

BLUE RIDGE



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

July/August 2007
Vol. 17 No. 4

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“Public Relations Return to the Bottom Line”

By: Amy Whittaker, Programs Chair

Communicating the right message to the right people in the right way is the crux of the public relations profession. How, then, do we measure success? Without a measurement tool, public relations professionals often go with their guts on the value of their work, reluctant to promote the benefits to their boss/client.



Join us August 9 as Gary McCormick, APR, Fellow PRSA, speaks about building your personal and your company's Return on Investment (ROI) through public relations efforts. The director of public relations for DIY Network and Fine Living TV Network, Gary's presentation will show how to take yourself on as your best client and maximize your exposure inside the company and out.

Gary directs the networks' media relations and special events, including DIY's partnership with Habitat for Humanity



Gary McCormick

International, as well as providing communications strategy and public relations support.

In his 17 years of public relations and public affairs support to federal government clients, he developed and implemented communications programs ranging from chemical weapons disposal to high-level nuclear waste. He also worked in radio, television and print media.

Active in PRSA since 1985, he currently serves as President of the PRSA Foundation, co-chair of Champions for PRSSA and a former member of the PRSA National Board of Directors. ♦

The program is sponsored by Vistar Eye Center.

Message from the President

By: Jennifer Faulkner

Greetings Blue Ridge Chapter!

I hope this issue of Blue Ridge Views finds each of you well and having a happy and healthy summer.

It has been an eventful and exciting six months for our chapter, as we have had the opportunity to host three great luncheon programs, grow the membership of our chapter to record numbers, and congratulate two newly Accredited members.

During the next six months, our commitment is to continue advancing the profession and to bring practitioners together to enhance the practice of public relations. My sincere gratitude goes to the dedicated committee chairs and executive officers for their ongoing support during the first half of 2007. I look forward to our continued teamwork, exciting ideas and chapter growth during this year.

To the membership, I wish you a safe and relaxing last few weeks of summer!

Congratulations to the new PRSSA graduates of Liberty, Radford, and Virginia Tech, and wish each of you every happiness and success that life has to offer.

All the best,
Jennifer Faulkner
BRC-PRSA President



sneak peek

check out our October
meeting speaker:

“Did You Bring Your
Tools to Work?”

Join us October 11 as
Vince Hazleton, Ph.D.,
APR, Fellow PRSA,
talks about the tools
professionals need to
know to advance in
their careers.

He will also share
his thoughts on
the importance of
professional
development and
accreditation.
One of his recent
projects shows that
accredited independent
practitioners make
more money than
unaccredited
practitioners.

noon

October 11
Hotel Roanoke

2007 Gala and Summit Awards



6 p.m. Cocktail Hour and Jazz Band
7 p.m. Dinner and Summit Awards
Friday, November 2
Hotel Roanoke

Look for a June mailing (designed by Roanoke agency Neathawk Dubuque & Packett), a call for entries ad in the Blue Ridge Business Journal as well as details on our Web site on how to enter the Blue Ridge Chapter PRSA Summit Awards this summer.

Tired of editors turning you down?

Wish you knew exactly what to say to editors to make them give you coverage?

Want to land top-tier media or expand your current coverage, but don't know how to make it happen?

A professional development seminar presented by:



**The
Media
Relations
Maven
will tell
you how!**

Join nationally acclaimed speaker Margo Mateas, the Media Relations Maven, and the Blue Ridge PRSA chapter for a hands-on professional development seminar that will take the panic out of pitching!

Thursday, Sept. 13
8 a.m. to noon
Holiday Inn Tanglewood,
Roanoke

Margo is an award-winning writer, 20-year public relations industry veteran and former newspaper and radio journalist who trains public relations practitioners to secure coverage in The Wall Street Journal, the New York Times, CNN, Oprah, USA Today, Time and more.

Registration fees (includes breakfast):
PRSA members – \$60
Non-PRSA members – \$75
Students – \$25

Visit www.prsa-blueridge.org to download a registration form. Registration deadline is Aug. 31.

If you have any questions, please contact Tracy Greene at tracy@visitaccesspr.com or 540-344-8499.

