

# BLUE RIDGE

**PRSA** Public Relations Society of America



*views*

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

March/April 2006  
Vol. 12 No. 7

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## "Communicating When the Sky Is Falling"

By: Jennifer Faulkner

Nothing is more important than good communication during a hurricane, flood, earthquake, suspected terrorism or even a rabbit fever scare. Virginia has faced all of these crises during the last three years. Join us on Thursday, April 13, 2006 as Bob Spieldenner, APR, Director of Public Affairs for the Virginia Department of Emergency Management shares his lessons learned from these events and how they apply to both government and corporate public relations. In addition, Bob will provide tips to make sure you, your family and your business are prepared for the next disaster.

The program is sponsored  
by Access, Inc.



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As the Director of Public Affairs for the Virginia Department of Emergency Management, Bob Spieldenner, APR, serves as the agency's chief spokesperson, managing media relations, crisis communications and public education programs.



Bob Spieldenner, APR

Bob has coordinated the state's public information activities during five federally declared disasters, including Hurricane Isabel and Tropical Storm Gaston.

Prior to joining VDEM, Bob managed national public education campaigns and served as primary spokesperson for the United Network for Organ Sharing, which coordinates the national organ transplant system. He began his public relations career at the Virginia Department of Transportation, where he got his first taste of crisis communications.

Bob graduated from the Virginia Military Institute in 1989 with a degree in History and attended Virginia Commonwealth University's graduate program in Journalism. Accredited in Public Relations by the Public Relations Society of America (PRSA), he is a past president of the PRSA Richmond chapter. ♦

## Join in March 2006 and get A Taste of PRSA!

By: Elaine Simpson,  
Membership Chair

Join PRSA, save \$\$\$ and get a taste! If you join as a new PRSA member in February and March 2006, you will not only save, but you will get a complimentary taste of what PRSA has to offer as well.

During this special promotion we will waive the \$65 initiation fee for you AND you, as a new member, will also receive a \$20 voucher that can be applied towards PRSA's professional development programs or books and gift items offered through the PRSA Store.

This offer is valid for those joining as Full Members at \$225 annual dues (sorry, Associate Members are not eligible) including new members or reinstating PRSA members who have been inactive for a least one year. Chapter and/or Professional Interest Section and Affinity Group dues are additional.

Join today, and experience the VALUE that membership provides. For more information, please visit [http://www.prsa.org/\\_Membership/main/tasteofprsa.asp](http://www.prsa.org/_Membership/main/tasteofprsa.asp). Be sure to mention code TASTE 2006 on your application to receive this special offer.

Join PRSA in  
February and March 2006  
and get A Taste of PRSA

## Message from the President

By: Christopher Finley

Greetings Blue Ridge Chapter members. It's hard to believe that spring is just around the corner. I am very excited to report the progress your executive board and committee chairs have accomplished so far this year. We had a record breaking attendance and awesome speaker at our February luncheon. At the time of this writing, the Awards Committee is coordinating the judging of the Spokane, Washington partner chapter scheduled for March 7-13. We are looking for any and all volunteers to join in the judging as there were over 60 entries submitted.



Other chapter related news includes a complete overhaul of the chapter website, which will launch in early April. Other committees are hard at work and are planning to bring you some exciting professional development programs, membership promotions, and accreditation opportunities throughout the year as well as continue strengthening our alliance with the PRSSA student chapters, respectively.

### Reminder: Membership Dues

Effective January 1, 2006, national began our local chapter dues billing and collection service. National will itemize and invoice you approximately 60 days prior to the expiration of your membership for both your national and local dues. The local chapter will not be sending out separate invoices as it will come from and be payable to PRSA National. If you have any questions, please contact Elaine Simpson, Membership Chair at (540) 857-5021.

### Help Wanted and Committee Change

I'd like to take this opportunity to recognize Pam Feese for a job well done with publishing this issue of Blue Ridge Views. We are still looking for a person to chair newsletters for the year. The publication can be edited in your preferred desktop publishing software of choice and the majority of the content is generated from contributing members. We have past templates and issues available on CD-ROM and are willing to cross-train with any interested members. This is a great way to get involved in the chapter and doesn't require board attendance. We want this publication to continue, so any volunteer who is willing please contact me as soon as possible.

