

BLUE RIDGE



views

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

May/June 2005

Vol. 12, No. 3

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Restoring Public Trust in Corporate America

by Christopher Finley

One of the greatest challenges faced today in Corporate America is the need to restore trust in the minds and hearts of the public, employees, stakeholders and other constituents. As public relations professionals, we have the responsibility for helping our organization to protect our corporate position or restoring trust within in the public's eye.

Join us as Thomas W. Hoog, Chairman of Hill & Knowlton USA, presents the challenges and opportunities public relations practitioners have facing them as they prepare to restore trust in Corporate America. Blue Ridge members and guests will gain a new perspective on how public relations leaders can encourage Corporate America to adopt new actions to restore corporate trust.



Hoog is a member of the company's Worldwide Executive Committee. He is responsible for all public affairs activities in the U.S. and works closely with the global chairman and CEO on client development and major corporate initiatives.

Hoog served as president and CEO of H&K USA from 1996 through 2001. He led the U.S. firm during an era of unprecedented growth, both through the development of its internal resources and through acquisitions. His responsibilities included managing the firm's U.S. offices, leading its acquisition strategy, developing client strategies, overseeing the firm's P&L centers, and redefining the U.S. company's corporate culture.

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Message from the President

They say time flies when you are having fun. So, as we approach the mid-point of 2005, we must be having a lot of fun in the Blue Ridge Chapter! As I have said before, I continue to be so impressed with the hard work of the members of the Blue Ridge Chapter. Even as we are barely at the halfway point as I write this, I am so proud of all that we have



*Shelly Alley, APR
BRC-PRSA President*

accomplished and we have so much left to accomplish this year!

PRSSA

I was so pleased to see representatives from all three of our PRSSA Chapters at the April luncheon meeting. The students from Radford University, Liberty University and Virginia Tech all seemed to enjoy

themselves and represented their chapters proudly. I had the pleasure of attending the spring banquet of the Radford University chapter in April. I was very proud of the students for their hard work coordinating the event, securing a speaker and inviting faculty members as well as our chapter members. The new executive officers for all three chapters are very eager to get started. The professional and academic advisors from all three universities are planning a leadership retreat for the three student chapter's executive committees for this fall at the beginning of the school year. We hope get the students excited about working with the other chapters, as well as work with them on some leadership training. This will be the first time that we have tried a venture like this and the advisors welcome anyone else from the chapter that would like to help out. We have a date set for Friday, September 9th from 4pm – 8pm. If you are interested, please let me know.

LEADERSHIP RALLY

Speaking of leadership, President-Elect, Christopher Finley, has just registered for the 2005 Leadership Rally at PRSA headquarters in New York in June. For the last several years, our President-Elects have attended this two-day seminar that is funded by PRSA National. If you have any burning questions or issues that you would like Chris to check on while he

is there, let him know. We can look forward to a full report from Chris when he returns.

AWARDS

After a whirlwind judging frenzy of the Central Michigan Chapter's awards program, now it is time to move on to our own Summit Awards Program. Even though you will not get your official Call for Entry mailing until July, it is not too early to start thinking about what achievements from the past year that you are going to enter into the competition. Our awards program and the gala that accompanies it, continues to get better and better every year. And, I am sure this year's program will not disappoint us!

PROFESSIONAL DEVELOPMENT / SPEAKERS

Our speakers so far this year have been terrific and more exciting speakers are on way. In addition to the slate of luncheon speakers that have been well publicized, now we are switching gears to professional development. The seminar in September, sponsored by The Roanoke Times, with Camille Wright Miller is sure to be a huge success. Some of you may remember that she spoke to our chapter at a luncheon a couple years ago and it was one of the most popular luncheons of the year. If you have ever seen her column, you know how lucky we are to have her speak to our chapter. So, mark your calendar now for the

The Last Hurrah

Or How to Say Goodbye

By: Kathi B. Scarce, future NY Times Bestseller

Until now, I've always hesitated to have an "Editors Corner." I suppose that's because I've not had anything of real value to offer when I see all the other wonderful contributions that have come across my email for this publication. But since this is my final hurrah (and a little filler never hurts), I thought an "Editor's Corner" might actually be appropriate for my final issue. So, I'll try not to be too long-winded. Those of you who know me well, feel free to roll your eyes at this point in the narrative.

As I put this last newsletter together, I've found it interesting how this issue in particular is filled with messages of hello (new-born babies, incoming officers) and goodbye (members relocating, students graduating). Since 2001, I've had the pleasure of working behind the scenes to offer up the chapter's newsletter. When I took over the newsletter it was



still being produced on paper and mailed. Taking it from that form to the electronic form you're reading now was at times a challenge, but always a lot of fun. Not only has it been fun, but it's been interesting work as well. Along the way, I've gotten to know a lot of different people, how they operate, what makes them tick and what their passions are.

One of the biggest lessons I've learned from belonging to the Blue Ridge Chapter of PRSA is that one should follow one's dreams and passion. The people in this chapter truly care about their work, their passion for public relations and getting the word out about our industry. I've seen that passion and hard work increase chapter membership, grow the attendance and overall glamour of the annual awards dinner, enhance the quality of our professional development series and take on a worthwhile and needy service project.

It has been an honor and privilege to know and work with all of you. As I leave the Roanoke Valley to see my dream and passion of being a published author become reality, I shall take with me the valuable PR lessons I've learned from all of you. Your knowledge and wisdom will serve me in good stead as I work toward the promotion of my novels. I encourage each of you to continue the excellent work I've seen this chapter achieve over the past five years. And in the words of one of my favorite fictional characters, Live Long and Prosper. ■

VT PRSSA

Dates to Save

FIRST GENERAL MEETING
Wednesday, August 31, 2005 at 7:00pm
in Shanks 043

GENERAL MEETINGS
Wednesday nights at 7:00pm – desired location is Shanks 043 but some weeks may vary. These meetings will be held for three consecutive weeks and have off the fourth week for an executive planning meeting.