Program sponsored by:
Tracy Greene
Access
1901 Denniston Ave.
Roanoke, VA 24015
Blue Ridge Chapter
Public Relations Society
of America

The Blue Ridge Chapter
Public Relations Society of America presents

Gary McCormick
Director of Public Relations
DIY Network and Fine Living TV Network
Sponsored by Vistar Eye Center

Thursday, August 9, 2007
Noon Luncheon Meeting, Hotel Roanoke

Fees & Information

Chapter Members: \$22
Students & Interns: \$17
Non-Members: \$30

Note: There is a \$5 LATE FEE for reservations made after Monday, Aug. 6.

Parking at the Hotel Roanoke is \$3 for self-parking, \$5 for valet. Parking on Wells Avenue is free.

Please make check payable to Blue Ridge Chapter - PRSA

Mail reservation form and money to:
Tiffany Bradbury
Education Information Specialist
City of Roanoke Fire/EMS
713 Third Street, SW
Roanoke, VA 24011

RSVP online at:
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: _____

E-mail: _____

Number of members attending (\$22 ea): _____

Names: _____

Number of students attending (\$17 ea): _____

Names: _____

Number of non-members attending (\$30 ea): _____

Names: _____

Total Enclosed: \$ _____

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

Welcome new PRSA members

By: Elaine Bays, Membership Chair



Natalie Faunce

Natalie Faunce is originally from Langhorne, PA, a suburb of Philadelphia. She spent the last 10 years as a TV news anchor/reporter. Her first job was with a cable station where she was a director/producer/editor. From there she worked in Clarksburg, West Virginia as a morning and noon news anchor and producer before landing the weekend anchor position at WJHL-TV in Johnson City, Tennessee. Natalie then moved to Lincoln, Nebraska as a main anchor for an ABC affiliate. It was in Nebraska where she met and married her husband in December 2003. The two moved to Roanoke in September 2005 when she took a job at the Fox affiliate WFXR-TV. After nearly two years as main anchor, Natalie decided a change was needed in order to make time for family. In March she switched careers and took a job as Director of Public Relations at Ferrum College. She and her husband, a high school teacher at Cave Spring High School, live in Roanoke and are thrilled to be staying in the area. They enjoy cooking, hiking, hunting and anything that takes them outdoors!



Christina Sawyer

Christina Sawyer recently graduated from Bridgewater College with a degree in Business & Marketing. She is currently interning at the Roanoke Civic Center in their Sales & Marketing Department. In the future, Christina would like to further her education and attend grad school for a Master's Degree in English. She was adopted when she was nine months old from Seoul, South Korea and has lived in Roanoke ever since.



Michael Galligher

Michael Galligher was born in Statesville, North Carolina, but was raised in Salem. He recently graduated from Radford University, and has been a member of PRSSA since 2005. Michael and his wife, Stephanie, have been married almost two years, and Michael would like to pursue a career in professional sports.



Lauren Hassenpflug

Lauren Hassenpflug is a native of Roanoke and a recent graduate of Radford University where she earned a B.S. in Communication with a concentration in PR. While at Radford, Lauren was an active member of PRSSA and also served on the student-run PR Firm working with clients such as Big Brothers Big Sisters and the American Red Cross. She is currently completing an internship with Carilion in Strategic Development. After July, Lauren will be focusing on finding full-time employment in the Roanoke Valley.



Lisa Baker Webster

Dr. Lisa Baker Webster is an Assistant Professor of Communication at Radford University. She is originally from Clintwood and her degrees include a bachelor in English/Communication (UVA-Wise), masters in Public Relations/Advertising and Higher Education Administration (The University of Alabama) and a doctorate in Communication Studies (Bowling Green State University).

Dr. Baker Webster has worked in Public Relations and Marketing Communications for several years. Her interest in this area started when she volunteered to help with local political campaigns and then began working for a radio station in her hometown. She has taught Public Relations and Communications at Huntingdon College, Auburn University-Montgomery and Bowling Green State University. She has also worked in higher education administration at UVA-Wise, University of Alabama and Huntingdon College where her primary job responsibilities were directly related to Public Relations.

Dr. Baker Webster's research interests concentrates mostly on Public Relations, but also enjoys the areas of Integrated Marketing Communication, Communication Pedagogy and Gender Studies. She is a member of the National Communication Association and the Southern States Communication Association.

