

PRSAnotes

A newsletter by and for the 200+ members of the Central Iowa Chapter
December 1999

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Speakers cite common element in raising and allocating money

Judy Davis, representing the Young Women's Resource Center, and Johnny Danos, representing the Greater Des Moines Foundation, agreed on a principle for those engaged either in raising money or allocating it for worthy causes: Follow a process!

The two presented the program for Central Iowa chapter's Nov. 18 meeting at the University Park Holiday Inn and their topic attracted a larger-than-usual walk-in audience that necessitated setting up another luncheon table.

Davis said her fund raising efforts are always based on her organization's strategic plan. In her research to determine likely funding sources she conducts what she calls "corporate reconaissance" to determine how well her organization meets the philanthropic objectives of possible donors. She said her organization's efforts are board driven, and rely heavily on the expertise of its volunteers.

Danos pointed out that the Greater Des Moines Foundation also engages in extensive fund raising since it must have resources in order to distribute them to worthy causes. He recommends that any agency seeking funds from a foundation or corporate benefactor follow an outcome-based process to achieve best results. And he urges: "Follow instructions!"

The November meeting was the last for 1999; no December meeting is scheduled. Regular meetings will resume Jan. 20 when a panel from utility, telecom, healthcare, trucking and financial service industries will present "A Y2Kase Study." That meeting also will be at the University Park Holiday Inn.

As for meetings, Allan Urlis, treasurer elect, has a recommendation for attendees: "To speed up the check-in/payment process, and to help you get out of a long line and into a comfortable chair, it would be most helpful if you wrote out your checks before you get to the check-in table."

Media reps report Y2K readiness

The question was: "Are the media ready for Y2K?" And the answer apparently is "Yes!"

A panel of Des Moines media representatives discussed their preparations for the year 2000 at the Central Iowa chapter's first professional development session of the year immediately following the Nov. 18 meeting.

Participating were: Bill Day, editor of the Des Moines Business Record; Bill Wells, general manager at the Des Moines Radio Group; Dennis Ryerson, editor of The Des Moines Register; Dana Cardin, assistant news director at KCCI-TV, and Sue Danielson, news assignment editor at WHO-TV.

They agreed that their experience with the floods of 1993 helped them prepare for this possible emergency. They all want to help Iowans understand what's going on and help avoid panic and expect to be staffed for whatever occurs.

Amanda Carstens, professional development chair, arranged for the session.

Job Bank is taking deposits

Employers want your resumes! The PRSA Job Bank gets two to three requests a week for qualified candidates' resumes. Why not take advantage of one of Central Iowa PRSA's "best kept secrets?" Submit your resume to the Job Bank and get it directly into the hands of someone who may have an exciting new opportunity for you.

All you do is print out the [Job Summary Sheet](#) that is available on the Central Iowa Chapter's Web site and submit it along with three copies of your resume to the Job Bank. When companies and organizations are looking for qualified applicants, they contact the Job Bank and all resumes that match the job criteria are sent to them. Employers then contact the candidates they wish to talk with. Candidates are not notified when resumes are sent out, unless they request it.

The Job Bank files need updating, so if you have submitted your resume in the past and want it to remain "in the bank," contact Linda Ruble and tell her to keep your resume on file. If you need to update a resume, resubmit it at any time. Also, be sure to make changes in the Job Summary Sheet as needed. If you've never used this service before, consider taking advantage of this simple way to find a new career opportunity by sending in your resume.

There is no cost for PRSA members or businesses to use the Job Bank. Non-members pay \$35 for three months. If the non-member decides to join PRSA during that time, the \$35 will be applied to local membership dues once national dues are paid. (Contact Todd Behrends, APR, Membership Committee chair, 515/222-2960, to find out more about joining PRSA.)

If you have questions or need more information, contact Linda Ruble, MidAmerican Energy Co., 666 Grand Ave., P.O. Box 657, Des Moines, IA 50303, phone: 515/281-2542, fax: 515/242-4250, or e-mail: lw_ruble@midamerican.com.

O'Keefe serves on Iowa 2010 council

Mary O'Keefe, APR, vice president, corporate relations, of The Principal Financial Group, is one of 37 Iowans appointed by Governor Vilsack to serve on the Iowa 2010 council.