COMMUNICATION CONNECTIONS
Scheduled for either Saturday,
October 15th or 22nd

The Blue Ridge Chapter
Public Relations Society of America

presents

Thomas W. Hoog
Restoring Public Trust

at the
Thursday, June 9, 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, June 6, 2005)

For Online Reservations, click here for [Luncheon Meeting Reservations](#)

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: _____

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 box if this is your first BRC-PRSA meeting



Please make check payable to Blue Ridge Chapter - PRSA

Mail reservation form and money to:

Amy Whitaker, Public Relations Director - American Red Cross

353 Church Avenue, SW - Roanoke, VA 24016

email [Amy Whitaker](#) by clicking on the email logo



Restoring Public Trust

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Before he became president and CEO, Hoog served as chairman of its public affairs practice and as general manager of its New York and Washington offices. Prior to joining Hill & Knowlton, he founded and served as president of Hoog and Associates, Inc., a Colorado-based governmental affairs firm with offices in Washington, D.C. and Orange County, California.

Hoog served on the executive committee and national finance committee for then-Gov. Bill Clinton's 1992 presidential campaign.

Hoog served for five years as chief of staff for U.S. Senator Gary Hart of Colorado. Before his Capitol Hill experience, Hoog's involvement in national politics began with his work for the presidential campaigns of Sen. Robert F. Kennedy and Sen. George McGovern.

Hoog spent six years as a naval aviator with the U.S. Navy's Pacific Fleet.

Hoog serves at the pleasure of the president of the United States on the advisory board of the Smithsonian Institute's National Air and Space Museum. He also serves as chairman of the board of directors of the Wolf Trap Foundation, which operates the National Park for the Performing Arts as a public/private partnership with the U.S. Department of the Interior's National Park Service.

Hoog currently serves on corporate boards of directors and frequently delivers speeches and leads seminars at universities around the nation. He is the chairman-elect of the Counselors Academy of the Public Relations Society of America.

Hoog was selected by *PR Week* magazine as one of the 100 most influential public relations practitioners of the 20th century. He was awarded the John W. Hill Award for Excellence in the public relations profession. In addition, he was the recipient of the Gold Anvil in 2004 and was awarded the Lifetime achievement award by the Colorado Chapter of PRSA in 2004. ■

WANTED: Used Books

Literacy Volunteers Need Book Sale Donations

We need used books!! Please tell your friends and relatives what a great and worthy cause this is and please ask them to donate their used books to us. We are clearly down in the number of donations this year and this will hurt our sales. Books may be dropped off at Kroger stores and the Crossroads Bank of America through May 23. We have extended our collection time due to the reduced number of books. Please do not hesitate to call me with questions or if you know of someone who needs help in getting their books to us. Call 985-0634 for more information.

Radford University

PRSSA Officers Installed

At a ceremony on April 11, 2005, the Radford University Chapter of the Public Relations Student Society of America installed new officers. The event was held at Spinakers in Radford. Debbie Meade from the Advertising Department at The Roanoke Times spoke to students, advisors and faculty members about her career path and also gave the students tips on interviewing and do's and don'ts as they enter the business world. The outgoing executive officers were recognized and then they inducted the new officers.



New officers for the 2005 -2006 academic year are as follows:

- President - Mary-Hope Gangwer
- Vice-President - Jennifer Williams
- Secretary - Mina Lamaallem
- Treasurer - Jenny Scarnecchia
- Historian - Cory McGahan
- PR Director - Valerie Noseck
- Campaign Director - Jamie Nolan
- Social Chair - Tina Doody
- Professional Advisor - Shelly Alley, APR
- Faculty Advisor - Kristin Froemling ■



President's Message

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seminar on September 8th at Roanoke College, and you will be glad you did after hearing her speak.

We will also be announcing soon an additional program for later in the fall focusing on ethics. It is a topic that we all have to deal with at some point in our careers and we hope that a presentation from an extremely successful businessman about the ethics of his organization will be of interest to everyone. Stay tuned for more for details on that event.

GOOD-BYES AND HELLOS

If you attended the April luncheon, you saw us say Good-Bye to Lu Sadler and Kathi Scearce. While we wish them both well in their new endeavors in other markets, it is a huge loss for our chapter. Both of these ladies have done a super job for our chapter (more details on page 11) and they will be missed! Hopefully, we have not seen the last of them, as we encouraged them to come back and visit us. It is also exciting to see new faces joining our chapter and taking on open positions on our board. So, we welcome our new members and our new officers and committee chairs and look forward to their involvement. And, if you want to get involved in any of our committees, it is never too late. Feel free to contact the committee chair or me, we would love to have you!

I look forward to seeing you on June 9th at the Hotel Roanoke for another exciting speaker. ■

Reservation Deadlines for 2005 Luncheons

- 11 a.m. Mon, June 6 for Thur, June 9
- 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

Virginia Tech PRSSA

Wrapping It All Up

By: Zoe Mathias, Outgoing VT PRSSA President

As the semester starts to wrap up, I spent some time reflecting on the past year as president of Virginia Tech's PRSSA. The year has flown by, but it was filled with new challenges along the way. Last semester, we had a successful day-long Communication Connections conference. We all learned from professionals from several different communication fields. Plans for next year's conference are already underway so I hope it will be an even bigger success. Two exciting new projects we worked on this year included public relations campaigns for the First Lego League International Challenge and Virginia Tech's Hybrid Electric Vehicle Team. The Lego project benefited a children's science and technology competition where teams made Lego robots to solve a particular challenge. The HEVT is a group of engineers who essentially manipulate a vehicle in order for it to run more efficiently. Members are currently working on a brochure for their competition. In addition to real PR campaigns, our chapter also held workshops on graduate school, interviewing, and media kits.