I would also like to recognize and announce that Linda Scarborough will be taking over as Hospitality Chair. Donna Wilson landed a contract position that will require some extensive travel over the next few months. Linda Scarborough is the Community Relations Specialist with Roanoke County Public Schools and has been a member since 1997. In addition, Linda has served in the Hospitality position before so we anticipate a smooth transition.

Best Regards,

Christopher Finley  
BRC-PRSA President

# Exciting Changes to Awards Program

By: Shelly Whitaker, APR, Immediate Past President, Awards Co-Chair



The Blue Ridge Chapter of the Public Relations Society of America has long had a standing Recognition Committee, but it wasn't until 1996 that the chapter's desire to recognize and encourage excellence in Western Virginia public relations practice was formalized into the prestigious awards program which exists today. Responding to a suggestion from then Chapter President Jeffrey Douglas, APR, Fellow, long-time chapter "anchor" and Recognition Committee Chair B. Don Johnson and his group quickly got to work. Committee members Catherine Doss, Dr. Vincent Hazleton, APR, Fellow, Ken Srgan, Angie

McPeak and Douglas conceptualized the program and created the awards categories that were initially recognized.

During a brain-storming session at Roanoke Valley Television, the group struggled to devise an award name that would evoke the culture and geography of the beautiful section of western Virginia served by the Blue Ridge Chapter. The name "Summit Award" was selected to honor those who have achieved the pinnacle of success in the three specific categories of professional achievement. Engraved acrylic triangles, reminiscent of the mountains, were selected as the awards.

Initially the awards were presented at the October luncheon meeting each year. However, in 2001, under the leadership of President Sarah Newbill and Awards Chair Elaine Simpson, the chapter voted to step things up a notch and move the annual awards program to an evening gala. And, hence has been the tradition ever since. The evening begins with a cocktail hour, complete with a live jazz trio, everyone sports their finest evening-wear and the awards presentation follows a sit-dinner at the Hotel Roanoke. Around this same time the chapter also began issuing Honorable Mention Awards initially as certificates then as small trophies, then back to certificates. Also, the awards categories have been tweaked and revised over the years to flow with the nature of work that is being submitted.

As the awards committee for 2006 gets underway, it is time for change yet again. This year's awards program will take on the biggest change yet as winners will compete for a Gold Summit award or a Silver Summit award in each category. As it turns out the trophy that had been used since the beginning was discontinued, so all the signs were pointing towards change. The new awards will be identical in style, with a nine inch version for Gold and a smaller six inch version for silver. The mountain logo that was originally created will still be used, but the shape of the actual award is taller and has four sides, instead of three.

It is never too early to start thinking about awards. The awards categories have been tweaked from last year and are listed below. The Call for Entries (which is being designed pro bono by Access this year) should arrive in your mailbox in July and you can mark your calendar now for the Summit Awards Gala on Friday evening, October 27th. Good luck! ◆

## Summit Awards 2006 Categories

### Annual Reports:

Average budget; Modest budget

### Community Partnerships:

One budget category

### Issues and Crisis Management:

One budget category

### Interactive/Audio-Visual:

Average budget; Modest budget

### Internal Communications:

Average budget; Modest budget

### Lin Chaff Creativity:

Average budget; Modest budget

### Magazines:

Average budget; Modest budget

### Media Relations:

One budget category

### PR Campaign:

Average budget; Modest budget

### Print Publications:

Average budget; Modest budget

### Special Events:

Average budget; Modest budget

### Web Site Development:

Average budget; Modest budget

Mark your calendar!

Summit  
Awards Gala

Friday, October 27

# Welcome New PRSA Members

By: Elaine Simpson, Membership Chair

## Tiffany Bradbury

Tiffany Bradbury grew up in the beautiful Roanoke Valley. In January, 1994, she started her radio/television career as a



production assistant at WSLS-TV. She quickly rose through the ranks at Channel 10 to become part of the senior staff, directing the 6pm and 11pm newscasts. Not only was Tiffany behind the scenes, she also branched out and became the station's entertainment reporter, hosting weekly entertainment updates for not only Channel 10, but also for Fox 21/27. During her tenure as entertainment reporter she interviewed celebrities such as Kevin Bacon, Def Leppard, Tim McGraw and Faith Hill.

