

October Luncheon Takes a Ride on the Wild Side

Join us October 18 for the monthly PRSA Central Iowa Chapter Luncheon as we welcome Mike Beecher, director of medial relations at Iowa Speedway in Newton. The luncheon will be held at Christophers, 2816 Beaver Ave., from 11:30 a.m.-1 p.m. Cost is \$20/members, \$25/non-members, \$15/students and payment may be made at the door.

[Read more](#)

Meet the Pros Happy Hour

In an effort to enable senior PRSSA students to interact with PRSA members and discuss what it's like transitioning from a student to a PR professional, the Central Iowa PRSA Chapter is hosting a meet and greet happy hour at Starbar in Des Moines on Thursday, Oct. 25, from 4:30 to 6 p.m. Appetizers and two drinks will be provided free of charge.

[Read more](#)

Brush Up on Your PR Legalese Oct. 30

The PRSA Central Iowa Chapter Professional Development committee and ZLRIGNITION will host a free PRSA teleseminar entitled "Legal Aspects of Public Relations Practice" Tuesday, Oct. 30 at ZLRIGNITION offices, 303 Watson Powell Jr. Way, #100.

[Read more](#)

Leach Elected New President-Elect

During Central Iowa PRSA's October board meeting, the board elected Darin Leach, APR, as the chapter's new president-elect. Leach takes over for Sarah Rasmussen, APR, who recently moved to Denver, Colo.

[Read more](#)

Calendar/Meetings

[October 18, 2007](#)

Iowa Speedway: Media Relations in the Fast Lane

When: 11:30 a.m. to 1 p.m.

Where: Christophers, 2816 Beaver Avenue, Des Moines

Cost: Members - \$20, Non-members - \$25, Students - \$15

Topic: During the October meeting we will hear from Mike Beecher, director of media relations at Iowa Speedway, on what it has been like to work in such a dynamic media environment.

[October 30, 2007](#)

FREE Central Iowa PRSA Teleseminar

When:

Tuesday, October 30

2:00 p.m. to 3:30 p.m. Central Time

3:30 p.m. to 4:30 p.m. Q&A with Bill

Brewer, APR, Senior Vice President

Where:

ZLRIGNITION, 303 Watson Powell Jr., Way #100, Des Moines, IA 50309

Cost: PRSA Members & Non-Members FREE

CEs: APR Accreditation Maintenance

Credits Approved: 1.0

Speaker:

Bill Brewer, APR, senior vice president,

ZLRIGNITION

Topic:

APR Study Programming: Legal Aspects,

Legal Aspects of Public Relations Practice

Featured Member

[Erin Reed](#)

Public Relations Specialist
Blank Children's Hospital

Know the Code (of Ethics)

Each month, PRSA Central Iowa will feature one of the provisions of the PRSA Code of Ethics in its newsletter. These reminders will help remind you of the importance of ethics in public relations, and of your ethical obligations as a PRSA member. For further information or guidance on ethics-related matters, please contact 2007-08 ethics chairperson Dave Remund, APR, Innova Ideas & Services, at 515-875-4960, or

dave.remund@sigler.com.

[Read more](#)

How Do You Use Duck® Tape?

Most of us have used duct tape sometime in our lives — to seal moving boxes, keep cords in place on the floor, or even as a temporary fix to a broken windshield. But how about to create a prom dress and matching tux? Or a giant American flag?

[Read more](#)

PRSA Seeks Input on Strategic Plan

The Public Relations Society of America is seeking input from members of local chapters to formulate its three-year strategic plan. The plan will guide the Society's programming and budgeting priorities for the next three years.

[Read more](#)

PRSSA Chapter Continues Focus on Denim Drive

Iowa State University's Public Relations Student Society of America chapter has raised the bar on its effort to collect denim as part of the "Cotton. From Blue to Green" campaign.

[Read more](#)