Our main project this semester has been Relay for Life. We have gathered a team together to raise money for the event which will be held April 22-23 on the outdoor track on campus. This year, we have assigned people to "walking time slots" so a few members weren't walking for 16 hours straight. This encouraged more members to be involved, so I hope that tradition continues.

As our chapter prepared to elect new executive committee members, we decided to update the officer descriptions. We combined some committees and created new ones. The main alteration we made was the addition of a firm director. Our newly elected president, Rebekah Spence, worked with Radford's chapter to create a PR firm. The firm should be a great way of getting more members involved and getting them more real world PR experience. By receiving donations from the work in the firm, both Radford and Tech's chapters will be able to raise money to help with the cost of

the National Conference. The goal is to send several members to the conference each year.

With my final weeks at Virginia Tech coming to an end, I realized the many lessons I learned as president of PRSSA. First, getting involved early is a huge key to success. As a freshman, I joined PRSSA, went to the national conference, and worked on every project I could get my hands on. I feel like the majority of my portfolio comes from PRSSA projects, so I am happy that I made the decision to get involved from day one. This year, I saw many freshmen and sophomores join committees and even lead projects, so I can only hope the trend continues.

Second, the PRSA organization is a priceless resource that is often overlooked. As college students, we sometimes don't look past our protective bubbles of campus. When we do look to PRSA for help, however, we can learn from their expertise. Our professional advisor, Christina Motley, was a great help to our chapter by connecting with Radford. We also have plans of using her as much as possible next year for workshops, leadership retreats, and for general advice.

Finally, I learned that leaders have many shoes to fill. They have to be the motivator, the planner, the liaison, and unfortunately, sometimes the mom. I will take these lessons as I graduate and enter the workforce, and I will undoubtedly become a better employee and person because of it. ■



PACE Awards

Fellow Chapter Sends Its Thanks

by Jeanne Kennedy, Awards co-chair

The Central Michigan chapter of PRSA wants to thank our many members who generously gave of their time to help judge the chapter's annual PACE awards. Like our own Summit Awards, the PACE awards celebrate the outstanding public relations completed in their region.

The Central Michigan chapter received 74 entries for 23 different award categories. With the help of 17 Blue Ridge chapter members (and quite a few pizzas), our chapter completed the judging in a little more than a week's time and helped the other chapter keep to a very tight schedule. Jessica Mumaw of the Michigan group says its awards presentation went great and that our chapter actually made the judging process "an enjoyable experience."

We, too, would like to thank our volunteer judges who included members Shelly Alley, Michelle Brauns, JoBeth Brown, Heather Browning, Jennifer Faulkner, Pam Feese, Teresa Gereaux, Don Johnson, Jeanne Kennedy, Kristen Landrum, Allison Moore, Christina Motley, Bobbie Parker, Lu Sadler, Linda Staley, Amy Whitaker and Donna Wilson.

To show our gratitude, our chapter put all the volunteers' names into a raffle for a free ticket to our upcoming Summit Awards gala, which will be held October 28 at the Hotel Roanoke. The winner was none other than Lu Sadler, who has since moved to South Carolina to be the senior sales manager for Crowne Plaza Hilton Head Island Beach Resort. She vows she's coming back for the gala just because of that ticket!

Deep in the Heart of Texas

PRSSA National Assembly

By: Mary-Hope Gangwer, Incoming President, RU PRSSA

Going to Dallas, Texas for the first time was a true experience! I learned more about PRSSA at National Assembly than ever. This event got me motivated to do so many wonderful things with the Radford University Chapter this upcoming fall semester. Not only did I hear some great guest speakers, I got to see the process of voting in a new National Committee.

Meeting so many people from so many different places was incredibly neat. Not only did I gain friends, I learned things that work or do not work in their individual chapters. Our first session we attended was to give and receive feedback about our chapter to help other chapters. This was also a time where you could ask questions from the immediate past National Committee. The interaction between the National Committee and delegates increased my awareness about the national level of PRSSA.

Rick Wilbins from American Airlines was a guest speaker during lunch one day. He spoke about the importance of being an

active member in PRSSA. Although it is important to be a member, it is even more important that you are highly involved. When interviewing for a job, the interviewee will ask what you did in PRSSA. Wilbins explained some advertising techniques that worked and some that did



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What Would You Do?

HYPOTHETICAL ETHICS QUESTION

by Courtney Reynold, Ethics Chair

You are the CEO of a large multi-national corporation whose stock is traded publicly over the New York Stock Exchange. You have noted that high corporate earnings taxation in the United States and heavy compliance costs associated with safety and environmental and more recently accounting requirements under the new Sarbanes-Oxley Act are making it much more difficult to make a profit manufacturing your Company's products at domestic factories located throughout the United States. High health care and retirement costs for your employees is further dampening your Company's profit picture.

You are considering relocating a significant amount of your Company's manufacturing operations in China. Workers in China make 50 cents an hour and there are no safety, environmental, financial and accounting laws and government regulation compliance. Further, you will incur no significant health care and retirement costs for potential workers. In addition, the Chinese government has devalued its currency by approximately 40% which would greatly increase profits from your Company's sale of its foreign manufactured products in the United States. In addition, the Chinese government is in the habit of making loans to corporations and then forgiving the loans, thus in essence subsidizing businesses located there. Both practices are contrary to international trade agreements.