In 2003, Tiffany decided she needed to change her career path. She accepted a position as an Event Marketing Coordinator at Advance Auto Parts, a fortune 500 company based out of Roanoke, VA. Tiffany helped to coordinate community and goodwill events as well as being instrumental in the planning of grand opening events. She also was responsible for scheduling the company's two showcar/simulator programs.

In July of 2005, the job of her dreams opened up. She accepted the position as Education/Information Specialist for the Roanoke Fire-EMS Department. Growing up with a Dad who is a firefighter and being married to a firefighter, this seemed like the perfect fit and it has been! Tiffany is responsible for the public education department and she also serves as a media liaison. She also is learning to write grants for the department.

Tiffany lives in Botetourt County with her husband Kevin, her two children Brayden and Emma and her pets Simon (a dalmatian of course), her Papillon, Toby and a Hurricane Katrina Rescue Dog named Charlie as well as her cat Jake.

## Tom Field

Tom Field is a marketing consultant, writer, and creative director with more than 25 continuous years of experience in market-



ing communications and publications, primarily in the business-to-business environment. His responsibilities have included design and production, writing, strategic planning, advertising, public relations, promotions, and corporate management for operations in a variety of industry segments. He directed the marketing programs for three leading international corporations in communications (Valcom and BellSouth) and environmental engineering (RETEC), as well as comprehensive campaigns in the fields of information technology, automotive aftermarket, education, and professional services. Since 1993, he has operated Berryfield, Inc. ([www.berryfield.com](http://www.berryfield.com)), a marketing consultancy and services firm, and was appointed general manager of The Blue Ridge Business Journal ([www.bizjournal.com](http://www.bizjournal.com)) in 2005. A Roanoke College graduate, Tom's interests include family activities, literature, music, the arts, libertarian ideology; and he participates in several community, civic and business organizations. Tom is a native of the Roanoke Valley and lives in Salem, Virginia, with his wife and three children.

"I am excited to finally join the Blue Ridge Chapter of the Public Relations Society of America in the official capacity," says Tom. "Since the chapter's inception, I have participated in many events over the years and have become familiar with club activities and so many wonderful people. I certainly look forward to learning from the tremendous expertise and passion generated from this worthy organization."

## Martha Wilson

Martha Wilson, senior writer at John Lambert Associates, works with clients on written communications



- beginning with an initial draft straight through to the final version. Whether it's a news release or brochure, newsletter or position paper, it's her job to make the clients' copy clear, precise and compelling.

Martha has worked for newspapers in Atlanta, Little Rock and Florida. In Washington, D.C., she wrote for Scripps Howard News Service and served as the director of the Scripps Howard Foundation's Semester in Washington Intern Program. She has taught writing courses at Virginia Tech and for the Summer Scholars program at Washington and Lee. She has also edited copy for The New York Times special sections.

A graduate of DePauw University, Martha is active as a community volunteer. She enjoys hiking, gardening, music and reading – all activities that help inspire a writing muse. ♦

The Blue Ridge Chapter  
Public Relations Society of America presents

**Bob Spieldenner, APR**  
**Director of Public Affairs**  
**Virginia Department of Emergency Management**  
Sponsored by Access, Inc.

Thursday, April 13, 2006  
Noon Luncheon Meeting, Hotel Roanoke

**Fees & Information**

Chapter Members: \$22.00  
Students & Interns: \$17.00  
Non-Members: \$30.00

Note: There is a \$5.00 LATE FEE  
for reservations made after  
Monday, April 10.

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

Please make check payable to  
Blue Ridge Chapter - PRSA

Mail reservation form and  
money to:  
Linda Scarborough  
Community Relations Specialist  
Roanoke County Public Schools  
5937 Cove Road, N.W.  
Roanoke, VA 24019

RSVP online at:  
[www.prsa-blueridge.org](http://www.prsa-blueridge.org)

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

Your Name: \_\_\_\_\_

Company: \_\_\_\_\_

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

Email: \_\_\_\_\_

Number of members attending (\$22.00 ea): \_\_\_\_\_

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

Number of students attending (\$17.00 ea): \_\_\_\_\_

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

Number of non-members attending (\$30.00 ea): \_\_\_\_\_

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

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

Please check if this is your first BRC-PRSA meeting.