She currently resides in Blacksburg, Va, with her husband and two children. Dr. Baker Webster is very excited about becoming the new advisor for Radford's PRSSA and is looking forward to a wonderful year!

BRC-PRSA member spotlight



Name: Heidi E. Ketler
Title: PR Consultant, Writer, Editor
Company: NEWSource Communications
PRSA Member Since: 2002

CAREER

Why did you choose PR as a career?

It chose me. I started out in journalism, but was too naive and trusting, and haunted by the prospects of unbalanced news coverage. So I went into copywriting, then into health care marketing and finally PR while working for the home building industry. I love the fact that PR is a relatively new profession and it has a strong ethical foundation.

What have been the highlights of your career?

Having the time and support to be proactive, guided by a comprehensive PR plan and ongoing research.

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

Earning my accreditation in public relations, which greatly enhanced my credibility.

What is your PR philosophy?

You can never be too prepared or too accurate. Stay on top of local and business news, and trends. Be a lifelong student. Have a keen sense of your ethical boundaries. Be true to yourself.

PERSONAL LOW DOWN

Where were you born?

Cincinnati, Ohio. We lived there briefly before moving to King of Prussia, Pa., near Philadelphia. Eight years later, we moved to Indiana, Pa., at the other side of the state, where I lived for 10 years.

College?

Graduated cum laude with a bachelor of arts in communication, an emphasis in public relations and minor in geology from Slippery Rock University.

What brought you to SW VA?

My husband, Steve Larsen, who is a master Mercedes technician, got tired of the Hampton Roads rat race, and this was the closest place outside of Hampton Roads besides northern Virginia with a Mercedes dealership.

Married, single, divorced? Married.

Children and ages? Just us two.

Pets?


German shepherds, Micah Zo, 5; and Teullah, 4.

Outside interests/hobbies?

Bridging the miles between me and my immediate family in the States and extended family in Germany, green home building, gardening, fitness and nutrition, photography.

How do you describe your personality?

A young soul; fun-loving, adventurous, sensitive to those less



fortunate, friendly, versatile, restless, never satisfied, trusting, gullible; a textbook Gemini.

FAVORITES

Food: Anything Mediterranean

Musicians:

I love all kinds of music, and selections depend on mood and setting. I like to relax with Afropop and jazz, but am not familiar with the musicians. Those I enjoy who come to mind are: Jim Morrison, Van Morrison, Jimmy Hendricks, Janice Joplin, Jeff Lyne, Karla Bonoff, John Prine, John Fogerty, Neil Young, Sting, Tom Petty, Jools Holland, Gram Parsons, Alison Krauss, Nancy Griffiths. Bands: Pink Floyd, Moody Blues, ELP, ELO, Led Zeppelin, Jethro Tull, The Who, Steely Dan, Bruce Springsteen and the E Street Band, The Staple Singers, Eagles, The Band, Cowboy Junkies. Every couple has a song, right? John Hyatt's "You Got a Real Fine Love" is ours.

Vacation Spot:

Anywhere out west. I am especially fond of Lake Tahoe, where I rode in a century bike ride to raise money for the Leukemia and Lymphoma Society.

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

That my family lived closer together.

What is your earliest childhood memory?

My dad teaching me to tie my sneakers.

Continued on Page 8

Member spotlight

Continued from Page 6

What is your perfect day away from work?

No deadlines. No chores. No phone calls. All caught up. A sunny day, with nothing to do and no place to go. Up at 7. A good workout at the gym. A good breakfast. A short trip to explore something new close to home. Then an afternoon in the yard, lawn chair, baby pool for the puppies, Smithsonian magazine or National Geographic, Steve in his deejay mode and margaritas on ice.

Community Involvement?

None presently. Once our new home is built and we settle in, my goal is to help with PR for the Literacy Council. In the past, I have been a tutor for at-risk children. I used to read the news on a special-frequency radio station for the print handicapped through WHRV in Norfolk. I also was very involved with Friends of Scotts Creek, an environmental civic league in the Portsmouth, Va.

FUN & BIZARRE

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

A Christmas elf. I love the magic of Christmas. The holiday is never long enough for me. Or, a polymath like Spock on Star Trek. I love astronomy, and wish I could comprehend advanced science. I think it would be cool to be all-knowing, especially skilled in science and able to make decisions based on logic. More importantly, I need a transporter, the nifty device that dematerializes, transports and reassembles objects anywhere, anytime.

