

March 15 Luncheon

**Flex Fuel Vehicles and Biofuels:
The Past, The Present and The Future**

Flex fuel vehicles are all the rage these days. Modern, fuel efficient, hybrid technology has the public and media talking and taking notice. At our March meeting, Tad Whiten, from Motorsports Management, Inc. will bring us all up to speed on the history of ethanol-based alternative fuels.

[Register now!](#)

PRSA Institute – Register now to Boost Your Career!

Tuesday, April 3 is right around the corner! Have you registered yet for the PRSA Central Iowa's Annual Institute?

[Learn more](#)

February Luncheon Recap

Where in the World is PR?

Members and guests attending the February 15th PRSA meeting got a sneak peak into the future of public relations thanks to the discussion led by Ron Hanser, president of Hanser & Associates, a public relations firm in West Des Moines and global chairman of Pinnacle Worldwide. Hanser presented results of two recent surveys that went to more than 150 agency principals and company executives.

[Read more](#)

Accreditation Podcast Now Available

The Universal Accreditation Board, in which the Public Relations Society of America participates with seven other affiliated organizations, recently launched a series of podcasts on the value of the Accreditation in Public Relations (APR) credential to the professional public relations practitioner. One of the podcasts features an interview with Ferne Bonomi, APR, Fellow PRSA, a longtime member of the Central Iowa Chapter and developer of the APR "JumpStart" Coaching session, and is now available on the chapter website.

[Learn more and download the podcast](#)

Mark Your Calendar for PRIME Awards

PRIME Award winners will be recognized at a ceremony on the evening of April 26, 2007, at the Scottish Rite Consistory in downtown Des Moines. Steve Berry of Prairie Meadows is the evening's emcee. Look for a separate invitation to PRIME Award ceremony and more information in next month's newsletter.

For more information, contact PRIME co-chairs Claire Celsi, The Integer Group, 515-247-2789 or ccelsi@integermidwest.com or Amber Siever, Wellmark Blue Cross and Blue Shield, at 515-245-5123 or sievera@wellmark.com.

New Members Save with Taste of PRSA Promotion

Join PRSA during February or March this year and PRSA will waive the \$65 initiation fee. This offer is valid for those joining as new members with annual dues of \$225 (sorry, associate members are not eligible for this offer). Join today by clicking on the Taste of PRSA promotion icon at www.prsa.org and experience the value that membership provides.

For details on member benefits, see [10 Reasons to Become a PRSA Member](#) or contact Kristin Sunde at ksunde@strategicamerica.com for more information.