# BRC-PRSA Member Spotlight



**Name:** Thomas Becher  
**Age:** 38  
**Title:** Vice President  
**Company:** John Lambert Associates PR and Advertising  
**PRSA Member Since:** 2005

## CAREER

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

I never intended to be in PR. I began, as many of us did, as a reporter and editor. Then I joined the “dark side,” first in university communications and later corporate communications. Now I’m in the agency world. PR combines my love of writing with my knowledge of the media.

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

I was a writer and editor for the Associated Press in a number of cities, culminating in Hartford, Conn., where I covered the state Capitol. I moved on to the University of Connecticut, where I served as editor of the alumni magazine and weekly newspaper for faculty and staff. While at UConn, I coordinated and covered visits by numerous world dignitaries.

Next I moved to Pratt & Whitney, the legendary maker of aircraft engines, to pursue my dream to work in aviation, which has always been a passion of mine. Then I became director of internal communications and later director of corporate communications for Atlas Air, a cargo airline in suburban New York City. While at Atlas, I literally flew around the world, mostly as a passenger in the cockpit of a Boeing 747 freighter. For an aviation geek like me that was the Holy Grail!

Then I joined Northwest Airlines in Minneapolis, where I managed media relations and handled all sorts of crises – accidents, unruly passengers, weather, you name it. I dealt with media all day long, from small-town papers in the Dakotas to CNN and other networks. Everyone knows the financial troubles the airline industry is in, so I managed to get out alive before joining John Lambert Associates.

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

Two challenges come to mind while at Atlas Air. One was the sudden death of the airline’s founder, CEO and spirit, Michael Chowdry. He WAS the company, so when he died, it was my job to keep employees informed and focused and communicate the transition. On the day he died, employees were skeptical the company would even survive. The other challenge was Sept. 11, 2001. As I watched the Twin Towers burn from my office, I had to deal with an airline being grounded and employees who couldn’t get home or, even worse, had spouses working in the Trade Center.

### What is your greatest accomplishment so far?

I managed to write two books on aircraft at night and on weekends. Today I’m most proud to be a father.

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

My dream had always been to work in communications at a major airline. I achieved that and now I’m looking forward to new challenges.

### What is your PR philosophy?

Tell the truth. Play it straight. Be in control. Communicate effectively.

## PERSONAL LOW DOWN

### Where were you born?

Toronto, Canada. (Eh?)

### College?

Medill School of Journalism, Northwestern University, Evanston, IL

### What brought you to SW VA?

My parents have lived here since the day I got to college. When the opportunity arose for me and my family to settle in Roanoke, they were understandably pleased to have their only grandson a few minutes away.

### Where do you live?

Southwest Roanoke County.

### Married, single, divorced?

Married to Amy for 10 years. She is an occupational therapist.

### Children and ages?

We have an adorable son, Phillip, 3.

### Pets?

We have a dog, Daisy, who was our first child. She’s a Briard. And very spoiled.

### Outside interests/hobbies?

Commercial aviation, hiking, cross-country skiing (a little hard to do here), ice hockey and kayaking.

*Continued on Page 7*

## Member Spotlight

Continued from Page 6

### How do you describe your personality?

Calm, cool and collected, and maybe a little boring.

## FAVORITES

### Food:

Just about anything, although I'm partial to pasta. I didn't really care for the jellyfish I tried in China once, though.

### Musicians:

Dave Matthews Band.

### Vacation Spot:

Ah, there are many. I love Europe and Canada especially. For the tropics, St. Lucia.

### Thing to do:

Go somewhere I haven't been to before.

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

Hiking in the mountains with my family.

### Community Involvement:

We're still new in the area and assessing what makes sense but for now my son and work keep me plenty busy.

## FUN & BIZARRE

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

Probably my dog, assuming someone like me is the master. What a life.

### What's your most embarrassing moment?

While in college I was a reporting intern at the Los Angeles Times. While covering a forest fire, I had

heard a nudist camp was saved from the flames. Curious, I later arranged for a visit to the camp. (No, I didn't want to join – it was a great story. Really.) Our photographer took some photos of camp members in the buff, strategically positioning clothing, bed sheets or vehicles so the photos could be printed in a family publication. Alas, it turns out one of the photos passed around the newsroom was of me (hey, when in Rome...), and you can imagine the ribbing I got.

### What is your earliest childhood memory?

Waiting at the airport for relatives flying in from Europe. I guess that's what started my obsession with aircraft.

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

I wish I had more fun in college. I was always among those studying in the library on Saturday nights or working at the college paper until 1 a.m.

