

PRSA*notes*

An electronic newsletter by and for the 200+ members of the Central Iowa Chapter
July, 2003

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Palmer gives annual report to members

Mike Palmer, APR, retiring president of Central Iowa Chapter PRSA, presented a comprehensive summation of the chapter's accomplishments during the past year at the final business meeting and social hour June 19.

His report follows:

Dear Central Iowa Chapter Member:

As 2002-03 chapter president, it is my pleasure to report on actions taken by your volunteer Board of Directors and Committees during the program year.

The Central Iowa Chapter continues to thrive thanks to volunteer leaders who willingly and generously invest their time and talents to develop and execute our chapter's many offerings for members. Please note the list of individuals who took on the challenge of serving in a Board or Committee Chair role. On behalf of the chapter, thanks to each of these individuals for their significant contributions this past year.

Thank you for your continued commitment to the Central Iowa Chapter PRSA. If you haven't already, I encourage you to consider how you can impact our chapter next year through your volunteer leadership.

I've enjoyed the opportunity to serve the chapter this past year. Thanks, again, to everyone who got involved and made 2002-03 such a terrific program year. Your contributions to the Society, our chapter and the public relations profession are truly appreciated.

*Respectfully submitted,
Mike Palmer, APR-President*

Palmer listed the 2002-03 board members and committee chairs as follows:

2002-03 Board of Directors

President - Mike Palmer, APR, Allied Insurance
President-Elect - Rob Schweers, APR, Iowa Heart Center
Past President - Sarah Buckley, APR, GuideOne Insurance
Treasurer - Ryan Hanser, Hanser & Associates
Treasurer-Elect - Tim Hackbart, Iowa Methodist/Iowa Lutheran
Program - Aaron Putze, APR, Iowa Farm Bureau Federation
Secretary - Amy Kearns, Iowa Democratic Party
Director #1 - Daryl Lewis, State Public Policy Group
Director #2 - Emily Abbas, APR, GuideOne Insurance
Director #3/Membership Jill Spiekerman-Carrothers, APR, Maytag Appliances
Accreditation - John McCarroll, APR, Iowa State University
Delegate #1 - Kevin Waetke, APR, Maytag Corporation
Delegate #2/Ethics - Kelly Sankey, APR, Principal Financial Group
Delegate #3 - Erin Downs, APR, Drake University
Public Relations - Murray Williams, Iowa Credit Union League

2002-03 Committee Chairs

Awards - Cami Brazelton, Des Moines Symphony
Krissi Diers, Civic Center
Job Network - Desiree Fletcher-Hayes, APR, Pioneer Hi-Bred Intl.
Newsletter - Wayne Davis, APR, Iowa State University (retired)
Professional Development - Bev Corron, Intl. Association for Food Protection
Lori Schulte, Iowa Telecommunications Assoc.
Technology - Jane Keairns, APR, Principal Financial Group
Drake Liaison - Allan Urlis, APR, Iowa Methodist/Iowa Lutheran
Emily Abbas, APR, GuideOne Insurance
Iowa State Liaison - Jill Spiekerman-Carrothers, APR, Maytag
Murray Williams, Iowa Credit Union League
Simpson Liaison - Leigh McGivern, APR, The Integer Group
Amanda Carstens Steward, Trans. Mgmt. Assoc.
Student Liaison Elizabeth Grote, Drake University

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Palmer continued with a list of chapter accomplishments during the 2002-03 chapter year:

Today, the Central Iowa Chapter has 210 members, including 52 accredited members.

Board activities: Your chapter leaders held a planning meeting in August to develop strategies for the year, and then met once each month to conduct chapter business. Highlights of these meetings were shared with members via articles in the chapter newsletter as well as announcements at the monthly luncheons.

Please note that chapter members are always welcome to attend Board meetings to keep abreast of business or bring topics for discussion.

Finances: The chapter finances were an important focus for this program year. For the past few years, we have experienced financial challenges.