If you relocate a significant portion of your manufacturing operations to China, you will commence giving substantial contributions to special interest business groups and otherwise make all legal contributions possible to U.S. legislators and the President in order to continue the free trade terms of NAFTA and to ensure that the U.S. government does not impose a significant tariff on Chinese-made products be-

cause of China's violation of international trade rules.

As the CEO, you own a substantial number of stock options in your Company and stand to profit substantially if the price of your Company's stock soars.

According to this strategy, your Company also stands to profit handsomely in the short run by selling Chinese-made products in the United States. In the longer run, your Company will reap even greater profits by increasing the buying power of Chinese workers who in turn for the first time will be able to buy your Company's products as well.

However, you know that over three million jobs in the U.S. have already been lost to foreign competition in the last few years and you have every reason to believe that if your Company and other multi-national companies continue to follow the strategy you are considering, another three million of the remaining ten million manufacturing jobs in the U.S. will be lost as well. In short, you and your Company will profit substantially from this strategy while millions of your fellow Americans will lose their manufacturing jobs.

Finally, you know that your competitors are considering this strategy as well and your Company must continue to be able to price its product competitively against rival companies.



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VT PRSSA

Students Say Hello To New Officers

By: *Rebekah Spence, VT PRSSA President*

In preparation for the upcoming year, the 2005-2006 VT PRSSA executive committee has already started planning and working for the fall semester. With many new goals and expectations in mind, the committee has its work cut out for the summer. Each member has a specific position and role to fulfill in order to assure the success of the goals. This year's executive committee is:

- President:** Rebekah Spence, senior
- Chapter Relations Director:** Tiffany Neumann, senior
- Programming Director:** Chelsea Smith, junior
- Special Events Coordinator:** Jessica Cooper, senior
- Firm Director:** Christina Black, senior
- Promotions Director:** Ashley Hess, junior
- Finance Director:** Amy LaMagra, senior
- Secretary:** Devin Milton, junior
- Webmaster:** Katie Eickhoff, senior

The committee has set forth three primary goals to achieve over the year. The first is to recruit more members and increase the member retention. This will be done by providing a more solid organizational environment and benefits for the students. Achieving the other two goals will also help in the success of this goal.

The second goal is to increase fundraisers in efforts to send students to national PRSSA events as well as provide better local opportunities. It can be quite expensive to produce events locally and it is very expensive to attend national events. If fundraising is successful, more opportunities will be available to students at lower costs.

The third goal is to provide more ways for student members to be actively involved in the chapter. This will include regular workshops, speakers, participation in national PRSSA competitions, and the development of the firm. The firm is a new programming designed to be implemented in the fall of 2005. The Virginia Tech chapter will work alone

WANTED: Newsletter/ Publications Chair

Operate Behind the Scenes And Still Have Fun

The chapter is looking for an individual who can take over the newsletter creation and distribution. The newsletter is fun to develop and you get to read the scoops before anyone else.

Interested? Intrigue?

Give Shelly Alley a call at 540-444-2127 or email her at salley@angelsofassisi.org for more information.

Chapter Says Good-bye to Two Hard Workers

by Shelly Alley, APR

At the April 14th luncheon meeting, the chapter said goodbye to two long-time chapter members, who between them have accomplished a great deal for the chapter the last several years.

Kathi Scearce, who was serving as Publications Chair is relocating to Richmond with her family. Kathi joined our chapter in 2000. She served as newsletter chair since 2001 and took the hard copy 4 page newsletter to a 15+ page electronic newsletter complete with links, added new features, photos and graphics. Kathi ensured that the newsletter was always timely and professional. She is also a past Summit Award recipient. Kathi received a plaque of appreciation from our chapter.



Lu Sadler is relocating to Hilton Head with her husband, where she'll be working for the Crown Plaza. She started her new job as Senior National Sales Rep on Monday, April 25th. Lu joined our chapter in 2000. She served as Hospitality chair twice during her time with the chapter. She also served as webmaster since 2003, oversaw the complete redesign of our website, including online registration forms for luncheons, numerous new sections, photos, etc. She constantly updated site with additions and announcements. She

is a past Sparky Award Winner and Summit Award recipient. Lu received a plaque of appreciation from our chapter.

Several changes have also occurred in the board and committee chair positions.

The chapter welcomes Amy Whittaker, American Red Cross, as the new hospitality chair. Laura Atchison, Mill Mountain Zoo, joined the board as Board of Director and JoBeth Brown, US Forest Service, is our new treasurer. Congratulations on your new positions! ■

NEW CONTACT INFO FOR LU SADLER

Lu Sadler
Senior Sales Manager
Crowne Plaza
Hilton Head Island Beach Resort
130 Shipyard Drive
Hilton Head Island, SC 29928
843-341-1835 Direct Line
843-842-9975 fax
lus@cphiltonhead.com

Kathi can be reached via
monicaburns@monicaburns.com

What Would You Do?

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Is it ethical for you and your Company to pursue this strategy and to contribute to special interest groups if this will cause millions of your Americans to lose their livelihoods? And even if it is not ethical, would you pursue this strategy anyway?

Acknowledgement

This is a case study used in Roanoke College's Management Institute ethics class led by Dr. Hans Zorn (Roanoke College) and Clinton Morse (LeClair Ryan Flippin Densmore).

After reading this ethics question, please log onto www.prsa-blueridge.org to tell us what you would do and why. ■

Diversity and PRSA

Highlights from National's 2005 Efforts

2004 was a great year for PRSA's diversity initiative. The committee has taken the momentum from 2004 and is continuing to move forward with a number of special projects.

