

PRSA *notes*

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

..... July 2001

Chapter elects; alters by-laws

Officers for 2001-2002 were elected and two by-law changes adopted at Central Iowa Chapter's annual business meeting June 21.

New officers are listed below with board newcomers shown in boldface type:

President – Sarah Buckley, APR

President Elect – Chuck Seel, APR

Immediate Past President – Kelly Sankey, APR

Treasurer – Mike Palmer, APR

Treasurer Elect – Ryan Hanser

Program Director – Jane Keairns

Secretary – Kristine Diers

Director-at-Large #1 – Todd Behrends, APR

Director-at-Large #2 – Daryl Lewis

Director-at-Large #3 (Membership) – Emily Abbas

Accreditation Director, John McCarroll, APR

Delegate #1 – Susan Houser, APR

Delegate #2 – Kevin Waetke, APR

Delegate #3 – Rob Schweers, APR

Two by-law changes – to designate an ethics officer and a public relations officer -- had been passed by the board and were ratified by the membership at the business meeting.

Naming an ethics officer is in response to PRSA National's mandate. The Central Iowa Chapter board determined the next chapter delegate elected (for the 2001-2002 year) will serve as the chapter ethics officer, in addition to his or her duties as a delegate, for a three-year term. The ethics officer duties would then be transferred to the delegate elected for the 2004-2005 year and remain with that individual for the three-year term, and so on.

As for the public relations officer, the board proposed that annually the president of the chapter will appoint a board member to serve as the public relations officer and as the supervisor of a public relations intern for the year. The appointment requires board approval. An accredited board member is preferred for the PR officer position.

◆ Chuck Seel: president elect

President cites PR plan, intern, survey

Kelly Sankey, APR, president of the Central Iowa Chapter of PRSA during 2000-2001, took the occasion of the annual meeting June 21 to report on actions taken by the board of directors and committees during the year. She complimented the board and committee members on their diligence and thanked them for an "outstanding job."

"It has been a privilege and a pleasure for me to serve as chapter president this past year. I've enjoyed the opportunity to get to know many of you and to make our Chapter better," she said.

Sankey distributed a review of the year's accomplishments at the luncheon meeting. Her report is summarized as follows:

- The chapter presented seven monthly luncheon programs that drew up to 120 members and guests. The mix of national, regional and local speakers, along with arrangements alternating between down-

town Des Moines and West Des Moines, earned very good ratings from members.

- A chapter survey was distributed to gain input from members for future years. Results will be tabulated this summer and reported in the fall. A survey had last been completed in 1998.
- The Public Relations Committee completed a public relations plan for the chapter that includes goals for members, potential members and students. An intern program was planned for implementation in 2001-2002. A New Member/Veteran Member Partnerships Program was announced and members sought. To raise awareness of the value of the Chapter, the PR Committee gathered member profiles to submit to the *Des Moines Register's* "Did You Know?"

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◆ Highlights

◆ 4 new APRs! (See back page)

Report covers chapter's highlights

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and the *Business Record's* "60 Seconds."

◆ Year's recap

- At the recommendation of the Technology Committee, the board approved development of an online membership directory that will be kept current throughout the year. When implemented this summer, it will be available on the web site (prsaciowa.org), which also provides chapter news and membership information.
- Two professional development programs were offered, including Developing the Mind of a Public Relations Strategist with Chuck Seel, APR; Ron Hanser, APR; Bill Brewer, APR, and Lore McManus Solo, APR, and Writing for the Web with Shel Holtz.
- An APR taskforce recommended, and the Board adopted, a new structure to manage the APR study course and examinations for accreditation. Sankey said: "We extend a very special thanks to retiring chapter APR Director Ferne Bonomi, APR, Fellow, for laying the foundation for the Central Iowa Chapter accreditation success. Ferne's dedication and hard work resulted in a coaching manual that became the basis for the national PRSA study course. We also thank Henry Milam, APR, who is retiring this year, for team-coaching with Ferne for 15 years."
- Nearly 200 members and guests attended the 2001 Institute. A record number of vendors turned out for the trade show. Nearly all respondents to the Institute survey rated the event as good or excellent.