Last year, the Board identified trends toward decreasing revenue from membership dues and monthly luncheons while luncheon costs continue to steadily increase. These trends continued in 2002-03. Remaining committed to a zero-balance budget, the Board took the opportunity to try some new approaches this year including holding luncheon meetings at corporate offices. This proved a successful tactic as it provided a quality meeting site with greatly reduced costs. The Board has recommended that next year's programming committee expand the number of meetings hosted at corporate locations.

Another tactic employed this year was increasing electronic communication. Meeting notices, the monthly newsletter, PRSA Institute registration and PRIME Awards information were distributed by e-mail. We complemented the e-mail notices with less expensive postcard mailings.

A complete financial summary was shared at the annual business meeting in June and will be available online.

Member survey: A member survey was conducted during December 2002. Some 74 members (40 percent) completed the online survey. Survey respondents provided insight into their chapter involvement, monthly luncheon meetings, and developmental needs.

The Board acted on the survey results by voting to add a Program Chair-Elect position (see below). The program committee will also utilize the results from the survey for program planning. Nearly 84 percent of respondents indicated an interest in attending a chapter social function. To this end, a social event was held in April to provide members a chance to informally network.

Program Chair-Elect: The Board voted to change the chapter by-laws in order to add the Board position of Program Chair-Elect and delete one Director position from the Board. These changes were recommended by the Board following analysis of the membership survey conducted in 2003. Members indicated that programming was an important benefit of their chapter membership. To ensure strong programming as well as continuity from one year to the next, the Board voted to add the Program Chair-Elect position. In addition, the Board voted to delete one Director position to maintain a reasonable size Board that remains reflective of our overall membership.

Monthly meetings: The chapter hosted seven luncheon programs and the annual meeting during the year focused on a wide range of topics featuring local, regional and national speakers. The Program Committee also explored new venues for monthly luncheons, including hosting meetings at corporate sites. The Iowa Farm Bureau Federation generously hosted the chapter for two luncheons.

Book drive: The chapter's first "PRSA Promotes Reading" book drive achieved its goal: to foster child and family reading in the local community by collecting and donating more than 3,000 children's books to Orchard Place and the Child Development Center. The book drive ran from January through March 2003. Books and monetary gifts were donated by members at monthly chapter luncheons.

In addition, MidAmerican Energy coordinated the donation and delivery of more than 3,000 books. Additional books were donated to the chapter by Barnes & Noble.

PRSA Institute: The annual Public Relations Institute had 140 participants attend the day-long professional development seminar focused on "Winning a Seat at the Strategy Table" featuring local, regional and national speakers. The event was generously sponsored by Principal Financial Group.

PRIME Awards: The PRIME Awards Committee judged more than 90 entries for the Richmond, VA, Chapter, and had more than 70 entries in the local competition. Chapter awards were given to Joanna Schroeder, APR, for "Outstanding New Member," Jane Keairns, APR, for "Outstanding Chapter Member," and Michael Gartner for "Outstanding Iowa Advocate."

PRSAnotes: The monthly chapter newsletter evolved from a printed piece, distributed to members by mail, to an electronic medium, with members notified by e-mail containing links to the chapter website where the newsletter is posted. The new format allowed for more content, last-minute additions and reduced mailing and printing costs.

www.prsaciowa.org: The chapter's website became the primary vehicle for communication to members, along with e-mail. The site now features online registration for luncheons and Institute, along with an electronic version of the monthly newsletter. A new look for the site was also designed during the year and will be released soon.

Professional Development: The Professional Development Committee hosted one "webinar" attended by nearly 20 members focused on effective writing.

National Assembly: Three delegates, including the ethics officer, attended the San Francisco session in October, representing the chapter's interests, and presented a summary of the highlights at the November luncheon.

Ferne Bonomi/Henry Milam Scholarship: The chapter received 11 applications for the annual \$1,000 scholarship presented to a public relations major from a central Iowa

college or university. The five-person scholarship committee interviewed three finalists. The recipient-Katie Boes, a senior at ISU, was announced at Institute in April.

