

PRSAnotes

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

May 2000

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PD session will follow May meeting

Although Philip Morris is synonymous with cigarettes, everyone is touched in some way by the conglomerate," says Kevin Waetke, APR, chair of the Central Iowa Chapter program committee. "The Philip Morris family of companies is the largest and most profitable producer and marketer of consumer packaged goods in the world. With 1999 revenues of more than \$78 billion, the Philip Morris umbrella is home to some of the world's most successful companies, including Kraft Foods and Miller Brewing."

But, he adds, with last year's historic settlement of claims by state attorneys general against the U.S. tobacco industry, Philip Morris found the need to make strategic changes to its communications strategy and paved the way for a new era of engagement and cooperation on tobacco issues.

At May's monthly Central Iowa chapter meeting, a Philip Morris executive will share how the company now communicates and how changing its image has meant changing the company. The May meeting will be Thursday, May 18, at the Embassy Suites downtown. Lunch will start promptly at 11:30 with the program beginning shortly after noon.

In addition to the luncheon presentation, the Philip Morris representative will also drill down deeper into the issues the company faces through a professional development seminar, also at the Embassy Suites. The seminar will include a brief case study of the challenges Philip Morris has faced with ample opportunity to address individual members' questions.

"Please join us on May 18 for what should prove to be an enlightening presentation," Waetke urged.

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Interested in Accreditation?

If you're interested in studying for accreditation in public relations, watch for an announcement about an orientation session possibly on the day of the May chapter meeting.

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Institute 2000 set attendance record

Institute 2000, "Bridging the Gap," attracted 207 public relations professionals and students on April 20. This is record attendance for this event.

"We were glad that we could provide professional development to such a large group," says Kelly Sankey, APR, institute chairperson. "According to evaluations completed by participants, all of the hard work of the Institute and PRIME Awards committees paid off."

Speakers included Paul Leinberger, senior vice president and managing director, Roper Starch Worldwide; Nadine Sudnick, senior vice president of communications, GE Capital Rail Services; Lisa Best, president, Best Communications, and Debbie Smith, vice president-Midwest region, for PR Newswire.

Sankey extended thanks to the institute committee which included Emily Abbas; Kirsten Bobber, exhibit hall chairperson; Sarah Buckley, APR, speakers chairperson; Erin Downs, APR; Jackie Goettsch, APR; Jane Keairns; Mike Klosterman; Debbie LaKamp; Barb Pollastrini, publicity chairperson; Chad Rohlf; Carrie Sears; Jill Spiekerman-Carrothers, APR; Lucinda Stephenson, APR; Kevin Stittsworth, registration chairperson; Rick Swalwell, site management chairperson, and Angie Tunink.

"Thanks also to our sponsors: Dutcher & Associates, L.L.C. (overall sponsor); Hanser & Associates (sponsored Paul Leinberger); Ad Pros (sponsored Nadine Sudnick), and Wixted, Pope, Nora & Associates (break sponsor)," Sankey added.

Buckley said Sudnick's presentation will be available in printed form at the next chapter meeting. Or members may request a copy by sending Buckley an e-mail at sbuckley@guidemail.com.

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Members hit Des Moines news columns

Several Central Iowa chapter PRSA members "made the news" recently when they were featured prominently in Des Moines publications.

The March 27 issue of the Des Moines Business Record cited Janet Peterson, senior account executive for Strategic America, as among those "Under 40 and Getting Involved." Ben Hildebrandt, vice president of marketing/public affairs for the Iowa Bankers Association, was chosen as one "Under 40 and Enjoying Success." He was praised for his "professional accomplishments."

The Business Record noted that Peterson has entered a primary race for state representative and said she wants to address the need of long-term care for the elderly, boost education and draw high quality corporations to the state. Before joining the bankers association, Hildebrandt was with the AIB College for Business and the Greater Des Moines Chamber of Commerce. (Matt McCoy, vice president of industry relations for Ruan Transportation and husband of chapter member Jennifer McCoy, APR, manager of investor communications for Meredith Corporation, also was listed in the "Under 40 and Getting Involved" group. He is a member of the Iowa senate.)

Hildebrandt also received quarter-page-plus recognition in March 27 edition of the "Work and Money" section of The Des Moines Register. The article named Hildebrandt as the host of a radio program, "Small Business Matters," that has been aired on KBGG-AM since August. The program is sponsored by the Iowa Bankers Association, the U. S. Small Business Administration and the Iowa Small Business Development Centers.

