

PRSAnotes

A newsletter by and for the 200+ members of the Central Iowa Chapter
January 2000

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Mark your calendar...

PRSA Institute 2000

Thursday, April 20
Hy-Vee Conference Center
West Des Moines, IA
...and watch your mailbox for details.

PRSA's 1999 national assembly votes dues increase, elects new officers

This year's PRSA National Assembly in Anaheim, Calif., Oct. 23, brought together members from all over the United States and served as the main "business meeting" of the year for the society. It preceded the PRSA International Conference, "Surfing the Information Tidal Wave," also in Anaheim.

For the first time, Central Iowa PRSA was allowed to send three delegates, because of its growth to more than 200 members. The delegates were Susan F. Houser, APR, The Principal Financial Group; Tina Mowry Jacobsen, APR, Metro Waste Authority, and Joe Smith, APR, Iowa Methodist/Iowa Lutheran, who served as an alternate delegate for Nancy Doll. In all, more than 230 delegates were in attendance for the 113 local chapters of PRSA.

One of the key votes cast at the meeting was for a \$50 dues increase that will go into effect for the year 2000, with the increase stepped for current members over three years. In sharp contrast to the proposal a few years ago, the dues increase was approved by a large majority of delegates. "Our national board and administrators made an excellent case for the need for the increase, with strong linkage to the 2000-2005 strategic plan initiatives as well to enhanced services that can benefit our chapters," Smith said. "This increase is projected to provide an additional \$936,000 in revenue for the year 2000."

Another important vote was for new officers for PRSA. The nominating committee brought a strong slate to the assembly, and two positions (chair-elect, treasurer) also had additional petitioned candidates running for office. The delegates voted in the following new officers: Chair-Elect – Kathleen Larey Lewton, MHA, APR, Fellow PRSA;

Treasurer – Joann Killeen, APR, Fellow PRSA, and Secretary – Deanna Pelfrey, APR, Fellow PRSA

Steve Pisinski, APR, Fellow PRSA, incoming chair for 2000, presented the 2000-2005 strategic plan and the 2000 operating plan. Sam Waltz, APR, Fellow PRSA, current chair, provided a presentation on the state of the society. Notable components of the five-year plan include the re-engineering of the Code of Ethics, re-engineering the APR accreditation process, developing initiatives for improved internal communications and service to chapters and improved external reputation management for the profession.

The assembly ended with an abbreviated "town hall" meeting to allow delegates to voice issues of importance. Concerns were expressed about the nominating committee procedures; making the national website profitable; concern about staff turnover at national headquarters; and the linkage of the dues increase with the operating plan as essentially a "single vote" item (by supporting the dues increase, it gave tacit approval to the operating plan). Smith provided a comprehensive summary of the proceedings. His full report, including additional information about the assembly or the strategic plan, is available [here](#).

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Schreurs emerges as Strategic America

Applying the branding strategies it has implemented for its own clients, Schreurs & Associates will become Strategic America on Jan. 3, 2000. The official word mark that will accompany the company's new logo will be "Creating Performance Solutions."

"This new business name--Strategic America--best identifies who we are, our capabilities, direction, future, and how we are to be perceived," says Mike Schreurs, CEO of Schreurs & Associates. "We will offer all the new technologies, business prototypes and virtual partnerships that are on the forefront of business today and tomorrow."

Lore McManus Solo, APR, is public relations director for the firm. She supervises a staff of 14 plus two freelancers who do most of their work for the agency. Seven of her staff belong to PRSA--Annette Hacker, Janet Petersen, Nancy Pedersen, Ann Foster, Kimberly Cass, Kristin Mackey and Kim Sporrer. Others in the public relations department are Vernon Johnson, Melissa Sampson, Amy Kearns, Pam Lundell, Allison Gerdes and Rhonda Carver.

The two freelancers are Kathleen Bean, APR, a former Central Iowa chapter member now in Cedar Rapids, and Michelle Johnson.

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Drake has PR opening

Drake University School of Journalism and Mass Communication seeks a tenure-track assistant professor to teach in public relations. Successful candidate will be able to teach undergraduate and graduate courses in at least one other area, such as news-editorial, new media, media law or integrated marketing communication. Professional experience and master's degree required; teaching experience and Ph.D. or J.D. preferred. Address inquiries and applications: Dean Janet Hill Keefer, School of Journalism and Mass Communication, 118 Mer-edith Hall, Drake University, Des Moines, Iowa 50311-4504.

E-mail: janet.keeper@drake.edu.

Telephone: 515/271-3194.

Web address: <http://www.drake.edu/hr/facultyad.html>.

Drake University has a strong commitment to the principles of Equal Employment Opportunity and Affirmative Action.

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'Y2Kase Study' provides program for January

A panel from utility, telecom, healthcare, trucking and financial services industries will discuss "A Y2Kase Study" at the Jan. 20 meeting of Central Iowa Chapter PRSA. The meeting is set for 11:30 a.m. to 1 p.m. in the University Park Holiday Inn in West Des Moines.

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National research now available in Iowa

The research capabilities of Roper Starch Worldwide are now available in Iowa exclusively through Hanser & Associates as the result of a new agreement between the two companies, Ronald Hanser, APR, president of Hanser & Associates, has announced.

Roper Starch conducts Roper Reports, the on-going annual survey of consumer attitudes and behavior, highlighting major trends in the nation which are important for every industry. "Local access to powerful research brings big advantages for Iowa companies because consumer research tools are becoming more important in marketing and relationship building," Hanser said.

[Hanser & Associates](#) is a full-service public relations and strategic communications firm based in West Des Moines. The firm, formed in 1996, serves local, national and international companies in a variety of industries.

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News about members . . .

Kevin Stittsworth reports he has accepted a job as communications specialist at AmerUS Life, Inc. He will be responsible for internal communications, primarily updating news on the employee intranet site. Stittsworth was previously with Mercy Medical Center. His address is: 699 Walnut Street, Suite 300, Des Moines, IA 50309-3929; phone: 515/557-3917; e-mail: kevin.stittsworth@amerus.com.

Felicia Johnson, who operates Selkis Information Specialists, was featured on the cover of The Des Moines Register's Work & Money section Dec. 13 as a "superwoman" balancing home and job responsibilities. Former member Chris Irvine, a CMF&Z part-timer, also was cited.

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What's happening?

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

[end](#)

Posted 12.16.1999 by [Ryan Hanser](#) of [Hanser & Associates](#).

EDITORIAL NOTE: Ryan also plays saxophone in [Hot Lunch](#) – a new Des Moines funk band – and urges PRSA members to support local art and music.