Bylaws: The chapter's bylaws were reviewed, updated and presented for membership's approval.

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Schweers announces new board members, committee chairs

Rob Schweers, APR, 2003-04 president of Central Iowa Chapter PRSA, has announced the election and appointment of the following officers, board members and committee chairs for the coming year. The list follows:

President- Rob Schweers, APR
President-Elect - Emily Abbas, APR
Past President/Scholarship - Mike Palmer, APR
Treasurer - Tim Hackbart
Treasurer-Elect - Darin Leach
Program Chair - Sarah Rasmussen
Program Chair-Elect - Paul Kluding
Secretary - Antoinette Bernich
Director #1 Jill Spiekerman-Carrothers, APR
Director #2/Membership Kim Sporrer
Accreditation John McCarroll, APR
Delegate #1/Ethics Kelly Sankey, APR
Delegate #2 Erin Downs, APR
Delegate #3 Lucinda Stephenson, APR
Public Relations Aaron Putze, APR
Awards - Ryan Dick, Amy Kearns
Job Network - Desiree Fletcher-Hayes, APR
Newsletter - Wayne P. Davis, APR
Professional Development - Lori Schulte, Bev Corron
Technology - Joanna Schroeder, APR
Drake University Liaisons - Allan Urlis, APR; Kevin Waetke, APR
Iowa State University Liaisons - Jill Spiekerman-Carrothers, APR; Murray Williams
Simpson College Liaisons - Amanda Carstens Steward, Alvera Kromer
Student Liaison - TBD (ex-officio member)

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Maytag earns Silver, Bronze Anvils in national competition

Maytag Corporation, represented by Central Iowa Chapter's Jill Spiekerman-Carrothers, APR, won a Silver Anvil Award of Excellence at the 2003 Anvil Awards in the category of Special Events or Observances for the campaign, "Putting The Wash In Washington: DOE Honors Bern, Kansas."

Five years ago, the Maytag Neptune high-efficiency washing machine set a new benchmark for clothes washers in North America. In 1997, a field study was conducted by Maytag and the U.S. Department of Energy's Energy Star program in Bern, Kan., a water-starved farming community. The landmark Bern Washer Study demonstrated that the Neptune's revolutionary design uses up to 40 percent less water and 60 percent less energy than a conventional top-loading washer.

Maytag asked Carmichael Lynch Spong, the brand's agency of record, to develop and execute a public relations campaign to celebrate Neptune's fifth anniversary, promote its trailblazing conservation features and reinforce Maytag's leadership in the high-efficiency washer category.

The Public Relations Society of America (PRSA) Silver Anvil Awards ceremony, held June 5 in New York City, is the public relations industry's most coveted competition. A total of 41 Silver Anvil Awards of Excellence were given during the ceremony. The winning programs met the highest standards of the four components of strategic public relations programming research, planning, execution and evaluation.

Maytag also was honored with a Bronze Anvil this year in the category of Press Kits for Special Events, for the Maytag Repairman's 35th Anniversary campaign. Maytag again worked with Carmichael Lynch Spong to help celebrate this landmark anniversary, achieving 516 media placements totaling 53.5 million gross impressions.

The Bronze Anvil award honors the very best use of creative tactics in a public relations campaign. A total of 37 Bronze Anvil Awards and 68 Bronze Anvil Awards of Commendation were given at the ceremony. (Last month's PRSAnotes announced the Bronze Anvil award for GuideOne.)

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Member news . . .

Bonomi, Davis do PRSA business in New York

Ferne G. Bonomi, APR, Fellow PRSA, was in New York City June 20-21 for work with the Universal Accreditation Board, of which she is a member. In addition to dealing with problems connected with the launching of the New Examination for Accreditation in Public Relations, the board members participated in a Leadership Rally that was held concurrently with the UAB meeting.

Wayne P. Davis, APR, (Ferne's husband) accompanied her to New York and sat in on some of the Leadership Rally sessions as a proxy for Rob Schweers, APR, new president of Central Iowa Chapter.