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

I was in a jet ski collision and landed in ICU with eight crushed ribs.

What's your most embarrassing moment?

I think I was 20 when my dad surprised me with a Mercury Capri. It was such a cool ride, with sun roof and stick shift. Sadly, it didn't last very long.

Late one frigid western Pennsylvania night, as I turned out of the Indiana University of Pennsylvania library parking lot, trying to find the heat switch, I crashed right into a tree. It was so late and so cold, I decided to wait until I got home to survey the damage. I had driven about seven miles when I saw flashing lights coming up behind me. A full-size fire truck roared to a stop and a fireman raced to the car, barking orders to get out. "Your car's on fire!" To my astonishment, what I thought was a dent turned out to be a very deep impression of the tree in the front of my car. I also learned that it is illegal to leave the scene of an accident. Every time that firefighter shopped at my step dad's store, he retold the story of the night he chased down the girl in a flaming car.

Needless to say, my biological father was not happy. On my 21st birthday, he presented me with a shiny, new, cherry-red 90cc Passport "motorcycle," complete with basket in front. (Note: Scooters have only recently become cool.) It was my main mode of transportation, even to his house in Murrysville, an hour's drive from Indiana.

This Passport was constantly a source of embarrassment. The day I was stopped at a red light and a whole gang of Harley Davidson's closed in around me was the longest red light of my life!

My little sister, a tall 12-year-old, and I decided to drive the Passport to Dad's for the weekend. Actually, there were three of us on the motorcycle, if you include our massive, military-issue duffle bag. If you add the oversized helmets on our heads, I think we exceeded the Passport's weight capacity.

Not having the stomach to drive on the four-lane to Dad's, I chose the back road. About 20 minutes of blinding bugs, I stopped at a gas station for sunglasses. It took just a few minutes to purchase the biggest ones available (appearance was no longer important), and another 15 to get resituated on the motorcycle and back on the road. Now with eye protection, I hoped we could make time, but it was slow-going, even at full throttle. Top speed was 40 on straight-aways, which were few and far between on this curvy road.

As we crept up one particularly steep hill, going maybe 10 miles per hour, I was surprised to see a patrol car with flashing lights trailing me in my rearview mirror. I could just barely hear the sirens under the helmet. I pulled over feeling guilty...for what, I didn't know... and suddenly aware of how ridiculous I looked. The trooper got out of his patrol car and, hovering over us, could not keep a straight face.

Looking back now, I feel quite sure we were the inspiration for the movie Dumb and Dumber 20-someyears later. The trooper asked me if I knew why he pulled us over. "No." He asked for my license, which took an eternity to produce. Then, he informed me that it was illegal to drive with a passenger on a learner's permit. "Uh-oh." Shaking his head, he said he would let us go but couldn't promise what the next trooper up the road would do. Julie and I regrouped and slowly got rolling again, while the trooper escorted us to the top of the hill, with his flashers blinking. Then, he sped off. We never saw the trooper up the road and made it to Dad's without further incident. But I never took that trek on the Passport again.

When I finally sold that bike some four years later, it couldn't have had more than 300 miles on it. Recently, I read an article about the growing popularity of the Vespa motor scooter, and thought it would really be neat to have one to get around in. ♦

2008 Proposed Slate of Officers

By: Christopher Finley, Immediate Past President, Nominating Chair



President
Amy Whittaker
Public Relations Director
American Red Cross



Director at Large
Allison Moore
Marketing Specialist
ITT Night Vision (2008)



Immediate Past President
Jennifer Faulkner
Public Relations Specialist
Foot Levelers, Inc.



Director at Large
Dean Browell
PR Account Executive
ND&P (2008)



President Elect
Beth Kolnok
Marketing Director
Vistar Eye Center



Director at Large
Laura Neff-Henderson
Director of Marketing
North Cross School (2009)



Treasurer
Thomas Becher, APR
President
Thomas Becher Agency



Director at Large
Melinda Mayo
Public Information Officer
City of Roanoke (2009)



Secretary
Tracy Greene
PR Account Manager
Access



Assembly Delegate
Michelle Brauns, APR
Dir of Community Resources
Free Clinic of NRV (2008-2010)

Atkinson earns APR designation

By: Shelly Whitaker, APR, Accreditation Co-Chair

The Blue Ridge Chapter of the Public Relations Society of America is honored to announce that Ray Atkinson is now fully accredited in Public Relations (APR).