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

Unfortunately, I'm not exciting enough to shock anyone. ♦

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**Bring your spare books to our BRC-PRSA luncheon in April and show your support to the Literacy Volunteers of Roanoke Valley!**

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## Bring Books, Win a Tee-Time!

By: Todd Burns, Public Service Chair

Got books? Pass them on! At the April 13th PRSA luncheon, you will have an opportunity to support Literacy Volunteers of Roanoke Valley, our community service project at the third annual PRSA mini book drive! In the past PRSA members have contributed nearly 100 books. Plan to donate your good-condition paperback or hardcover books, books-on-tape or CD, cassettes, CDs, videos, and children's books (no textbooks, encyclopedias, magazines, or condensed books) to support the Literacy Volunteers of Roanoke Valley Annual Book Sale to be held at Towers Mall (former Captain Paul's) on June 3 and 4. The member who contributes the most books will win passes for four to The Westlake Golf and Country Club, compliments of The Willard Companies at Smith Mountain Lake.

Proceeds of the sale will be used to train and support volunteer tutors to work with adult learners in Literacy Volunteers. ♦



## VTPRSSA Looks Forward To Productive and Exciting Semester

By: Ashley Hess, VTPRSSA Promotions Director

Conferences, speakers, workshops, teams, and clients are just a few of the words that can be used to describe the Virginia Tech chapter of PRSSA this spring semester.

VTPRSSA is very proud of last semester's accomplishments. Attendance at meetings was greatly increased from previous semesters. This was due to the wide variety of workshops and speakers that the chapter provided its members.

One of the chapter's greatest successes was its three-week series on "How to Get an Internship/Job." This series of workshops provided students with helpful information on resumes, cover letters, and portfolios, as well as a look into the interview process. Also, VTPRSSA hosted another successful Communication Connections, a one-day conference held on the Virginia Tech campus that allows students of all majors to learn more about the fields of communication and public relations. Another big

accomplishment was the start of the chapter's student-run firm, Horizon Communications.

VTPRSSA is very excited about the spring semester, looking forward to meeting new professionals and even greater participation by its membership. Many workshops have been planned for this semester and VTPRSSA will host speakers covering a variety of topics, such as how to plan a press conference, positive workplace strategies, dining etiquette, and entertainment PR.

Horizon Communications, the firm that was in its planning stages last semester, will begin working with its first clients this semester, including the Political Communication Research Foundation (PCRF) and UVote. The firm has split up into three teams – a sponsorship team, website team, and CD project team – and each will be working on different aspects of a public relations campaign.

The Virginia Tech chapter is continuing its tradition of having a team participate in Relay for Life, an annual event sponsored by the American Cancer Society that helps raise money for cancer research. Last April, VTPRSSA was able to raise \$1300 for this cause, and this year the team hopes to beat that record. So far the team has raised \$775 and expects to raise much more by April.

Members of VTPRSSA are going to be doing a little bit of traveling this semester. The chapter is sending one of its members to San Francisco, CA, as a delegate for the PRSSA National Assembly, which will begin on March 30. Also, many members of the chapter plan to attend American University's regional activity, "PR in D.C.: It's Not Just Politics," during the weekend of April 7.

The VTPRSSA executive board members hope that this semester will bring many professional development opportunities for its members by allowing them to interact with professionals in their field of interest and to improve their resumes and portfolios. ♦



## Welcome Lauren Caroline Whittaker to the Blue Ridge Chapter family

Treasurer Amy Whittaker and Sam are the proud parents of Lauren Caroline Whittaker! Lauren Caroline was born on Tuesday, January 17th at 7:51 a.m. She weighed 7 pounds, 9 ounces and was 21 inches long at birth. Mom, Dad, Hunter and Baby Lauren are doing great. Welcome to the PRSA family Lauren Caroline! ♦

# PRSSA Student Spotlight



**Name:** Tiffany Perry

**Age:** 22

**PRSSA Member Since:** 2005

**College and Career:**

Liberty University - Majored in Public Relations & Advertising

## COLLEGE AND CAREER

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

I have always enjoyed writing, as well as communicating and interacting with others. Public Relations seemed like a field where I could incorporate the both. Perfect!

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

Well, there have been many bumps and bruises along the ride, but in the end, you only see the victories credited to your account. Definite highlights would have to include attending classes that my future career depended on. When you love something, you know it. Simple as that!