The Register's "Home & Garden" section March 25 carried a story about Patti Walden Allen, APR, and her collection of Niloak art pottery made in her hometown of Benton, Ark. The Des Moines marketing consultant, who operates Marketing Works, was pictured with part of her collection.

Under "Career Moves" in The Register's "Business Section" April 21, Jane Keairns' recent relocation was highlighted. A communications and marketing specialist with Microware Systems Corporate Communications in West Des Moines, she formerly was public relations and marketing director for Jones Business Systems in Houston, Texas.

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Simpson PRSSA participated in shadow day program

Fourteen of the 24 members of the Simpson College chapter of Public Relations Student Society of America (PRSSA) jumped into the communication business Feb. 17 for a shadow day program. Simpson students had the opportunity to be paired with members of the Des Moines PRSA chapter for a day-long experience. Student members were matched with individuals in agency, non-profit and corporate public relations practices.

Participants in the shadow day also attended the PRSA meeting held at the University Park Holiday Inn in West Des Moines. The meeting was an opportunity for students to learn about the professional organization, as well as network with professionals for possible career and internship openings.

Simpson junior Evin Cooper participated by shadowing Ryan Hanser of Hanser & Associates, an agency in West Des Moines. "It was a very good experience," said Cooper. "It helped me realize how much I wanted to be in an agency and not a corporation." After reviewing and evaluating the shadow day, members seemed to have a positive overall experience. It is something Simpson's PRSSA would like to continue in the future.

The chapter's current projects are developing a promotional campaign for a SCRAFT (Simpson College Raising Awareness for Treatment) concert that will take place Labor Day weekend, selling May term t-shirts as a fundraising event, producing a chapter newsletter, and starting a fundraising event for the fall semester.

The Simpson College PRSSA chapter thanks all shadow day participants, including Jackie Cacciatore, The Blood Center; Carrie Sears, Des Moines Water Works; Ryan Hanser, Hanser and Associates; Amanda Carstens, Hanser and Associates; Leigh McGivern, Iowa Department of Natural Resources; Laine Mendenhall, Locust Street Securities; Heather Fink, Lutheran Social Services of Iowa; Jessica Ervin, Metro Waste Authority; Tina Jacobsen, Metro Waste Authority; Susan Miller, MidAmerican Energy; Kelly Sankey, Principal Financial Group, and Kristin Mackey, Amy Kearns and Janet Petersen all at Strategic America.

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Membership directories distributed in May

Please pick up your copy of the chapter membership directory from Todd Behrends, APR, membership chair, at the May 18 meeting. The directory lists current dues-paying members on March 31, 2000. Please notify Todd with changes to your member listing via telephone, mail, facsimile or e-mail at:

Todd Behrends, APR
Public Relations Specialist, NCMIC Group, Inc.
1452 29th Street, Suite 102, West Des Moines, IA 50266
515-222-2960 telephone; 515-222-2994 facsimile
tbehrends@ncmic.com e-mail address

A special "Thank You" to these people for donations of time, talent and materials in assembling and printing the membership directory:

- Jennie Kreber Public Relations Coordinator at the National Multiple Sclerosis Society and Membership Committee Member
- Dan Savage, Public Relations Coordinator, and Lucinda Stephenson, APR, Vice President of Corporate Relations, at Wellmark Blue Cross and Blue Shield
- Print Shop at Wellmark Blue Cross and Blue Shield

Finally, there are 220 members in our chapter -- an all-time high. Congratulations to all members for contributing to our growth by bringing guests to meetings and referring people to participate in our growing organization.

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Directory Updates . . .

The telephone number for John McCarroll, APR, is 515-633-0837.

New member listing:

Laura Ahrendt Vanden Bosch

Director of Public Relations

Des Moines University-Osteopathic Medical Center

3200 Grand Ave., Des Moines, IA 50312

E-mail: Laura.VandenBosch@dsmu.edu

Home: 515-633-8705; Work: 515-271-1661

FAX: 515-271-1545

Several members at Wells Fargo Home Mortgage, formerly Norwest Mortgage, have new e-mail addresses:

Dan Frahm dan.frahm@mortgage.wellsfargo.com

Mike Klosterman michael.klosterman@mortgage.wellsfargo.com

Jon Ferchen jon.ferchen@mortgage.wellsfargo.com

Traci McBee traci.mcbee@mortgage.wellsfargo.com

Katie Gehringer katie.gehringer@mortgage.wellsfargo.com

Dave Remund david.remund@mortgage.wellsfargo.com

Mark Baldwin mark.baldwin@mortgage.wellsfargo.com

If you need to update your membership listing, please contact Todd Behrends at the address in the directory story above.