TOPTIER INITIATIVES FOR 2005

DIVERSITY PROS

Create and implement an internal and external marketing plan to promote Diversity PROs in the Job Center Tools portion of the PRSA Web site. Diversity PROs is a benefit for members who have special diversity knowledge and/or expertise, and it is a benefit for employers looking for professionals with these particular skills. However, it can also be used as alliance-building tool with other organizations.

PRSA FOUNDATION

The National Diversity Committee (NDC) will be working with the PRSA Foundation to identify and begin research projects specifically relating to diversity. The NDC will also be working with the Multicultural Communications Section and other internal partners as a starting point for issues and concerns to be addressed through our research.

STRATEGIC ALLIANCES

The NDC will be working on developing alliances and opportunities with organizations for possible content and knowledge sharing for both professional development of members and continued support of the PRSA diversity Web site. We'll also be considering different options within the alliances such as subscriptions to leadership publications and other possible opportunities for professional development. PRSA is particularly interested in partnering with organizations like the Society of Human Resource Managers

(SHRM) for possible PD opportunities at the Chapter, District, Section or National levels.

EXTERNAL PUBLIC RELATIONS

This committee focuses on working with the public relations department at headquarters to reach external audiences by identifying and participating in related industries annual conferences and media-sponsored conferences as speakers on diversity and communications. These may include specific groups such as bar associations, management associations, advertising associations, the Working Woman "Women of Color" conference, and so on.

PROFESSIONAL DEVELOPMENT

Members of the NDC worked with the International Conference committee to ensure that the presentations at the 2005 International Conference address diverse issues. The extended plan for 2005 is to continue to work with the Professional Development Committee to expand inclusion of diverse speakers and topics related to multiculturalism or diversity in at least 25 percent of the professional development programs.

MEMBERSHIP RECRUITMENT

The NDC is going to work with the Membership Committee to survey non-PRSA members from communications and/or marketing organizations that have diverse members including HPRA, BPRS, AACA, HCMA, etc. to obtain more information on needed changes, benefits, and values to make PRSA the preeminent public relations organization for all.

PARTNERSHIP WITH GLBT NEWSWIRE/AFFINITY GROUP

The NDC is Work with GLBT Newswire, and possibly the Society's up-and-coming affinity group addressing GLBT members, to ensure consistent communications of the

Say Hello To...



Welcome to Miss Adrianna Hall
Mom (Teresa Hall) and Dad are doing just fine

Ann Hillenbrand Brown and her husband welcomed a little boy into their home last month. More information to come at a later date. ■

VT PRSSA News

Continued from Page 10

as well as partner with the Radford chapter in the efforts of this program. The program is designed to provide PR services to local nonprofit businesses in the area for no costs with donations excepted. This will also allow the members of PRSSA to gain hands-on and resume/portfolio building experience.

Much work needs to be done to achieve the goals set out before the committee. With the enthusiasm from each of the committee members, there is no doubt that the goals will be achieved and exceeded due to each member's hard work and dedication to the organization as well as the support gained from the Blue Ridge Chapter PRSA. ■

Deep in the Heart of Texas

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not work. He also explained how American Airlines had to pick the company up after a tragic event like September 11, 2001.

Before National Assembly I knew nothing about the National Committee. I learned so much by voting and being part of the meeting. Everyone gave their speeches and there was a certain amount of time allowed to question the candidates. All candidates had to research their positions and be very knowledgeable on the duties they must fulfill. Most importantly, they had to let their personality shine.

Having many different personalities in one room could be a bad thing, but everyone at the 2005 National Assembly in Dallas, Texas made it a great thing! I received so many new ideas to help with every aspect of our chapter. I hope the Radford University students that attend future National Assemblies have as great a positive experience as I had. It is a great opportunity to network and make PRSSA contacts across the United States. ■

Save the Date

Blue Ridge Chapter PRSA
2005 Professional Development
Sponsored by The Roanoke Times

THE ROANOKE TIMES
roanoke.com

Thursday, September 8
8:00 a.m. - 12:00 noon

Join us as Dr. Camille Wright Miller conducts a half day workshop with members and guests at the Roanoke College Colkett Center. Look for more information in future Blue Ridge Views. If you have any questions, please call Christopher Finley at (540) 721-5288 or email chris@thewillardcompanies.com.

Diversity and PRSA

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Diversity Committee's outreach and information.

ANNUAL CHAPTER DIVERSITY AWARDS

In 2004, four PRSA Chapters were honored with Chapter Diversity Awards. The North Florida Chapter won in the medium Chapter category, the Miami Chapter won in the large Chapter category, and the Phoenix and PRSA Richmond Chapters won honorable mentions. The NDC will be seeking entries for the 2005 Chapter Diversity Awards within the next few months. The diversity awards subcommittee will be determining how to best market and showcase the Chapter Diversity Awards in order to incite Chapters to submit applications. The subcommittee will also be focused on encouraging Chapter participation, reviewing and updating application information, and selecting winners in each category based on the criteria.

PR OPPORTUNITIES BROCHURE

The NDC subcommittee working on this project will be collaborating with PRSSA and the Multicultural Communications Section to revise the brochure produced in 2003 so that it effectively communicates the Society's diversity mission and initiative. This brochure is to be distributed in predominantly diverse colleges and universities to promote PRSSA and PRSA membership.

RESOURCES AVAILABLE

PRSA DIVERSITY WEB SITE -
www.diversity.prsa.org

For more information about our local diversity program, please contact Larry Brown at larry.brown@roanokeva.gov. ■

VT PRSSA Movers and Shakers

New President Steps Into Leadership Role

By Christina Motley

Elected by her peers, Rebekah Spence, will serve as president of the Virginia Tech Public Relations Society of America student chapter for the 2005-2006 academic year.

