President of Business Development for BE&K construction firm. She resides in Alexandria, Virginia and is collaborating on a book about her experience in Iraq with RADM David Nash, the reconstruction lead for the United States for fourteen months.

Reservation Deadlines for remaining 2005 Blue Ridge Luncheons

11 a.m. Mon, August 8 for Thur, August 11

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

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

President's Message, Continued from Page 2

those submissions and mark your calendar for the gala on October 28th, or better yet, go ahead and RSVP to the gala when you submit your entries.

Professional Development

We have exciting professional development programs in the works for both September and November. The September event is highlighted in this issue and features the prominent Camille Wright Miller, mark your calendars, you won't want to miss this one.

In the next issue, we will have more details about a special ethics luncheon in November. Ethics is something that will affect us all at some point and this program should be educational and informative.

PRSSA

We are still making plans to host the first PRSA / PRSSA leadership retreat on Friday, September 9th for the executive members of the the PRSSA chapters at Radford, Va Tech and Liberty. If you have any interest in helping with this event, please let me know. The academic and professional advisors, as well as the students are very excited about this new venture and hopefully, it will be something that we can expand on and build on for years to come.

Personal Note

On a personal note, I would like to thank the chapter for the beautiful flowers and new nametag that were presented to me at the June 9th luncheon in honor of my June 11th marriage. It was a very touching gesture and meant a great deal to me. So, on that note, please make a note in your files, etc. to change my name from Alley to Whitaker. My new email address is swhitaker@angelsofassisi.org.

Have a great July and see you on August 11th.

Shelly Whitaker, APR

Have you joined a PRSA Special Interest Section?

by Teresa Gereaux, APR

Special interest sections are one of the hidden gems of PRSA membership. I joined the Counselor to Higher Education (CHE) section about a year ago. I've worked in higher education most of my career. I value PRSA membership and have enjoyed the professional development opportunities of PRSA and my local Blue Ridge chapter. When I attended my first CHE conference, the Senior Summit, I took my membership to the next level. I was energized by the gathering of public relations professionals who all work in the higher education field.



It was especially beneficial to spend time with colleagues who know and work in your particular field. Many of the attendees represent the nation's top colleges and universities. Dick Martin, former executive vice president for public relations at AT&T was the keynote speaker. He's the author of *Tough Calls—AT&T* and *the Hard Lessons Learned from the Telecom Wars*.

The conference was held in Washington, DC and PRSA's national board of directors was meeting in Washington at the same time. The CHE participants were invited to join the national board at a cocktail reception at the Australian Embassy. I met several board members, including Cheryl Proctor-Rogers, the president elect for PRSA. She works in corporate affairs for HBO. PRSA president Judith Phair and the PR Director for the Australian Embassy welcomed everyone. Many chapter members may remember Judith Phair. She was the speaker at a Blue Ridge Chapter luncheon a few years ago.

I also met Roland King, vice president for public affairs for National Association of Independent Colleges and Universities. I've know his name for years since my college belongs to NAICU. I've worked with Roland email and phone when his CEO David Warren spoke at Roanoke's presidential inauguration of Dr. Sabine U. O'Hara last year. It was a great opportunity finally put a face with his name.

PRSA offers 19 professional interest sections. In addition to the Counselors to Higher Education, the sections cover fields such as healthcare, travel, tourism, educators, associations, non profits, entertainment, sports, government, etc. The PRSA website is a great resource for information on the sections and the workshops held by each section. Consider adding a professional interest section to your PRSA membership.

PRSA Professional Interest Sections

- | | |
|--------------------------------|------------------------------------|
| Association / Non-profit | Health Academy |
| Corporate | Independant Practicioners Alliance |
| Counselors Academy | International |
| Counselors to Higher Education | Military and Public Safety |
| Educators Academy | Multicultural Communications |
| Employee Communication | Public Affairs and Government |
| Entertainment and Sports | Strategic Social Responsibility |
| Environment | Technology |
| Financial Communications | Travel and Tourism |
| Food and Beverage | |

Log on to www.prsa.org for more information about a summer special offering \$20 off the standard dues rate of \$60.