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Strategic America announces promotions for PR staff

Two promotions involving public relations staff members have been announced by Strategic America.

Amy Kearns, a public relations graduate intern, has been promoted to public relations account coordinator. Melissa Sampson, an assistant account executive, has been promoted to public relations account executive. Amy is a member of the Central Iowa chapter PRSA. Strategic America, formerly Schreurs & Associates, is based in Des Moines. The firm employs approximately 80 communication professionals.

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Bobber moves to United Way

Kirsten Bobber, formerly community relations Coordinator for Hospice of Central Iowa, has accepted a position as public relations manager with United Way.

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Chapter announces individual, PRIME Awards

Local public relations professionals were recognized for individual achievements and public relations projects during the 3rd annual PRIME (Public Relations Institute Mark of Excellence) Awards Luncheon held in conjunction with the Central Iowa Chapter's annual PRSA Institute April 20.

Individual award winners were:

- Ryan Hanser--Hanser & Associates, outstanding new member
- Joseph E. Smith, APR--Iowa Methodist, Iowa Lutheran and Blank Children's Hospital, outstanding chapter member
- Chuck Seel, APR--Iowa Utilities Board, outstanding chapter member
- Kevin Waetke, APR--MidAmerican Energy, outstanding public relations professional Kurt and Brenda Warner--St. Louis Rams, outstanding Iowa advocates

"It's a privilege to recognize the talents and contributions our members and other fellow Iowans give back to our chapter, our profession and the state," said Ruth Mitchell, APR, president of the chapter. "We had a difficult time selecting the winners for these awards. Our chapter is filled with talented individuals."

Entries were judged on planning, creative execution and documentation of results. One PRIME (first place) or award of Merit was presented in each of 13 categories, if warranted.

This year, a first ever "Best of Show" award also was given. The Best of Show award, \$100 gift certificate to Buca di Beppo, was sponsored by the West Des Moines restaurant. This award went to Hanser & Associates and Metro Waste Authority for a crisis communications entry.

The 13 PRIME Awards are listed below by category and entrant, with the Central Iowa chapter members responsible named as applicable:

- Promotional Writing--Kragie/Newell (Jeff White, APR)/Vermeer Manufacturing; Bob Vermeer speech
- Community Relations--Strategic America (Ann Foster)/Clear Lake Chamber of Commerce; "Cool. Classic. Clear Lake"

- Media Relations--CMF&Z (Erin Downs, APR)/Iowa Department of Economic Development (Bob Henningsen); "The Smart State for Business"
- Other Publications--CMF&Z (Erin Downs, APR)/Iowa Human Resource Recruitment Consortium; "Make the Smart Career Move to Iowa"
- Integrated Campaign--CMF&Z (Erin Downs, APR)/Iowa Human Resource Recruitment Consortium (Bob Henningsen); SmartCareer Move Campaign
- Special Event--CMF&Z (Kim McAndrews)/Iowa Human Resource Recruitment Consortium (Bob Henningsen); SmartCareer Move Alumni Events
- Internal Communication--Strategic America (Janet Petersen)/GuideOne Insurance (Emily Abbas); "Going for Great!"
- Annual Reports--Iowa Credit Union League (Murray Williams)/The Members Group; "Going Above and Beyond"
- Newsletters--Principal Financial Group; "Comment: Your Guide to the Year 2000 at The Principal Financial Group"
- Crisis Communication--Hanser & Associates (Craig Maltby, APR)/Metro Waste Authority (Tina Jacobsen, APR); Recycling Fee Change: Preempting Potential Public Backlash
- Feature Writing--NCMIC Group, Inc. (Todd Behrends, APR) "Buy vs. Lease: Which One Makes Sense for You?"
- Audio Visual--NCMIC Group, Inc.: "Managed Care: A Guide for New Practitioners"
- Computer-based Project--CMF&Z/Web Site Dynamics/Iowa Department of Economic Development Integrated Marketing Agency (Bob Henningsen); "Iowacaucus.org"

Awards of Merit went to 12 entries:

