

Happy New Year!

Seems odd to write "Happy New Year" in September, but for Central Iowa PRSA, it is a new year in many ways. New programs, new board members and committee chairs and lots of new changes and challenges coming for our chapter!

[Read more](#)

PR Success Story Really "Sticks" It

Join Central Iowa PRSA for its first luncheon of the year Thursday, Sept. 20 from 11:30 a.m.-1 p.m. at InPlay Des Moines, 615 3rd Street, to hear Brian Bloom, Vice President, Management Supervisor for Liggett Stashower in Cleveland, Ohio, tell about "Turning a Commodity Product into a Preferred Brand Through Public Relations: The Duck® Brand Duct Tape Story."

[Read more](#)

[RSVP by September 14!](#)

Interested in Accreditation?

Central Iowa PRSA is currently seeking individuals who are interested in pursuing Accreditation in Public Relations (APR). If there is strong enough interest, an APR preparation class will be held in spring 2008. The preparation course lasts 12 weeks and typically runs from early February through late April.

[Read more](#)

Thanks to Accreditation Panelists

Readiness Review is a significant step in pursuing the Accreditation in Public Relations (APR) designation. Thank you to the following accredited practitioners who have served as Readiness Review panelists this year for chapter members pursuing accreditation:

[Read more](#)

Calendar/Meetings

[September 20, 2007](#)

First PRSA meeting of the year

When:

Thursday, September 20

11:30 a.m. – 1 p.m.

Where:

InPlay Des Moines

615 3rd Street

Des Moines

Cost:

Members - \$20

Non-members - \$25

Students - \$15

Speaker:

Brian Bloom, Vice President, Management

Supervisor for Liggett Stashower in

Cleveland, Ohio

Topic:

Turning a Commodity Product into a

Preferred Brand Through Public Relations:

The Duck® Brand Duct Tape Story

Featured Member

[Claire Celsi](#)

Account Supervisor

The Integer Group



Help a Student Experience Your Work

The Central Iowa PRSA Annual Job Shadow Day has been changed into a year-long student mentoring program. In past years, some students have not been able to participate due to conflicting class or internship schedules.

[Read more](#)

Brush Up On Your Ethics

September is Ethics Month for PRSA and PRSSA, so now is a good time to address this increasingly important topic in public relations. The PR profession has recently faced scrutiny for issues involving social media, inflated billings and biased video news release footage, making ethics a prominent subject for both students and professionals alike.

[Read more](#)

PRSA Institute Call for Volunteers

Are you new to PRSA? Want to get more involved and meet other professionals? Maybe you're an APR who wants to get more active in the chapter.

[Read more](#)