A Virginia native born in Hampton, she is pursuing a bachelor's degree in communications with a concentration in public relations from Virginia Tech, and working on a cognate in marketing and event planning, and a minor in leadership in social change. She plans to graduate in December, a semester early, and hopes to start her career as an event planner, preferably in an internal public relations environment for a corporation. She currently interns at the Blacksburg Country Club as a special events and marketing coordinator.



As president of VT PRSSA, Rebekah wants to build the organization. More specifically, she plans to increase member retention, provide more opportunities for member involvement, increase fundraising and incorporate more professional help from outside the university. She also aspires to develop a chapter firm in partnership with Radford University that will serve local student and nonprofit organizations. ■

Member Spotlight

John A. Fugel has been a Blue Ridge Chapter of PRSA member since 2002 and is the Principal of Fugel Communications located here in the Roanoke Valley. So read on to learn more about this chapter member with his intriguing and wonderfully dry sense of humor.

CAREER

WHY DID YOU CHOOSE PR AS A CAREER CHOICE?

I actually didn't choose PR, per se. I started out in corporate video with AT&T and New Jersey Bell. I produced and directed live and taped programs for the Bell System's corporate video network. Upper management liked my writing and promoted me to print employee communications, where I wrote and edited a wide range of employee and management publications. I was actually the first person to work in New Jersey Bell's PR department who did not have a newspaper reporting background.

I transferred to C&P Telephone in Washington in 1983, where I initiated and produced *C&P Spectrum*, an award-winning monthly video magazine for the company's 28,000 employees. I did some on camera reporting and interviewing in addition to writing, producing and directing all of the program segments. I did a lot of travelling and worked a lot of long nights, so when Bell Atlantic decided to offer a "management buyout" to reduce its payroll, I jumped at the chance and started my own production company. Bell Atlantic was my first client, but MCI was my largest. My telecommunications background opened a lot of doors, and I soon found myself working for some of the largest telecom and information services companies, producing technical training and marketing videos.

My mother's illness, divorce and total emotional exhaustion brought me back to New Jersey in 1991. After a lot of soul

searching, I decided that being happy was more important than being rich and I accepted a job with a Washington, DC trade association, representing small and rural telephone cooperatives and companies. As PR representative, I

worked closely with the association's members, as well as the news and trade media. I also provided communications support for the government affairs group, so I've spent more than a few hours on Capital Hill, observing how our government really works (but that's another story). Three years later, I decided to again strike out on my own and was quite successful.

I also worked for a Raleigh-based marcom agency, helping to establish a Northern Virginia office. We had an impressive list of telecom clients and annual billings approaching \$2 million, but when the telecom boom went bust in 2001, I again found myself freelancing. This time, however, I put together Fugel Communications, a loose partnership of PR and marketing pros I'd worked with at various

times in my career. This "virtual agency" now has a presence in Roanoke, Richmond, Raleigh, Baltimore, DC/NOVA, Nashville and Orlando. Our clients include telecom, wireless, IT, and defense companies nationwide. We provide a full range of services, from media relations to video production. We keep a low profile and rely on a network of established clients and contacts.

My wife Janis and I moved to Roanoke in 2002 and I'm currently planning to refocus my efforts on video and multi-



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media production. I'm investing in an editing suite and working closely with a corporate video production company in Northern Virginia.

I'm also returning to acting by doing voice over narration and commercial work for agencies and independent video producers. Twenty five years in the business have taught me that life is too short to work for a living, so do what you love.



WHAT HAVE BEEN THE HIGHLIGHTS OF YOUR CAREER?

Working for the Bell System when it was the largest and most respected corporation in America. The company gave me many wonderful opportunities right out of school and I'll always be grateful for that.

Over the years, I've had the opportunity to work with CEOs, senators, generals, high-ranking government officials, and lots of "regular folks" on a wide variety of interesting and challenging projects (and lots of mundane ones).

WHAT'S BEEN THE GREATEST CHALLENGE YOU'VE FACED IN YOUR CAREER?

Finding the courage to stand up to senior management when I felt they were wrong.

WHAT IS YOUR GREATEST ACCOMPLISHMENT SO FAR?

Taking the risk to start my own company and leave behind the security of working for the phone company. (My parents could never understand why anyone would leave a "lifetime" job.) As it turned out, job security was a myth. Most of the people who stayed were miserable and burned out less than two years after I left. The capable and confident people who decided to leave have all done well in a wide range of pursuits.

WHAT IS YOUR CAREER DREAM FOR THE FUTURE?

Travel writer and photographer. I've built up a huge stock library of images, which I'm slowly digitizing and archiving.

(Call me if you need anything!)

WHAT IS YOUR PR PHILOSOPHY?

My philosophy is simple: PR is all about the care and feeding of relationships – with employees, the media and the public. In the long term, honesty and accuracy always achieve more solid results than hype.

PERSONAL LOW DOWN

WHERE WERE YOU BORN?

In St. Mary's Hospital in Passaic, New Jersey. You got a problem with that?

COLLEGE?

After surviving 12 years of Catholic school, I got a scholarship to Seton Hall University, where I majored in Mass Communications and worked as a news announcer and reporter on the campus radio station. I also took public relations and marketing classes (a business career was my fall back if NBC didn't hire me). My daily commute was 70 miles round trip and I worked part-time and played in a society band on weekends. The stress was getting to me, so I decided in my sophomore year to transfer to Montclair

State College (now Montclair State University), which was less than 10 minutes from home. I majored in Radio/TV Broadcasting and studied acting and oral interpretation as part of my program.