Atkinson is director of corporate communications for Pilgrim's Pride Corporation, the world's largest chicken company, where he is responsible for corporate media relations, issues management, crisis management and M&A communication for the Fortune 500 company.

He has been a member of PRSA since 1998 and in the Blue Ridge Chapter, since 2004.

Prior to his career at Pilgrim's Pride Corporation, Atkinson earned his B.S. degree in mass communication with a concentration in public relations from Towson University in Towson, Maryland.

Subsequent to earning his degree, he began his career with WLR Foods, Inc., which was acquired by Pilgrim's Pride in 2001. He was responsible for internal and external communication during the WLR acquisition, and for the subsequent acquisitions of ConAgra's chicken division in 2003 and Atlanta, Ga.-based Gold Kist Inc. in 2006.

Atkinson is also a member of the International Association of Business Communicators (IABC) and is

currently pursuing accreditation through the Accredited Business Communicator (ABC) professional credential program. He also serves as president and chairman of the Harrisonburg Education Foundation, a non-profit organization dedicated to enriching the educational experience for students in the Harrisonburg City Schools.



Accreditation is gained through two steps: a rigorous computer-based exam administered by the Universal Accreditation Board and through an oral presentation to fellow APR-members.

The APR accreditation is the only professional certification program open to public relations professionals. It is a mark of distinction identifying those who prove their commitment to the field and to its ethical practice. ♦

The wow-factor

By Heidi Ketler, APR

It's true. When you can tack on that "APR" after your name and title, people take notice.

Because I work in the home building industry, I'm frequently asked, "What does 'APR' mean?" Even if they don't know anything about PR, I'm guaranteed a "wow."

I can tell their respect quotient has gone up, by the wisp of admiration in the way they say, "wow." People seem instantly interested in what I have to say.

How important is that as we work to elevate ourselves and our professions in line with the decisions makers at the executive level?

Here are two more things to keep in mind as you consider if and when to go for your APR:

1. It's now or never. There never, I repeat, never is a good time.
2. You can do it, if I can do it.

Good luck. And let me be the first to say "Wow!" after you've done it. Because I know what it takes to own that acronym.

Heidi Ketler, APR
PR degree in 1986
PRSA member since 1994
APR since 2006
Accreditation Chair in 2009

The APR Committee has tentatively planned a series of chapter sponsored study sessions for Thursday evenings in October. Typically the sessions run for four weeks on a weeknight and last about two and a half to three hours.

If you are ready to start the APR process or are even just curious about the process, please attend. Please let Shelly Whitaker, APR, (shelly.whitaker@advance-auto.com / 540-561-8452) know if you are interested.

PRSSA student spotlight



Name: Neil Turnage
Age: 29
PRSSA Member Since: 2006
College: Virginia Tech

COLLEGE AND CAREER

Why did you choose PR as a major?

While journalism is my passion, I understand the value in a strong public relations background. Also, the fact that the field is so heavy on human interaction and relationship building was appealing to me.

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

Through my work with PlanetBlacksburg.com I've been fortunate enough to cover the Virginia Tech sports from the press box and press row. During football season I received media credentials to attend the Chick-fil-A Bowl in Atlanta, Ga. Also, I've met some amazing people that I never would have known had I not come back.

What's been the greatest challenge

you've faced in college?

The toughest thing I've faced so far is trying to squeeze a dozen different activities into each day. With so many interesting things to do and learn out there, sometimes 24 hours in a day just doesn't seem like enough.

What is your greatest accomplishment so far?

Taking the first step into that first classroom after five years away from school was an accomplishment in itself. Everything I've done since has built off of that.

What is your career dream for the future?

I would love to make a living in professional sports information/marketing, particularly with the NFL.

What is your PR philosophy?

My philosophy involves not only communicating an organization's messages to its publics, but also relying heavily on feedback from those publics to improve the organization and its services.

PERSONAL LOW DOWN

Where were you born?

Guam

Where do you live?

Christiansburg

Pets?

None right now

Outside interests/hobbies?

Sports, music, travel

How do you describe your personality?