The Blue Ridge Chapter Public Relations Society of America



presents

Amy Burns

Reconstruction Under Fire, Sponsored by ITT Industries

at the

Thursday, August 11, 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, August 8, 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 will be 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.

Literacy Looks Different in Roanoke Now

By Rochelle Cassella, Corporate Communications Director, ProLiteracy

This story originally appeared in Spring/Summer issue of LitScape, a publication of ProLiteracy American and is reprinted with permission.

Promoting the cause of adult literacy has taken on a new look for Literacy Volunteers of Roanoke Valley. This Virginia affiliate of ProLiteracy America has new materials to help tell its story and attract volunteers and donors, all at no cost to LV-Roanoke.

“It all came about,” said Executive Director Annette Loschert, “thanks to a board of directors member, Todd Burns.”

The corporate communications manager for the local power company, Burns also is a member of the Blue Ridge chapter of the Public Relations Society of America (PRSA), which recommended that the chapter’s outreach committee provide its services free of charge to LV-Roanoke as its public service project for 2004.

“We were able to get professional communicators engaged in promoting a cause that was near and dear to them,” said Loschert, “and committee members swung into action.”

They developed designs for a poster, a bookmark, a slide show, and a brochure (see illustration). They also produced several public service announcements.

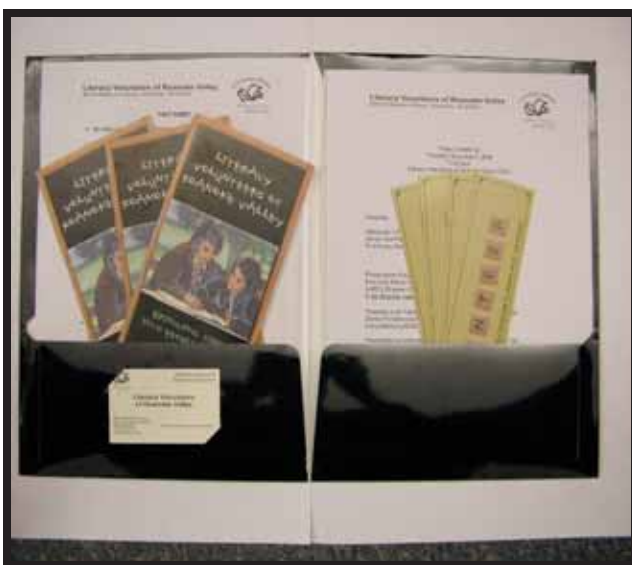
Loschert was awed by the creativity she witnessed during one brainstorming meeting of the public relations professionals. “They can get things done in an hour that would take us weeks to do,” she said.

The new promotional items have allowed the Roanoke affiliate to increase its exposure throughout the community. For example, the posters are being placed at libraries, where prospective tutors may be found. The slide show is being used to solicit contributions from corporations. There are plans to use the new design in other ways in the future, and a PRSA member has volunteered to help the affiliate make changes to its web site.

“It really is a new image campaign for us,” said Loschert. “It’s been a great collaboration and an exhilarating experience. To have this type of expertise donated is a tremendous asset to a non-profit organization.”

While Loschert admits the relationship between LV-Roanoke and Blue Ridge PRSA came about in a serendipitous manner, she thinks that this is an idea that could be expanded. “There’s nothing to prevent other ProLiteracy affiliates from teaming up with other PRSA chapters.”

To view a state-by-state listing of all PRSA chapters, visit www.prsa.org and click on the link for chapters.



“Buy One Get One Free” Professional Development Seminar

by Christopher Finley

As a benefit of membership, our chapter’s professional development seminars and workshops are designed to keep you on the inside track of new communication strategies, techniques and trends. This fall we will be offering our first ever “Buy One, Get One Free” professional development seminar.