Iowa 2010 is an initiative to define the vision for the state in 10 years and then develop strategies and action plans to take us there. "The exciting part of this effort," she said, "unlike other state planning initiatives I've been involved with in the past, is that the governor has made a serious commitment to taking on the tough issues (no sacred cows)." In addition to serving on the council, O'Keefe chairs the development work group. This group is looking at infrastructure, workforce, technology, capital, public policy, international relations, business needs, new business start ups, rural development and image/identity of the state.

"We've prioritized our main issues as: Increasing the economic opportunity for all (livable wages and business retention), rural development, workforce issues, technology and business start ups," she said.

"The scope of our work is broad and the number of agendas and opinions/needs are great. My training in PR in the need for a strong plan and people management skills are being tested in this effort. Our work product will be presented to Iowans early next fall," she added.

Firm changes name

Graham Gillette reports a name change for his business. Pinnacle Communications has become Gillette Strategic Resources. "We feel our new name more accurately reflects the services we provide our clients. We have been fortunate to serve many successful organizations and look forward to beginning our fifth year with a new name," he said.

Two chapter members complete marathons

Central Iowa Chapter PRSA can claim at least two marathoners among its members, Allan Urliss and Sue Martin, APR.

On October 24 Urliss ran in and completed his first marathon in the Chicago Marathon. "My goal was to finish in four hours or less and I finished in three hours and 51 minutes," he said. "It was a great experience. I think it was Lucille Ball who said if you want something done, give it to a busy person. I think she must have meant give it to a communications professional."

Urliss has been at Wixted, Pope, Nora & Associates since 1995, in the position of strategic communication specialist. He manages the video production unit and in that role also serves as chief writer and producer. Prior to that he was at Metro Waste Authority and managed media relations for the Curb It! recycling program. Earlier he had accumulated nearly a decade of television and radio news reporting, producing and anchoring.

Martin described her experience this way:

"I've been walking for fitness for the past 10 years. It not only helps keep the pounds off, but also keeps me in good spirits (endorphins DO work!). Last spring I found a new walking reward. It's a great way to benefit the Leukemia Society. At the advanced age of 55, I signed on as a Team in Training member and committed to raise \$3,000 for this charity in exchange for coaching to walk a marathon. Yes, that's WALK, not RUN.

"Every Saturday from mid-May through mid-October I got up at 4 or 430 a.m. to meet my fellow team members in Des Moines for a "long walk." These ranged from 8 to 20 miles. During the week I followed a schedule of walking four to six miles each evening. And on Oct. 17, I walked 26.2 miles in six hours and 25 minutes in the Canadian International Marathon in Toronto, coming in number 46 of 96 walkers and number one in my age group.

"Talk about a natural high! But the best part was that the 130 Team in Training walkers and runners who participated raised \$400,000 to fund research projects and patient services for the Leukemia Society."

Martin is director of community relations for Maytag Corporation in Newton.

The Principal sees PR changes

Susan Flanagan Houser, APR, media relations manager at the Principal Financial Group, is moving to part-time (30 hours) in a new position at The Principal in order to spend more time with family. Houser will be managing media relations for the company's pension division, The Principal's largest business, starting in January 2000.

As a result of Houser's change and the relocation of Kathleen Bean, media relations associate, to Cedar Rapids, the company is refilling both positions.

Job opportunities . . .

About chapter members . . .

Erica (Brizzi) Marsh has traded tele-commuting for Engineering Animation, Inc., in Ames for a 40-minute "real" commute as a PR consultant for Hensley Segal Rentschler, a Cincinnati, Ohio, public relations firm. Since her marriage, Marsh has been living with her husband in Dayton, Ohio, where he is serving in the U. S. Air Force.

Janet Peterson, a senior account executive with Schreurs & Associates, was featured in the Nov. 8 issue of the Des Moines Business Record. When Sen. Elaine Szymoniak retires next year, Rep. Jack Holveck plans to run for her senate seat. Peterson has already entered the Democratic primary in a bid to take Holveck's place in the house.

What's happening?

Send news about yourself, your business, your job openings, etc., to [Wayne Davis](#) for the next Central Iowa chapter Newsletter.