I am usually the first to try something new or take the lead in a group. I'd say that I am sociable and progressive.

FAVORITES

Food:

Prime rib one day, sushi the next

Musicians:

The Black Crowes, Aerosmith, Otis Redding, Marvin Gaye, Snoop Dogg, Outkast

Vacation Spot:

Sunset Beach, N.C.

Thing to Do:

sing karaoke

What is your perfect day away from school?

Big breakfast, a round of golf, cool off on the lake then sing and dance the evening away

Community Involvement:

Executive Editor of Planet Blacksburg.com, co-author of April 16th: Virginia Tech Remembers

FUN & BIZARRE

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

I'd come back a little more athletic and a lot taller.

What's your most embarrassing moment?

I locked myself out of my in-laws' house once. They went shopping and I stayed behind to get some sun on the deck. I ended up stuck outside with no shirt or shoes on in 95 degree heat. I ended up walking a mile up the road barefoot to the grandmother's house to get a spare key. She talked my ear off before finally giving me the key and some old lady shoes to wear for my walk back. I've yet to live that down.

Continued on Page 12

PRSSA member spotlight

Continued from Page 10

What is your earliest childhood memory?

My oldest memory is of Christmas in Savannah, Ga. I got a He-man Castle Greyskull playset and my brother got Snake Mountain. I think it set the tone for our personalities as I turned out to be the good child and he was always more rebellious.

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

I'd like to have had more time with loved ones who have passed on, but as far as my own actions and decisions I wouldn't change a thing.

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

When I left Virginia Tech in 2001 for a deployment to Bosnia I was the lowest ranked person in the Aerospace Engineering Department. After a five year break from classes and a change in major, I've earned Dean's List each semester since returning. ♦

APRs make more money. Interested now?

Approximately 20% more, according to the 2005 *PR Week*/Korn Ferry Salary Survey, which revealed that Accredited public relations professionals' yearly salary averaged almost \$17,000 more than their non-Accredited counterparts — very interesting, indeed.



To find out the value of APR — personally, professionally and financially — contact your Chapter Accreditation chair or visit www.praccreditation.org.



Chapter wishes best of luck to Linda Scarborough

By: Jennifer Faulkner, president

The Blue Ridge chapter bids a fond farewell and best wishes to long-time chapter member, Linda Scarborough. Linda will be relocating to Richmond this summer with her husband and Golden Retriever, Bonham Lance (Bon).

A member of the Blue Ridge Chapter since 1997, Linda served more than six years as the Community Relations Specialist for Roanoke County Public Schools — a school division with more than 14,000 students and 2,300 employees. During her tenure with the Blue Ridge Chapter, Linda also served as a Board Member and Hospitality Chair.

One of Linda's unique and largest opportunities with the school division was organizing a committee and collecting community input to name the newest school to be built in the Roanoke Valley, Hidden Valley High School. Nearly 10,000 suggestion forms were distributed to students, parents and citizens.

Members of the chapter's Board of Directors honored Linda at a lunch where she was presented with a plaque for outstanding service to the chapter.



Call For Compass Award

The **PRSA Blue Ridge Chapter** is excited to present the annual “**Compass Award**” to recognize a local leader, supporter, or expert of Public Relations who not only appreciates the value of Public Relations, but who demonstrates a clear vision for the strategic role it plays in the success of an organization.

Criteria for the Award:

- Nominees are not required to be Public Relations practitioners. They should be leaders Who have consistently promoted the use of Public Relations within the organization.
- The winner must be nominated by a member of the PRSA Blue Ridge Chapter. The nomination should include specific examples demonstrating the nominee’s support of Public Relations.
- Entries should include a two-page summary of the nominee’s Public Relations leadership activities. Supporting materials, such as newspaper clippings, memos, video clips, etc. will be accepted.

Nominations must be received no later than 5:00 p.m. on August 27, 2007.

The Compass Award Winner will be selected by the BRC’s Professional Judging Committee and the nominating member will be notified by October 1, 2007. The award will be presented at the Summit Awards Gala at The Hotel Roanoke & Conference Center on the evening of November 2, 2007.

Please send nominations to:

Attention: Dean Browell / Neathawk Dubuque & Packett

410 South Jefferson St.

Roanoke, VA 24011

540.345.5403 ext. 129

dbrowell@ndpagency.com