Join us on Thursday, September 8, 2005 as Dr. Camille Wright Miller, founder and president of The Virginia Group, will conduct a half-day workshop on two different topics for the price of one at the Roanoke College Colkett Center from 8 a.m. to 12 noon. The cost of this program, which includes breakfast, is \$60.00 for members; \$75 for non-members and \$20.00 for students.

The first program topic is “Getting a Seat at the Table – Strategic Discussion.” This session focuses on both strategic and tactical approaches you can use immediately to ensure you’re among the first “brought to the table” and listened to whenever a new initiative or challenge faces your organization. In addition, you will learn how to wield considerable influence even where you lack authority.

The second program topic is “The Leveraging Diversity.” This session will provide you with a fuller understanding of the many faces of diversity and how it puts you at the head of the crowd when it comes to leveraging the many differences of the audiences you’ve targeted. Leveraging Diversity, at its best, results, internally, in a more engaged workforce and, externally, adds to the bottom-line, enhances an organizations community image, and strengthens our position relative to the competition.

Dr. Camille Wright Miller is founder and president of “The Virginia Group,” a company that provides consulting services for businesses ranging from federal agencies and Fortune 500s to sole proprietorships. Her background includes serving as Assistant Dean for Academic Affairs at Roanoke College, Assistant Dean for Adult Studies and Assistant Professor at Hollins College, and Instructor at the University of Virginia, Washington and Lee University and Middle Tennessee State University.

Miller holds a Ph.D. from the University of Virginia. She completed both her graduated and undergraduate education at Middle Tennessee State University where she received a M.A. and B.S. in Sociology. Dr. Miller is a member of both the American Management Association and Society for Human Resource Management professional associations. Her community involvement includes chairing the Shenandoah Valley Partnership, Lexington Board of Zoning Appeals and was appointed by Governor Warner to the Strategic Planning Committee for the Virginia Philpott Manufacturing Extension Program.

We look forward to an exciting professional program this fall and welcoming back Dr. Camille Wright Miller to our chapter. Keep a lookout for a program mailer in July, which will include a registration form. For more information about the professional development seminar, please contact Christopher Finley at (540) 721-5288, ext. 113.

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THE ROANOKE TIMES
roanoke.com

Va Tech PRSSA Plans for Fall

by Rebekah Spence, VT PRSSA President

Although summer is in full gear and students are taking time to earn money, relax and enjoy time off, the Virginia Tech PRSSA executive committee is hard at work planning the upcoming year. Each executive committee member was given specific assignments to complete this summer. Among the goals, the chapter plans to create a new student run firm, increase member retention and improve the organization.

Two big events this fall will include a media workshop led by PRSA members Christina Motley, VT professional advisor, and Shelly Whitaker, President, as well as the annual communications conference, Comm Connections.

Additionally, we will plan and host other workshops, bring in a variety of speakers and provide as many hands-on opportunities for student members as possible.

The new student-run firm, Horizon Communication, will serve, free-of-charge local non-profit organizations. We will accept donations from those organizations, as well as others who would like to support our cause.



We expect to see more PRSSA student involvement from our university chapter members, but also want to increase national activities. Our chapter has not always been able to send as many people as we would like to the national conference and assembly, but with adequate funding, we can increase those numbers this year. We also hope to participate in national competitions, such as the Bateman Competition. With the resources we have at hand through the Communication Department, we believe we could be a competitive opponent with a good team and academic guidance.

Of course, in order to supply all these wonderful events and opportunities to our members, we must have ways to fund them. We are currently working on developing as many fundraising options as we can and are open to ideas.

The executive committee also looks forward to an exciting and hopefully successful year. With high hopes and big dreams, we believe we can achieve our goals to increase membership, retention, national involvement and fundraising.