O'Keefe serves on National PRSA audit committee

Mary O'Keefe, APR, is a member of the audit committee of the National PRSA board's finance committee.

Register profiles Emily Abbas, APR

The Monday, June 23, Business and Career section in The Des Moines Register featured Emily Abbas, APR, corporate communications manager for GuideOne Insurance, in its "Do You Know" section. Her "notable achievements" list included receiving a Bronze Anvil Award for GuideOne's "Going for Great" magazine; earning accreditation in public relations, and election as president-elect of the Central Iowa Public Relations Society of America chapter.

Erin Downs joins Wells Fargo Home Mortgage

Erin Downs, APR, has joined Wells Fargo Home Mortgage as a communications consultant in the communications department. Her work telephone number is 515/213-4183 and e-mail address is erin.downs@wellsfargo.com. Downs formerly was director of public relations at Drake University.

Daryl Lewis takes State Public Policy Group position

Daryl Lewis has become senior program manager for the State Public Policy Group. Formerly, she was coordinator of community relations at Prairie Meadows.

Annette Hacker feature includes PR tips

Inside Iowa State, a publication for faculty and staff at Iowa State University in Ames, carried a full-page feature on Annette Hacker, manager of ISU's news service, in its July 3 edition. And the writer-besides reviewing Hacker's career path before joining Iowa State in January-allowed her to make some key public relations points in the bargain. John McCarroll, APR, University Relations director, was quoted as saying "Annette was selected from a large pool of candidates because of her range of professional experiences, her knowledge of the news media and demonstrated ability to handle lots of issues and projects simultaneously." The article said coaching faculty and staff about effective ways to share their messages is a high priority for Hacker. And on that subject she made these recommendations:

- Express, not impress, in an interview.
- Breathe and relax.
- Boil down your information into simple terms.
- Call us for help before the crisis.
- Do the right thing.
- Move quickly.

As to "doing the right thing," Hacker said: "You can't communicate your way out of what you behaved your way into."

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From National . . .

Flyer lists good reasons for membership in PRSA

Jill Spiekerman-Carrothers, APR, retiring membership chair for the Central Iowa Chapter, calls attention to a flyer produced by National PRSA listing 10 reasons for PRSA membership. She believes it would be good for members to share with prospects. In PDF format, the flyer can be accessed at

http://www.prsaciowa.org/newsletter/2003/member_benefits_value_v2.pdf.

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Jobs . . .

Drake University - Director, Marketing and Communications

Responsible for all aspects of advertising, publications and electronic media, public relations, community relations, media relations, marketing and market research for the University; supervises and gives direction to the Marketing and Communications staff, outside advertising and public relations firms. Requires a BS or BA degree, advanced degree in marketing, advertising or journalism preferred; a minimum of five years managerial and supervisory experience; strong strategic thinking, leadership, budget management and planning skills are required. Successful candidate will have a proven track record of effectively working in a collaborative environment. Experience in higher education preferred, but not required. Send letter of application and resume to Venessa Macro, Director, Human Resources, Drake University, 2507 University, Des Moines, IA 50311. Review of applications began July 1, 2003. See job description at www.drake.edu/hr/employment.html. EEO.

Publication Coordinator, Community Engagement

Hospice of Central Iowa
401 Railroad Place, West Des Moines, IA 50265, 515/274-3400
Ph., 515/271-1302 Fax
Contact: Human Resources

Duties include: Design and produce of a variety of HCI materials including newsletter, brochures, annual report, patient care forms, etc. Work with printers to produce materials. Work with a variety of HCI departments to develop and produce materials. Some writing and editing in all formats. Ed/Experience: Associate degree in graphic design, desktop publishing or related field. Minimum of 2 years experience in field with healthcare experience preferred. Understanding of print shop issues such as file formats, PMS colors, etc. To apply: Send letter of inquiry and resume to Human Resources at the above address.

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