◆ Money matters

- The 4th Annual PRIME Awards competition recognized outstanding achievement in public relations. A total of 100 entries was received, with awards given in 13 categories. Chapter awards also were given, including Sarah Buckley, APR, and Wayne Davis, APR, as Outstanding Chapter Members; Emily Abbas as Outstanding New Member; and Mary O'Keefe, APR, as Outstanding Public Relations Professional. Henry Milam, APR, was recognized for his outstanding contributions to the Central Iowa Chapter and the public relations profession.
- The chapter sent three delegates to the PRSA National Conference in October. The assembly approved a new PRSA Member Code of Ethics, including a re-

quirement for chapters to elect an ethics officer.

- The Job Network gathered 28 resumes from members and non-members. Employers requested resumes 23 times. This is a free service for members.
- The Young Professional Special Interest Group met several times throughout the year. The group heard from speakers and took the opportunity to network.
- Ten issues of the Chapter Newsletter kept members informed of board, committee and other news.
- Membership remained above the 200 level.
- The chapter provided support for three PRSSA student chapters—Drake, Iowa State and Simpson—through liaison roles. The chapter also provided financial support for six students to attend National Conference.
- A \$1,000 scholarship was presented to a student studying public relations.
- A chapter directory was published.

Sankey pointed out that the chapter's activities are financed by dues paid by members, as well as by income from programs and services.

"Thanks to several years of careful planning and oversight, outstanding programs, membership growth and in-kind donations from member organizations, your chapter has accumulated a financial reserve," she said. "This reserve allows the chapter to offer new and enhanced services without raising dues, and will protect the chapter in the event of unforeseen losses or emergency situations that might arise."

Treasurer cites surplus

A more in-depth look at the chapter's finances was in a report provided by Allan Urlis, treasurer, who said the chapter ended the budget year with a \$3,000-plus surplus.

Much of the gain could be credited to the Institute, which netted \$2,000 more than had been projected.

The board allocated \$350 each for PRSSA chapters at Drake, Iowa State and Simpson to attend the national conference but the actual total for the three chapters came to \$1,159.95.

Three delegates from the chapter attended
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Hanser firm takes Bronze Anvil

The Public Relations Society of America announced June 15 that the West Des Moines-based Hanser & Associates has received a Bronze Anvil award, recognizing national excellence in public relations tactics. The award was presented for an employee communications program the firm created with its client, Bankers Trust Company, of Des Moines.

The program also won Best of Show and First Place in the Electronic Communication division from the Iowa Bankers Association recently.

Hanser & Associates collaborated with Bankers Trust to create the employee communication strategy, presentation and training materials to reeducate employees on the bank's customer service "Basics." A video training program with humorous excerpts from classic television shows and an interactive "Jeopardy" game show involved employees to demonstrate the "Basics."

The firm also was cited with an APEX Award of Excellence in the area of "Columns and Editorials" for its work with *Midwest Mortgage Maker* magazine. APEX awards are presented by Communications Concepts, Inc. The column by Ronald Hanser was recognized among 5,100 entries.

Minnesota PRSA shares 2001 skills seminar

Minnesota Chapter of the Public Relations Society of America will host its 2001 Skills Seminar on Wednesday, Sept. 5, at the Radisson South in Bloomington, Minn., and has invited other chapters' members to attend.

Last year's event included a choice of attending four out of 12 sessions, a keynote luncheon and an evening cocktail reception and social hour. This year's Skills Seminar is expected to have a similar format but will also offer several sessions targeted to public relations professionals practicing in the non-profit sector.

For details and registration information, those interested may visit the Minnesota Chapter's Web site at www.mnprsa.com.

News? Send your e-mail to:
wdavis@iastate.edu

Essman/Research earns top rating

Essman/Research of Des Moines has been selected as one of the "top-rated" (tied for No. 1) focus facilities worldwide by moderators and researchers who participated in a survey conducted by the Impulse Research Corporation for the 2001 edition of the *Impulse Survey of Focus Facilities*.

The rating was based on results of an independent mail survey conducted in December 2000 and January 2001 among some 45,000 moderators and researchers in the United States, Canada, the United Kingdom, Europe and Australia. More than 900 facilities were rated.

Essman/Research is a division of Essman/Companies, which includes Essman/Associates, Inc. Denise I. Essman, a member of Central Iowa Chapter PRSA, is president and CEO of Essman/Companies.