Member Spotlight - Jennifer Faulkner

Jennifer Faulkner has been a member of the Blue Ridge Chapter of PRSA since 2000 and currently serves as Secretary. She recently accepted a new position as Public Relations Specialist for Footlevelrs. Read on to learn all about Jennifer!

CAREER

Why did you choose PR as a career choice?

I didn't actually seek PR as a career – I guess you could say that it found me. I have an M.A.Ed in College Student Affairs, so I worked for the University of Tennessee and College of Charleston for a few years. I moved to Roanoke in 1999 to take the position of Public Information Officer with the Roanoke Fire-EMS Department. After that I was hooked and fell in love with PR! After more than six years with the Fire-EMS Department, I decided that it was time to take the next step and accepted a PR position in the private sector. It is a very different world.

What have been the highlights of your career?

Having worked with a Fire-EMS Department during the tragedies on September 11th was a phenomenal and life-altering experience. On the first anniversary of that date, our department, along with multiple other government agencies, elected officials and hundreds of citizens, had the privilege of honoring the firefighters, police officers and citizens' lives that were lost at the local Fallen Firefighter Memorial. I was responsible for coordinating the entire event – one which I was most honored to take part in and one that I will never forget.



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

I probably have two that are pretty close to being the “greatest challenge” – first, beginning a career with the Fire-EMS Department, a para-military organization that had never had a PIO, was certainly challenging. The only thing I knew about the fire service at this point was how to dial 9-1-1 and not to play with matches! This organization needed me to work with the media, teach the public fire safety education, and educate our own personnel on how to conduct an interview with the media.

What is your greatest accomplishment so far?

I would have to say that my greatest accomplishment so far has been taking on the new PIO position with the Roanoke Fire-EMS Department. Not only was I responsible for developing and delivering a comprehensive public information program, but having to teach fire and life safety skills to the public – children and adults – was a major undertaking. Knowing that the time I spent with them could very well save a life one day is a wonderful feeling.

What is your career dream for the future?

To work hard, accept no limitations, and make a difference.

continued on Page 11

Member Spotlight continued from Page 10

What is your PR philosophy?

I had the privilege of working under a very strong and values driven leader with my first PR position. I learned very early on from him that maintaining ethical behavior will lead you down the right path in whatever work-related or personal decisions you make. We dealt with things head on and maintained honest, open communication with the media, citizens, etc.

PERSONAL LOW DOWN

Where were you born? Franklin, Virginia

College? Virginia Tech, of course!



What brought you to SW VA?

The new PIO position with the Roanoke Fire-EMS Department and my family.

Where do you live? Southwest County

Married, single, divorced? Married

Children and ages?

We have two adorable and often well-behaved children – our son, Lane, just turned four in May and daughter, Emily, is 6 months old.

Pets?

Not yet...my house is crazy enough with two kids and a firefighter for a husband...who is really my 3rd child.

Outside interests/hobbies?

Spending time with my precious children, husband, and other family; planting flowers, reading, being outdoors, enjoying a relaxing dinner with girlfriends, manicures, margaritas, the list goes on and on!

How do you describe your personality?

I would say that I am your typical career Mommy – always on the go! Very organized, a passion for details, friendly, helpful, complex, spiritual, and driven. My goal is one day being described as fun-loving and carefree!

FAVORITES

Food:

Homemade fruit milkshakes from Johns (it's a hole in the wall place on the Outer Banks), anything Mexican and I am learning to love sushi.

Musicians:

At the moment, music from Nickelodeon or the Disney Channel is about all that I am able to listen to! Does Sponge Bob have an album out yet??

Vacation Spot:

Grand Cayman Island – beautiful, fabulous shopping and wonderful snorkeling! I also love the Outer Banks and have spent 2/3 of my life there – it is my little home away from home.

Things to do:

Spend time relaxing with my husband and children – those moments don't come very often, so I have learned to really appreciate them.

