

**Susanne Dupes**

**From:** "Meredith P. Goins" <meredith@gsmi.org>  
**To:** <susanne.dupes@knoxcounty.org>  
**Sent:** Friday, February 13, 2009 2:47 PM  
**Subject:** COMMERCIAL: News from Volunteer Chapter PRSA



## The Volunteer Update

Volunteer Chapter PRSA Newsletter

February 2009

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 Thursday!  
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Chapter meeting RSVP  
 today!

Aboard the SS Minnow:  
 Sailing the Uncharted  
 Waters of Web 2.0

Thursday, January 15th

RSVP: by Monday,  
 February 16 [Nicky Reynolds](#) at (800) 887-3429.

Save the Date for  
 Upcoming  
 PRSA Volunteer  
 Chapter Meetings!

- March 19
- April 16 - V Awards Gala
- May 21
- July 16
- August 20
- September 17
- October 15
- Nov 7-10 - PRSA International Conference, San Diego
- November 19

\* Dates subject to change

**New Member Special**

Now through the end of

Greetings,

I hope you were all able to submit your V awards this year! make sure to circle Thursday, April 16th on your calendar and join me and many other PRSA members at the V awards. Let's see who's won!

Also, last chance to RSVP for the next meeting Thursday Feb. 19th. Go ahead and call or email Nicky... you know you want to hear about updates on Web 2.0! I'll see you there!

Enjoy your LONG weekend!

Meredith P. Goins  
[meredith@gsmi.org](mailto:meredith@gsmi.org)

### President's Letter: It's on my Calendar



The entries are in - now get ready to join with us in celebrating the V Award recipients! The evening of April 16th plans to offer a great time! I'm going to be there, and we want you there too!

Treat yourself to a night out with you peers to find out who's the best of the best in East Tennessee. Come encourage others at the Foundry in April. And it is April's meeting since we don't do a lunch that month.

And don't forget, we need your nominations for Individual Awards! Every year, we recognize five individuals for specific accomplishments nominated by you! Deadline for nominations is Friday, Feb. 27th at 5 p.m. for the following awards:

- Executive of the Year
- Lifetime Achievement Award
- Harvey I. Cobert Award
- Rising Young Professional Award
- Community Service Award.

Visit <http://www.volunteerprsa.org/awards2009.html> to learn more about each of these awards.

And finally, as you're looking at costs this year, think about the benefits your PRSA membership gives you... networking, PRSA's web site and a few new benefits.

- Car Rental- A new PRSA program with two car rental



April 21 - Senior Reception, Officer Elections

Kassie Barker  
PRSSA President  
University of Tennessee  
[kassie@utk.edu](mailto:kassie@utk.edu) |  
317.750.5046

#### Quick Links...

[Join PRSA & Volunteer Chapter](#)  
[Update your information](#)  
[Volunteer Chapter Web site](#)

 [Send to a Colleague](#)

#### Traveling soon?

Visit the following Southeast district's chapters to see when they have their meetings. All are welcome to any of the local PRSA meetings if in the neighborhood!

Birmingham  
[www.alabamaprsa.org](http://www.alabamaprsa.org)

Charlotte  
[www.prsacharlotte.org](http://www.prsacharlotte.org)

North Carolina  
[www.NCprsa.org](http://www.NCprsa.org)

Greensboror/High Point -  
[www.prsatarheel.org](http://www.prsatarheel.org)

Atlanta,  
[www.prsageorgia.org](http://www.prsageorgia.org)

Chattanooga -  
[www.lookoutprsa.org](http://www.lookoutprsa.org)

Nashville -  
[www.prsanashville.com](http://www.prsanashville.com)

Memphis -  
[www.prsamemphis.org](http://www.prsamemphis.org)

Charlston -  
[www.scprsa.org](http://www.scprsa.org)

Should you have any questions regarding the V Awards in the meantime, please contact Erin McCarty at [erin.mccarty@twsg.com](mailto:erin.mccarty@twsg.com) or Kristin Alm at [kalm@scrippsnetworks.com](mailto:kalm@scrippsnetworks.com).