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

The biggest challenge faced in college can be summed up into one simple word... Philosophy! Don't bother inquiring about it at this booth... no comments here! Another would have to be group projects. Not to debase any of my peers or anything, but some of the groups I have been associated with have been quite the challenge. Even though times have been tough and felt like they were never-ending, being in these situations have only caused my learning to expand.

### What is your greatest accomplishment so far?

My greatest accomplishment would have to be knowing that I have been successful in what I love doing most. It always helps when you have people, whether professors, peers, or family members, who support you one hundred percent of your ride through university. It only helps to boost your confidence and spare any sort of uncertainty.

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

I would love to, someday, own my own PR/Advertising agency. I consider myself extremely creative and interpersonal. I am completely up for it, and already excited about it. Someday.

### What is your PR philosophy?

PR is a vital component to any well-rounded team, organization, or business. It can either break or make what something stands for, depending on how strong, dedicated, and goal oriented the specific PR team in fact is. Many businesses make the mistake of overlooking hiring Public Relations practitioners, and that can cost them their entire reputation, as well as set their potential/reputation back from what it could be.

## PERSONAL LOW DOWN

### Where were you born?

Atlanta, Georgia

### Where do you live?

Bermuda - my father's Bermudian and my mum American - I've got the best of both worlds.

### Pets?

2 yellow labs.

### Outside interests/hobbies?

Shopping, running, going to the beach, and surfing the net.

### How do you describe your personality?

My roommate, who knows me best, would content to the fact that I am completely obsessed with organization. In fact, she would go as far as to say that I am borderline OCD (Obsessive Compulsive Disorder). She's a Psych major, so of course she's going to analyze and diagnose me. I am also extremely approachable, love to work with others, I can be outgoing in the appropriate setting and context, and always love to carry a smile with me. I am friendly with all, and don't tolerate inequality or partiality. In my eyes, all are equal.

## FAVORITES

### Food:

There's this small restaurant back home called Portofino's, and their Penne Salmon is to die for. I am a vegetarian, but on the occasion eat fish. So when I do, this is where you'll find me.

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## Member Spotlight

Continued from Page 9

### Musicians:

I love all of James Horner's compositions. They're so soothing to the brain after a hard day's work.

### Vacation Spot:

I am all about the warm weather. I love the feel of sun kissed skin, so I would have to embark on a vacation spot somewhere like Tahiti. I have always wanted to go there and stay in one of those thatched-hut hotels, situated directly on the water. Sounds SO relaxing.

### Thing to Do:

Go to the gym, check my email, shop online, and catch-up on the gossip back home.

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

My perfect day away from the classroom would have to involve going to the gym, picking up an edge-of-your-seat thriller from the movie store, and simply lounging around the house with a dynamic stack of magazines. This, to me, is what I classify as relaxing.

### Community Involvement:

Currently I am not involved in any community service, although I have been in the past. I love working with children, and therefore gladly render my services to my church nursery.

## FUN & BIZARRE

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

I have been thinking for ten minutes now, and still have no thoughts on the matter. I have no idea?

### What's your most embarrassing moment?

I had just left the beach with a friend (remember... I live in Bermuda), and decided to run a few errands in town prior to heading home. In the midst of scurrying around for a few last minute buys, I suddenly realized that the wrap-skirt I was wearing had fallen to my feet. It had come completely untied! Good thing I was wearing my swimsuit at the time! To make matters worse... along came my father with a prominent business partner. They were walking back to the office after engaging in a business luncheon. His partner just laughed. I had to explain to my father that I had just been to the beach, and I was in fact wearing a swimsuit. How embarrassing!

### What is your earliest childhood memory?

I remember attending Small World Nursery School in Pembroke, Bermuda. I loved playing with all of the various toys all day, making new friends, and often dressing-up and playing house. I even remember some of my friend's names and what they looked like. I only knew them for

that one year I attended (I was only 3 or 4), and haven't seen them since. Wow... my memory's served me well.

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

I think that I would have to change the fact that I never took my parent's up on their offers to travel the world, in the past. I regret that to this day. I had so many chances, and I past on the vast majority of them. What was I thinking?... I don't know!

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

I grew up always wanting to become an Actress. Little did I know that PR and Advertising would become my future passion. ♦