Continued on Page 12

Member Spotlight continued from Page 11

What is your perfect day away from work?

Manicure and pedicure for a little “pamper me” time, lunch with the girls, fun evening at home with the family.

Community Involvement:

Member of Rosalind Hills Baptist Church

Other activities include:

Is there time for something else?

Fun & Bizarre

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

Probably a spoiled family dog – they always seem so happy and loved.

What’s your most embarrassing moment?

There are just so many, that I have learned to laugh at myself most of the time. I will pick the first that came to mind...Working for Roanoke Fire-EMS, going on camera at around 3am with a ball cap on my head and pillow lines on my face to do an interview!



What is your earliest childhood memory?

Probably being at the beach (Outer Banks) with my entire family – my sister and I used to roast marshmallows on the beach with our grandfather and “jump” the waves with our uncle. We have spent a tremendous amount of time there, and have wonderful memories. I look forward to my children having those memories, too.

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

I would definitely add more hours to the day to enjoy my family and take the time to have more fun!

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

Unfortunately, there is not much at all that I could share with the editor of this wonderful newsletter that would shock her!

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@angelsofassisi.org.

Reputation Management - An Integration Strategy for Public Relations

This article was originally printed in *The PR Practitioner*, A publication for the PR Professional by PRSA /GA and was reprinted with permission.

By J.R. Hipple
Hipple & Co. Reputation Management

If there is a silver lining in the cloud of recent business scandals, it may be the renewed concern by many CEOs and business leaders about the value of corporation reputation. Corporations are continuing to take a hit from declining public trust, with 74 percent respondents to a national survey characterizing corporate America's reputation as either "not good" or "terrible." Over time, a lack of trust negatively affects business performance through lower investor confidence, poor employee morale and increased government regulation.

As Executives seek ways to restore or improve trust in their organizations, public relations practitioners can help with a road map from the fledgling – though promising – field of reputation management. There is little uniformity in reputation management practices, but a popular model that defines and measures corporate reputation cries out for help – and opportunity – from both in-house public relations pros and consultants.

Integrating Public Relations Principles

A company's reputation is one of its most valuable differentiators when competing for employees, customers and investors. According to Charles Fombrum, Co-founder of the Reputation Institute and Author of the definitive *Reputation: Realizing Value from the Corporate Image*, the key is for companies to "build their reputations by developing practices that integrate economic and social considerations into their competitive strategies."

Reconciling business and social considerations has long been a goal of public relations. The model for reputation management offers help by requiring managers across all business functions to pay conscious attention to both performance and citizenship. This gives practitioners a method for integrating public relations principles throughout an organization, and ongoing challenge for the PR profession. Specifically, practitioners can use the model to facilitate greater communications that, ultimately,

create more trusting relationships with all stakeholder groups.

As public relations practitioners, we have the skills and training that are vital to making a reputation management plan work. We often fail, however, to apply those skills by helping lead initiatives that will fundamentally improve reputation and trust. This required providing strategic guidance to management on the reputation and policy issues facing all aspects of the business – from finance to the community. Unfortunately, real-world, day-to-day demands prevent many corporate public relations practitioners from serving in this strategic role.

Communications Responsibilities of the Chief Reputation Officer

Too often, well-meaning, capable executives are ill prepared for handling their communications responsibilities as chief reputation officer. In fact, future CEOs receive little education or training in the sophisticated communications needed by large companies. As a result, the public relations staff becomes the CEO's most valued resource for being more intentional about matters of reputation.

Public relations practitioners can help shape what is often a piecemeal approach into a purposeful reputation management process. That begins by helping the CEO and other leaders to define the point-of-view and goals of a reputation strategy. Then, public relations, with help from HR, should ask leaders to engage managers in a meaningful way around a set of core reputation principles and values. Finally, managers need to be responsible for creating a culture where employees have a consistent appreciation for the integrity and unique character of their company.