Because Montclair is so close to New

York City, we had several working broadcasting professionals as adjunct professors. For example, our Broadcast Law course was taught by a lawyer from ABC. I took Broadcast Public Relations with the vice president of PR for CBS-TV at CBS headquarters in New York. We also had a lot of guest lecturers, including news anchors and reporters from the New York ABC and CBS stations. I DJ'd a jazz program and wrote and read news on the campus FM station and served as news



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director of the TV facility. In my senior year, I convinced AT&T to accept me (that Hungarian charm never fails) as their first college intern in corporate television production at their state-of-the-art studio in Basking Ridge, NJ. I learned more about video production during that 16-week internship than I did in all of my college classes and AT&T hired me as a contract producer/director. I worked in both their NJ and New York City corporate studios and later accepted a permanent position as a producer/director with New Jersey Bell in Newark.



WHAT BROUGHT YOU TO SW VA?

My wife Janis accepted a position with Carilion Health System as Director of Financial Risk Management. Her company, XO Communications, went into bankruptcy and I lost my job when the Raleigh-based agency for which I worked closed its Northern Virginia office. We decided to move to a smaller town with a slower pace and lower cost of living. I was hoping to land a position in Vancouver, Washington, but the consulting firm ran into problems (telecom again) and withdrew their offer. My father was still living in New Jersey, as were Janis' parents, so that also nixed the move to the west coast. Pop passed away this past February after suffering for two years with Alzhiemers.

Janis found the Carilion position on an association web site, interviewed for more than three hours and clinched the job. She started in October 2002 and I stayed behind to sell our townhouse and moved the household to Roanoke in November.

WHERE DO YOU LIVE?

North Roanoke County, near Hollins College. We traded a three-bedroom townhouse for a four-bedroom single family on a quarter acre in suburbia. It's still has more grass than I'd like, despite a major landscaping project. I'd like to eventually build a log or timber frame home on a lake. I'm a big believer in small, efficient, people-friendly homes. You don't usually find those in subdivisions.

MARRIED, SINGLE, DIVORCED?

All three at various times! Married since 1994 to Janis. We met in college and have known each other for almost 30 years. I married a co-worker when I moved to DC in 1983 and we divorced seven years later. When I moved back to NJ to care for my mother, Janis and I picked up like we never missed a day. She's my rock and I'm very proud of her career achievements. She gave up a great job with Viacom in NYC to move to DC with me, so I'm very supportive of her career.

CHILDREN AND AGES?

No kids from either marriage.

PETS?

A great dog who stayed with my first wife (along with the house, the boat. . .) He died of old age last year. He was a bit of a local celebrity in Shepherdstown, WV. He was photographed humping Bill Clinton's leg when the president visited Shepherdstown for a Middle East peace summit conference a few years ago. (that's my Dotz!) The president was very gracious, my ex-wife was very embarrassed. I'll get another dog when I build that lake house.

OUTSIDE INTERESTS/HOBBIES?

Lots of interests! Travel, reading, music, theater, films. I play guitar and sing. I enjoy financial research and investing. I also like working around the house. I have just enough handyman skill to be dangerous. I'm a meticulous (my wife says compulsive) painter and wallpaper hanger. Fortunately, we have similar taste in decorating. (Selecting wallpaper is the true test of a marriage.)

Photography is my passion and the "digital darkroom" is really expanding my creativity. I've sold several of my prints, including two California coast shots to the Director of Communications for former California governor Gray Davis.



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Chapter Member A Winner

VPW HONORS MOTLEY WITH EIGHT AWARDS

Christina Motley, former partner of The O'Connor Group and owner of Serendipity Communications, won 11 awards in the Virginia Press Women's Annual Communications Contest. Her wins included three first places, three seconds, three thirds and two honorable mentions for her work with The O'Connor Group, Literacy Volunteers of the Roanoke Valley, the Virginia Tobacco Indemnification and Community Revitalization Commission, Jamestown-Yorktown Foundation, Opera Roanoke and Roanoke City Public Schools.

Motley won awards for public relations efforts, direct mail marketing, corporate web site editing, public service, community relations, brochure writing, marketing campaigns and media relations and special events.

The breakdown of awards by category and client are as follows:

First Place, Feature Release (*Virginia Tobacco Indemnification and Community Revitalization Commission: Mid-Atlantic Broadband Initiative*)

First Place, Public Service Campaign (*Virginia Tobacco Indemnification and Community Revitalization Commission*)

First Place, Direct Mail Marketing (*Opera Roanoke*)

Second Place, Corporate Web Site Editing (*The O'Connor Group*)

Second Place, Public Service Campaign (*Literacy Volunteers of Roanoke Valley*)

Second Place, Community Relations (*Roanoke City Public Schools*)

Third Place, Media Relations and Special Events (*Opera Roanoke*)

Third Place, Brochure 4 color (*Literacy Volunteers of Roanoke Valley*)

Third Place, Marketing Campaign (*Opera Roanoke*)

Honorable Mention, Media Relations and Media Kits (*Virginia Tobacco Indemnification and Community Revitalization Commission*)

Honorable Mention, Direct Mail Marketing (*Jamestown-Yorktown Foundation*)



Sixty-one members of Virginia Press Women, a statewide organization of professional communicators, received 191 awards in the 2005 VPW Communications Contest. Winners received their awards at the organization's spring conference April 15 in Richmond. First place winners advance to the National Federation of Press Women competition.

