

# PRSA*notes*

*A newsletter by and for the members of Central Iowa Chapter, Public Relations Society of America*

(Deadline for the April 2004 PRSA*notes* is Friday, March 26. Send your news to [wdavis@iastate.edu](mailto:wdavis@iastate.edu).)

## **March 2004**

### **Arts Festival executive director will provide March program**

Mo Dana, executive director of the Des Moines Arts Festival, will provide the program for Central Iowa Chapter's March 18 luncheon meeting at the Hotel Fort Des Moines. Meeting time is 11:30 a.m. to 1 p.m., according to Sarah Rasmussen, program chair.

Since its beginning in 1998, the Arts Festival has attracted more than 800,000 people to the downtown river front. In 1998, the festival was ranked as 117th out of the 400 best arts festivals and craft fairs in the country. Dana will discuss how she and her small staff have used public and media relations to turn what started as a small "art in the park" event into the fifth best arts festival in the nation, as ranked by the 2003 ArtFair SourceBook.

Fee is \$18 for PRSA members, \$23 for non-members and \$13 for students. RSVPs are due to Darin Leach by Monday, March 15, (515/327-3445 or [darinleach@outofthebox.com](mailto:darinleach@outofthebox.com)), or via website at [www.prsaciowa.org](http://www.prsaciowa.org). Those registering on the website will need to specify a meal choice: No. 1 for regular, No. 2 for vegetarian.

### **Don't miss Institute 2004 – reserve April 1 on your calendar today!**

Thursday, March 18, is the early bird registration deadline for this year's Central Iowa Chapter PRSA Institute event, sponsored by The Principal Financial Group. "Mark your calendar today to attend on April 1 at the Hy-Vee Conference Center in West Des Moines," says Emily Abbas, APR, Institute chair.

"This half-day professional development event will feature prominent speakers from across the country who will present on a variety of public relations-related topics," Abbas said. "This is a great opportunity to network with other professionals in the area so be sure to send in your registration form today, since the cost increases after March 18."

Institute registration forms have been mailed to all chapter members and also can be found on the chapter Web site at [www.prsaciowa.org](http://www.prsaciowa.org).

### **President calls for chapter award nominations**

Now is the time to nominate colleagues for Central Iowa PRSA's individual awards, Rob Schweers, APR, president, reminds chapter members. Awards will be

presented at the PRIME Awards in April, in the categories listed below. "Please take a few moments to recognize chapter members for their service to the community," Schweers said.

**Outstanding Chapter Member** – Presented to the member who has contributed with distinction to the chapter.

**Outstanding Public Relations Professional** – Presented to the member whose public relations or community service activities have had a significant impact on the local, regional or national community.

**Outstanding Iowa Advocate** – Presented to non-member individual, group or organization that has contributed to the enhancement of the state's regional, national or international reputation.

**Outstanding New Member** – Presented to the member with three or fewer years in the chapter who has contributed with distinction to chapter activities.

Return via fax, e-mail or USPS to: Ryan Johnson, Two Rivers Marketing Group, 502 E. Locust Street, Des Moines, IA 50309-1912. Phone: 515/557-2062; Fax: 515/557-2001; E-mail: [ryanj@2rmg.com](mailto:ryanj@2rmg.com).

Be sure to provide all of the following information: your name and phone number and your company/organization, plus the nominee's name, phone number and company/organization. Please indicate for which award this person/group is nominated. Submit a separate form for each nominee.

## **What is the blueprint for community growth in central Iowa?**

Kent Sovern, Senior Vice President of Government and International Relations for the Greater Des Moines Partnership, presented to the Central Iowa PRSA Chapter in February, focusing on the efforts of Project Destiny.

What is Project Destiny? According to Kent, "It is a blueprint for the future of our economic and community development efforts. It's the culmination of months of discussion among business and community leaders. The final Project Destiny report will give the business community a roadmap for going forward with economic and workforce development efforts in the years to come."