A 2005 CEO survey, conducted by Atlanta's Southern Institute for Business and Professional Ethics and Clemson University, reveals that fewer than one in three CEOs think that the Sarbanes-Oxley corporate reform act will improve ethical conduct essential to restoring corporate reputations. CEOs understand that improvements need to come from within, and they need help determining how managers throughout the organization can develop authentic and credible relationships inside and outside the company. This provides an opportunity to step forward both as counselors and communicators.

PRSSA Member Spotlight - Mary-Hope Gangwer

Mary-Hope Gangwer is a rising senior at Radford University and the incoming President of the PRSSA Chapter. She is home for the summer in Mt. Jackson, Virginia, but here in this new feature, you can learn more about her.

College and career

Why did you choose PR as a major?

My Mom introduced me to PR. She kept telling me that public relations matched my personality. However, I started off in the business department. Once I realized that was not for me I headed to the communication department. Mothers do know best!

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

Meeting lots of amazing friends and enjoying the all around “college experience.”

What’s been the greatest challenge you’ve faced in college?

Time management. It is difficult to balance schoolwork and a social life on your own.

What is your greatest accomplishment so far?

Being on Dean’s List and becoming President of PRSSA.

What is your career dream for the future?

Enjoy my job, be challenged, and always learn something new.

What is your PR philosophy?

Be honest with everyone. It is easier to tell the truth than to cover yourself up from a lie.



PERSONAL LOW DOWN

Where were you born?

Harrisonburg, VA

Where do you live?

Mount Jackson, VA

Pets?

Pekinese dog named Curly.

Outside interests/hobbies?

I love to shop, travel, exercise and spend time with my family.

How do you describe your personality?

Fun, outgoing, and caring.

FAVORITES

Food:

Ice cream and crabmeat panned in butter.

Musicians:

Tim McGraw

Vacation Spot:

Anywhere I can have sand between my toes! My family has vacationed every summer in Atlantic Beach, NC for the last 25 years so that is my home away from home.

continued on Page 13

PRSSA Spotlight Continued from page 14

Thing to do:

Shop

What is your perfect day away from school?

A day at the beach!

Community Involvement:

Attend Reformation Lutheran Church, local Chamber of Commerce functions and Relay for Life.

Other activities include:

Babysitting and working in a real estate office during my breaks from college.

FUN & BIZARRE

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

I would come back as the first woman president. It would be an interesting position and a first-hand experience in public relations.

What's your most embarrassing moment?

The very first day of classes at Radford University, as a freshman, I was sitting in Fairfax Hall anxiously awaiting the professor to enter the classroom. Before I could even get my notebook out another girl walked past my desk slung her book bag into my coffee cup. Unfortunately the coffee went all over me and there I sat, embarrassed, and soaking wet. It was rather dramatic then but now I would have laughed it off.

APR News

The Examination for Accreditation in Public Relations fees are: \$25 application fee and \$385 Examination fee. Candidates now have two options for payment.

Option 1 - \$385: Single payment covering the full Examination fee; due at time of application. If you choose this option, the \$25 application fee will be waived.

Option 2 - \$410: Two payments of \$205 covering the full Examination fee and \$25 application fee; one due at time of application and the remainder due when candidate completes Readiness Review and is authorized for the computer-based Examination.

The next APR Study Teleseminar will be offered on August 23, 2005 at 3:00 p.m. The topic will be Public Relations Planning and Preparing for Crises. The presenters will be Jim Haynes, APR Fellow PRSA and Doug Newsom, APR, Fellow PRSA.

For more information on content or registration, please see the Web site at http://www.prsa.org/_Advance/seminars/082305.pdf



<http://www.praccreditation.org/>

Many Beats – One Rhythm

Creating Harmony Through Public Relations

PRSA 2005 International Conference

October 22-25

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EARLY-BIRD RATES

conference speakers



Guest Speaker in our new dynamic Legends Luncheon format

Ted Turner

Philanthropist, environmentalist, iconoclast and news visionary




Tuesday Afternoon General Session Speaker

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With reporters and public affairs professionals
Courtesy of the United States Army.
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Log on to www.prsa.org for more information.