### Palenchar Publishes: Strategic Issues Management

PRSA Volunteer Chapter member Dr. Michael J. Palenchar, assistant professor in public relations at the University of Tennessee, recently had his first book published entitled *Strategic Issues Management: Organizations and Public Policy Challenges* (2nd edition). Co-authored with Robert L. Heath, professor emeritus at the University of Houston, the book explores the communication options that organizations can employ in their stewardship to address crucial public policy options and engage in collaborative decision making.

Strategic Issues Management gives students and professionals practical, actionable guidance. This book is an important book in the public relations literature because issues management is vital to an organization's strategic management through understanding and achieving high standards of corporate responsibility by listening to the opinions of key members of the public.

The book, published by Sage, is available at [www.sagepub.com](http://www.sagepub.com), [www.amazon.com](http://www.amazon.com), and most other online bookstores.

### Free Transition Fair in Knoxville

Help those who've lost their jobs! On March 10th, Knox County is working with the Chamber and the City of Knoxville to put together a FREE transition fair for these individuals. One part of that will be a resume assistance center staffed with professionals who review resumes and provide suggestions for improvement.

Volunteers are needed who have experience reviewing resumes and can provide assistance to these individuals. The transition fair is being held at the Jacobs building from 12:00 noon until 7:00 p.m. The resume session will end at 6:00, with four 1.5 hour shifts (12:00 noon, 1:30 p.m., 3:00 p.m, and 4:30 p.m.). We need 10 people per shift.

Please let [Susanne Dupes](#) know if you can join her on March 10th to review resumes for a hour and a half at the Jacobs building. We will arrange to wear our PRSA name tags during that time.

### UT's SWORPS Wins International Award for Publication

The Social Work Office of Research and Public Service (SWORPS) at the University of Tennessee, Knoxville, has been honored by the International Academy of the Visual Arts with an International Davey Award.



The group received a silver award for art direction/graphic design for a College of Social Work brochure, "Social Work: the Human

Profession." The cover image depicts the human genome.

A letter announcing the award said, "With over 4,000 entries from across the U.S. and around the world, the Davey Awards honors the finest creative work from the best small firms, agencies and companies worldwide ... The annual International Davey Awards honor the achievements of the 'Creative Davids' who derive their strength from big ideas, rather than big budgets."

"I am really proud of the work that our publications group does," said Betsy DeGeorge, SWORPS publications manager. "They are consistently striving for excellence, whether it is in a small design project or a large one. In everything from editing a plan for the Tennessee Department of Children's Service, to building online training for the Tennessee Department of Human Services, to creating a brochure for the Children's Mental Health Services Research Center, this group of talented professionals uses its skills to serve its clients by creating products that are accurate, effective, beautifully designed and functional in every sense of the word."

Pictured are, left to right: Betsy DeGeorge, SWORPS publications manager; Karen Sowers, dean of the College of Social Work; Kirche Rogers; Margot Kline; and Vicky Bridgeforth.

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### 80's Rock Band Survivor to Headline Secret City's Festival

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The Secret City Festival headline entertainment for the Saturday evening concert will be Survivor, known for their hit songs "The Search is Over," "Is This Love," and "High on You."

Joye Montgomery, entertainment chair for the Secret City Festival, said, "We're delighted to appeal to a new audience this year when we bring 80's rock band, Survivor, best known for its award-winning song 'Eye of the Tiger,' to the Secret City Festival stage."

Survivor will take the festival stage on Saturday, June 20. The opening band will begin at 7 pm. Individual concert tickets will be \$15.00 each. Early bird sales will start May 1, with tickets priced at \$12, until June 13, 2009.

The Secret City Festival is presented by the City of Oak Ridge, the Oak Ridge Convention & Visitors Bureau, and the Arts Council of Oak Ridge. B&W Y-12 and the City of Oak Ridge have signed on as Festival Sponsors again this year. Sponsorship opportunities are still available.

Other festival activities include the largest multi-battle World War II event in the southeast with more than 200 re-enactors, an expanded children's area, arts and crafts vendors, antique dealers, Manhattan Project tours, and more.

Forms are available online for sponsors, vendors, exhibitors and events on the festival's "Applications" page. Other general information about the festival and its happenings are available at [www.SecretCityFestival.com](http://www.SecretCityFestival.com), or call the festival's info line at 865-425-3610.

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