- Newsletters--Wellmark Health Plan of Iowa, Inc.: WellBeing Magazine
- Feature Writing--Jordison Writing/GuideOne Insurance (Emily Abbas); Strategic Niche Marketing Success
- Community Relations--GuideOne Insurance (Sarah Buckley, APR); "Rating the States"
- Promotional Writing--NCMIC Group, Inc.: NCMIC Examiner, Special Edition
- Crisis Communication--Planned Parenthood of Greater Iowa (Heather Wiese Starr); Anthrax Threat
- Media Relations--Kragie/Newell (Todd VerSteeg)/Vermeer Manufacturing (Debra McClung); Vermeer Oklahoma City Volunteer Clean Up
- Integrated Campaigns--Kragie/Newell (Jeff White, APR)/Vermeer Manufacturing (Debra McClung); Vermeer Ten-Two-Four Campaign
- Annual Reports--CMF&Z/Dairy Management, Inc.
- Audio Visual--CMF&Z/Dairy Management, Inc. Producer Video
- Other Publications--CMF&Z (Brenda Wiarda, APR)/Iowa Corn; Iowa Corn Image Pieces
- Special Event--CMF&Z (Bill Brewer, APR)/National Pork Producers Council; World Pork Expo 1999; Fun That Sticks to Your Ribs

- Computer-based Project--CMF&Z (Erin Downs, APR)/Web Site Dynamics/Iowa Human Resource Recruitment Consortium (Bob Henningsen); Smartcareermove.com

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Drake senior wins Central Iowa chapter scholarship

Christine Durand, a senior at Drake University from Plymouth, Minn., is this year's winner of the \$1,000 Ferne G. Bonomi and Henry Milam scholarship presented by the Central Iowa Chapter PRSA. The winner was announced during the luncheon program at the chapter institute April 20.

Three finalists in the scholarship competition also were recognized with certificates. One of these is Beverly Corron, a senior at Simpson College from Des Moines who already is a Central Iowa chapter member and who works in the public relations department at the International Association for Food Production.

The other two are Rebecca Hiler, a senior at Iowa State University from Rockwell City, and Kristin Kolsrud, an Iowa State University junior from Redwood Falls, Minn.

Jeff Huggins, APR, who chaired the scholarship committee, praised all four for their achievements.

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Greenlee librarian reports internet PR resource site

Sue Lerdal, librarian for the Greenlee School of Journalism and Communication at Iowa State University, reports an Internet resource that may be useful to public relations practitioners.

She said About.com (<http://publicrelations.about.com/jobs/publicrelations/>) has recently launched a new Public Relations Industry site. Jeff Domansky, the site guide, created and maintains this full-service portal for those interested in, and working in, PR. Articles featured in In the Spotlight provide news, information, and how-tos on effective PR strategies, and Netlinks contains an annotated index of articles, case studies, Internet tools, online newsletters, and research resources. As with all About.com sites, Public Relations Industry also includes chat, forums, and calendar events.

Lerdal took the descriptive information from The Scout Report for Business & Economics, Copyright Internet Scout Project 1994-2000 (<http://scout.cs.wisc.edu/>). Lerdal is located at 114 Hamilton Hall, Iowa State University, Ames, IA 50011; 515-294-4353, FAX 515-294-5108. Her e-mail address is slerdal@iastate.edu.

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Job opportunities . . .

Employee Communications Associate

The Corporate Relations department of the Principal Financial Group is seeking a creative, self-motivated professional to add to their team. As an Employee Communication Associate, you will serve as editor of Comment magazine, as well as consult with other business units on their employee communications needs. Successful candidates will possess a bachelor's degree in journalism or related field.

Additional qualifications include:

- 4-6 years of writing/editing experience
- Knowledge of employee communication desired
- Ability to assist in determining methods to best meet client needs
- Skilled in interviewing, writing, editing, design and photography
- Ability to work under tight deadlines while performing multiple tasks
- Experience in magazine publishing or employee communications preferred
- APR preferred

Send resume to the Principal Financial Group, HR Employment ADR0662, 711 High St., Des Moines, IA 50392-0550.

Web Designer

Oversee corporate web site and implement web marketing strategies. Responsible for creating lead generation, online catalog and sales support strategies as they relate to the Internet.

Science or similar, with 2 years of experience in all aspects of web page and web site design, web authoring tools and languages (dynamic HTML, JavaScript, Dreamweaver, Photoshop, Illustrator/Freehand, Flash). Must be familiar web with graphic optimization techniques and possess an understanding of cross-browser compatibility. Must have several well-executed web sites to your credit. An ability to create, communicate and understand conceptual ideas is a necessity.

Send resume by fax or e-mail. Include salary requirements. Contact Will Hipwell, Director of Marketing at GeoLearning.com (FAX 515-222-5920 or e-mail willh@geolearning.com)

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**Annual Meeting
Thursday, June 15**

University Park Holiday Inn West Des Moines
Watch for a list of candidates from the nominating committee
and be prepared to cast your vote.

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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 05.08.2000 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.