12 Candidates Seek National Positions in PRSA Elections

NEW YORK (JUNE 22, 2005) – The Public Relations Society of America (PRSA) announced the names of 12 candidates for leadership of the world’s largest organization for public relations professionals, 2005 Nominating Committee Chair Reed Bolton Byrum, APR, Fellow PRSA, announced today.

The candidates are running for three Board officers and four director positions and for three assembly delegate-at-large posts. The candidates are:

OFFICERS

PRESIDENT-ELECT

Steven L. Lubetkin, APR, Fellow PRSA
Managing Partner
Lubetkin & Co. Communications LLC
Cherry Hill, NJ

Tom Vitelli, APR, Fellow PRSA
Senior Director, Public Relations & Advertising
Intermountain Health Care (IHC)
Salt Lake City, UT

Rhoda E. Weiss, APR, Fellow PRSA
President
Rhoda Weiss & Associates
Santa Monica, CA

TREASURER

Jeffrey P. Julin, APR
President
MGA Communications, Inc.
Denver, CO

Steven L. Lubetkin, APR, Fellow PRSA
Managing Partner
Lubetkin & Co. Communications LLC
Cherry Hill, NJ

Tom Vitelli, APR, Fellow PRSA
Senior Director, Public Relations & Advertising
Intermountain Health Care (IHC)
Salt Lake City, UT

SECRETARY

Sue Bohle, APR, Fellow PRSA
President and CEO
The Bohle Company
Los Angeles, CA

Steven L. Lubetkin, APR, Fellow PRSA
Managing Partner
Lubetkin & Co. Communications LLC
Cherry Hill, NJ

Tom Vitelli, APR, Fellow PRSA
Senior Director, Public Relations & Advertising
Intermountain Health Care (IHC)
Salt Lake City, UT

BOARD OF DIRECTORS

East Central

Chris R. Lynch, APR
Senior Vice President
Robert Falls & Co. Public Relations, Cleveland, OH

Mid-Atlantic

Vincent Hazleton, APR
Professor
Radford University, Radford, VA

Anne H. Lewis, APR
Vice President
Cornerstone, Baltimore, MD

National Officers Continued from page 17

Mid-West

Margaret Ann Hennen, APR
System Director, Corporate Communications and
Public Relations
Fairview Health Services
Minneapolis, MN

Shelli A. Ryan, APR
President
Ad Hoc Communication Resources, LLC
Omaha, NE

At-Large

Vincent Hazleton, APR
Professor
Radford University, Radford, VA

Margaret Ann Hennen, APR
System Director, Corporate Communications and
Public Relations
Fairview Health Services, Minneapolis, MN

Ronald Owens, APR
Senior Communications Specialist
Kaiser Permanente Health Plans, Inc., Southern
California, Pasadena, CA

Roy W. Reid, APR
Partner/Vice President
Consensus Communications, Orlando, FL

Shelli A. Ryan, APR
President
Ad Hoc Communication Resources, LLC
Omaha, NE

ASSEMBLY DELEGATE-AT-LARGE

Margaret Ann Hennen, APR
System Director, Corporate Communications and Public
Relations
Fairview Health Services
Minneapolis, MN

Shelli A. Ryan, APR
President
Ad Hoc Communication Resources, LLC
Omaha, NE

Candidates will be considered for nomination by the PRSA Nominating Committee on Aug. 5-7 in Chicago. Formal nominations will be made at the time for possible election at the Society's Assembly Oct. 22-25 in Miami. Those elected at the Assembly will begin their term on January 1, 2006.

In addition to nominations made by the PRSA Nominating Committee, candidates can also run for election on the floor of the Society's Assembly.