A member of VPW since 1991, Motley is a former Sweepstakes Winner in 2001 and 2002. She also chaired the organization's High School Writing Contest in 1992. In December, Motley sold her stock to business partner Bill O'Connor and is providing consulting services. She owned her own agency for 11 years, has authored a book, published hundreds of articles for regional, national and international magazines, and earned nearly 175 creative awards. ■

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HOW DO YOU DESCRIBE YOUR PERSONALITY?

I'm a pain in the ass, pure and simple. I'm forthright. I speak my mind (sometimes to my own detriment.) I have high work standards and expect the same from the people I work with. I don't deal well with fools, lazy or incompetent people. I hate office politics and corporate BS. I'm a private person. I'm very analytical, but once I decide on a strategy, there's no stopping me. I may not always be right, but I'm never in doubt.

I'm proud to say that I come from a working class background and have always been willing to work hard and take risks to get ahead. My greatest inspiration is my grandparents, who immigrated to America from Europe early in the 20th century and taught me the value of education and hard work. Other than that, my family and those who really know me find me to be a warm, sharing, generous and reliable person. I'm a proud liberal in the truest sense of that term. And I exude modesty.

FAVORITES

FOOD

Seafood is my favorite. Janis calls me "The Seafood Guy." I love to cook and we have some variety of fish four nights of the week. I'm also fond of Italian dishes, especially veal. I've been fighting the "battle of the bulge" for years with limited success. I've shed over 60 pounds on the Atkins diet, but I crave pizza and good bread



MUSICIANS

I'm a child of the 60s and 70's, but I have wide-ranging musical tastes — from classical to jazz. I sang and played guitar in dance bands through college and also performed with several choral groups (I'm a tenor). I've had some classical training and really miss singing, especially the big choral pieces with orchestra. I've sung in Carnegie Hall, The Kennedy Center, and Queen Elizabeth Hall in London. I took off a semester during college to tour with a "lounge" group. We played almost every Holiday Inn on the east coast. No wonder I hate cigarette smoke and hotel food!

VACATION SPOT

Pacific Northwest – Washington, Oregon and the San Juan Islands – breathtaking scenery, lots of wildlife, and great food and wines. I also love the Northern California



coast and wine country, especially in the harvest season. I was in San Diego for the first time in April and really enjoyed that part of the state. In the winter, I escape to the Florida Keys. It's the perfect place to kick back, grab a brew and eat fresh, simply prepared seafood. Life is good.

THING TO DO

Nothing at all, camping, flyfishing, biking, Trying interesting restaurants recommended by the locals (always ask the locals!).

WHAT IS YOUR PERFECT DAY AWAY FROM WORK?

Being waist-deep in a trout stream or hiking a mountain trail with my camera. I also love exploring art and history museums.

COMMUNITY INVOLVEMENT

I serve on the marketing committee for the Grandin Theater, and also I'm a member of Trout Unlimited. I volunteer for pledge drives at WVTF and Blue Ridge Public Television. I'm hoping to get active with the Arts Council in the coming year.

OTHER ACTIVITIES INCLUDE

Travel – been to Germany, France and Switzerland twice, Mexico, several Caribbean islands, England and Scotland, as well as 36 of the 50 states. I'm hoping to visit Alaska and Tuscany in 2005.

FUN & BIZARRE

IF THERE WAS REINCARNATION AND YOU HAD A SAY IN THE MATTER, WHAT WOULD YOU COME BACK AS?

What do you mean "if?" I'm certain I've been here before.

WHAT'S YOUR MOST EMBARRASSING MOMENT?

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We produced a public affairs TV program at Montclair State and during my first semester in the video production track, I landed a spot as camera operator. New Jersey Governor Brendan Byrne visited the campus and agreed to tape a studio interview. I was one of three camera operators attempting to maneuver in the rather cramped studio. During a dolly move, I accidentally bumped into a ladder and knocked a metal wrench to the studio floor. It sounded like a lighting instrument had fallen. Governor Bryne was cool, but the student director gave me the nickname of “Wrench” which stuck like glue for the rest of the semester. There’s also a production award in my name presented annually to the student who screws up royally on the set. (It happened 30 years ago – get over it!) And no, they won’t be giving me an honorary doctorate anytime soon.

WHAT IS YOUR EARLIEST CHILDHOOD MEMORY?

I had scarlet fever as a child and nearly died. I remember lying in bed in a room darkened by heavy drapes and my mother stroking my forehead and taking care of me. I reminded her of that time when she was dying of cancer and I took a break from my career to care for her.

IF YOU COULD CHANGE ONE THING IN YOUR LIFE, WHAT WOULD IT BE?

I would have gone into musical theater. I love to sing and act, but just didn’t have the determination to make a career of it. But I always come out of the theater thinking, “I could have done that.”

IF YOU WERE TO SHARE SOMETHING THAT WOULD SHOCK ME, WHAT WOULD IT BE?

Bruce Willis and I used to practice scenes together for acting class in college. We lost touch after he left Montclair State to tend bar in New York and pursue an acting career. (And he got to marry Demi Moore, who wouldn’t have given him the time of day if she knew him in college.)



I also directed sex therapist and radio host Dr. Ruth Westheimer in a corporate video program dealing with sexual harassment of telephone operators. She was great to work with and kept the crew in a constant state of amusement with her colorful anecdotes. ■

Student of the Year

RU Student Honored

by Shelly Alley, APR

Ashley Mezyk, received the PRSA Student of the Year award, at the Radford University Communications



Department Senior Banquet on Friday evening, May 6th. Shelly Alley, APR, Blue Ridge PRSA President presented the award to Ashley. The award was based on her commitment to PRSA and her academic achievements. Ashley served as PRSSA President for the 2004-2005 school year. After graduating on May 7th, Ashley returned to her home of Pittsburgh to start her job search. Congratulations, Ashley! ■