Two Rivers wins CIMA accolades

Two Rivers Marketing Group, in business for just over a year, received three awards at the recent Construction Industry Manufacturers Association (CIMA) marketing seminar in Las Vegas. CIMA partnered with the Publications in Construction Association (PICA) to recognize member manufacturers and their agencies for outstanding advertising and public relations efforts.

Two Rivers associate Jeff White, APR, was named construction-manufacturing industry "PR Professional of the Year." Industrial trade magazine editors unanimously nominated White for this inaugural award.

The Des Moines agency also received recognition for Ingersoll-Rand and Vermeer Manufacturing press kits, both designed for product introductions at annual industry trade shows.

Drake student wins scholarship

Vince Kalt, who served as president of the Drake PRSSA chapter last year, won the Central Iowa Chapter's \$1,000 scholarship for 2001. Kalt, who will be a senior next fall, was one of nine applicants for the award, four of whom were interviewed. Serving with Ruth Mitchell, APR, on the scholarship committee were Tom Blackett, APR, Dan Savage, Susan Miller, and Patti Walden Allen, APR.

◆ Bronze Anvil

◆ Top rating

◆ 3 accolades

◆ Skills, anyone?

◆ Scholarship

Four achieve accredited status in PR

Central Iowa Chapter PRSA has four new APRs!

Earning accredited status by passing a day-long written examination and an oral examination in April are:

Jennifer C. Glover Konfrst

Aaron A. Putze

Joanna Schroeder

Allan G. Urlis

Chuck Seel, chapter accreditation chair, extended congratulations to the successful applicants, noting that "their accomplishment represents a lot of hard work."

Konfrst is manager of public relations for Iowa Public Television. Putze is director,

public relations, for the Iowa Farm Bureau Federation. Schroeder was an instructor in the Greenlee School of Journalism and Communication at Iowa State University last year and will receive her master's degree from ISU Aug. 11. Urlis is strategic communication specialist with Wixted, Pope, Nora and Thompson.

◆ New APRs

◆ Committees

◆ Member news

Buckley announces new committee heads

Sarah Buckley, APR, president of Central Iowa Chapter PRSA, has what she describes as "a great slate" of committee chairs lined up for the 2001-2002 operating year. The list includes:

Accreditation – John McCarroll, APR

Awards – Scott Valbert and Courtney Chabot Dreyer

Institute – Chuck Seel, APR

Job Network – Desiree Fletcher-Hayes

Membership – Emily Abbas

Newsletter – Wayne P. Davis, APR

Nominating – Chuck Seel, APR

Professional Development – Dave Remund and Amanda Carstens Steward

Programs – Jane Keairns

Scholarship – Kelly Sankey, APR

Technology – Jessica Ervin

Young Professionals Group – Ivy Sprague and Amy Kearns

Drake Student Chapter Liaison – Tom Blackett, APR

ISU Student Chapter Liaison – Jill Spiekerman-Carrothers, APR

Simpson Student Chapter Liaison – (Open)

During the summer, new chairs will be meeting with last year's chairs to handle transition duties, Buckley said.

"If you have an interest in serving on any of the committees, please contact the chair(s) directly," she added.

Member news . . .

CMF&Z promotes Landis

CMF&Z Marketing Communications has announced that Emily Landis has been promoted to public relations assistant account manager. Landis first joined CMF&Z in 1999. A native of Bettendorf, she earned a bachelor's degree in communication/public relations from the University of Northern Iowa in Cedar Falls.

Konfrst takes IPTV post

Jennifer Glover Konfrst, APR, has become manager of public relations for Iowa Public Television, with headquarters in Johnston. "I am looking forward to the chance to work on strategic public relations planning with IPTV, an organization with a mission I am excited about," she said. Konfrst had been with CMF&Z.

Firm promotes two

Two account executives at Hanser & Associates who joined the firm in 1999 have been promoted to account manager. Ryan Hanser provides strategic counsel and project management for clients and executes projects including media relations, PR strategy and creative, direct mail, internet consulting and trade show support. Amanda Carstens Steward serves various international, national and local clients. Her responsibilities include strategy and implementation of projects for clients, including media relations, special events, community relations and project management.

Treasurer . . .

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national assembly, and they were reimbursed \$2,115.85 for travel and lodging expenses.

Annual dues totaled \$6,022.50. Monthly luncheon meeting expenses and income were estimated at \$12,617 and \$14,565, respectively, but actual figures were \$11,446 and \$12,090 — a net income gain of \$643.