The group's efforts focus on five priorities for specific growth and prosperity for the Central Iowa region, including Human Capital, Infrastructure, Quality of Life, Public Finance and Workforce Education.

A team of community leaders and Des Moines partnership members work within each of the five focus areas to develop key strategies for success in each priority. Kent discussed in details the plans that include the following:

### **I. Improving Quality of Life**

Strategy A. Support and expand the Principal Riverwalk and the Des Moines Riverfront Master Plan

Strategy B. Create a regional arts, cultural, science and recreation improvement district

### **II. Transform the Human Services Delivery System**

Strategy C. Create and empower the Greater Des Moines Human Capital Council

Strategy D. Create and nurture Circles of Support

Strategy E. Invest resources in early childhood development programs

### **III. Streamline and Reinvent Local Government**

Strategy F. Regionalize local government services

Strategy G. Create a Metro Planning and Development Authority

### **IV. Engage the Community in Life-Long Learning**

Strategy H. Assist in evolving the "Downtown Campus"

### **V. Establish New Revenue for Local Governments**

Strategy I. Establish a metropolitan local option sales tax as a shared revenue source

Project Destiny has set some lofty yet attainable goals, Kent believes. And the key to success from this point forward is to focus on the strategies set forth in these work groups to make Des Moines a world-class, mid-sized city.

To learn more about Project Destiny, visit the web site at [www.desmoinesmetro.com/projectdestiny](http://www.desmoinesmetro.com/projectdestiny).

– *Contributed by Paul Kluding*

### **2004 Business Recycling Awards call for nominations is out**

Attention all businesses who are making a difference by recycling in the workplace: Metro Waste Authority (MWA) wants to hear from you!

“We want to recognize businesses who are taking strides to make a difference in their operations and our community by recycling,” said Tom Hadden, MWA Executive Director. “Businesses produce most of the waste in Central Iowa, so we want to make sure those that do recycle are recognized for their efforts,” he said.

Nomination forms for the 2004 Business Recycling Awards are available online at [www.mwatoday.com](http://www.mwatoday.com) or by calling MWA at 244-0021. Entries will be accepted through April 5, 2004, and the winners will be recognized at MWA’s Annual Dinner on April 21, which will be held at the Tournament Club of Iowa in Polk City.

Last year’s winners include: City of Ankeny, The Companies of Clarke, Des Moines Metropolitan Transit Authority, FBL Financial Group, Inc., Iowa Army National Guard – Camp Dodge, Library Binding Services, McCombs Middle School, Ruan Center and Terrus Real Estate Group.

MWA has a number of waste reduction programs geared specifically for businesses. The agency offers help with setting up (or revamping) recycling programs, hazardous waste identification and disposal, and other waste management needs. For more information, businesses can call MWA at 244-0021.

### **Job Opportunity . . .**

#### **Events Planner – Government and International Relations Group**

We are seeking a talented individual to serve as the events manager for the Government and International Relations Group of the Greater Des Moines Partnership. The events manager will coordinate logistics for educational programs and volunteer events for the Government and International Relations group including the Government Policy Council’s annual lobbying trip to Washington, D.C., the Iowa Export Assistance Center’s education and outreach programs and the regular meetings of Greater Des Moines Committee.

This is an entry-level position that is responsible for maintaining communications databases, updating the export partnership web site and coordinating educational events sponsored by the Iowa Export Assistance Center. This individual will also assist with major events sponsored by other groups within the Partnership.

The successful candidate will have (at minimum) an AA degree or equivalent direct experience in a related field, demonstrated computer skills (Microsoft Office) and will be available to begin duties sometime in March 2004. Salary is competitive and based on candidate's education and experience. A detailed position description is available upon request. Send letter of application, resume, brief writing sample and salary requirement to: Government and International Relations Group, Greater Des Moines Partnership, 700 Locust, Suite 100, Des Moines, IA 50309. Fax: 515/286-4974. E-mail: [ksovern@desmoinesmetro.com](mailto:ksovern@desmoinesmetro.com).