

The Volunteer Update

Volunteer Chapter PRSA Newsletter

May 2008

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Welcome New Members!

Elizabeth Davis
 UT Knoxville
 Media Relations
 Coordinator
 865-974-5179

Kristi Hintz
 UT Knoxville
 Communications
 Coordinator
 865-974-3993

Janet Tate
 UT Knoxville
 Media Distributor
 865-974-5142

PRSA Membership Promotion for May and June

Help recruit new members! Join National for \$290 and get the first year of Chapter dues free! Use promotion code **CHAP2008** on their applications.

Former members who lapsed at least one year ago are also eligible. Not valid for Associate memberships.

Paid Internship Available

Join the Oak Ridge

Greetings,

Do you feel there's not enough time in the day? Have to be at three places all at the same time? Me too... I have yet to make it to a PRSA meeting this year. Not because I don't want to... but my board meets on the same days. The third Thursday of the month is always booked on my calendar. How about yours?

There are some great meetings in the works for the coming months, after a break in June. For the July meeting on the 17th, the organization that brings the most attendees will receive a free registration to a future PRSA meeting. Look for more details on the list!

Have a great week!

Meredith P. Goins

meredith@gsmiit.org

President's Letter - *Letter of Thanks* Susan Lauver



I must share with you a letter I recently received from Julia Pearce, Director of the Blount Memorial Good Samaritan Clinic in response to her winning the Community Volunteer award.

April 11, 2008

Dear Ms. Lauver and the PRSA:

I do not remember my remarks of last evening when I received the Community Volunteer award, and felt I need to make sure you and your Chapter know how much I appreciate the honor you have bestowed upon me. I greatly admire the skills and talents I have witnessed in the field of public relations as our Clinic has been in the media. There is such a great responsibility in providing clear and accurate information to the public, and to try to look for the positives makes it more challenging. At best, I feel inadequate before the camera or during interviews and relay fully upon divine intervention to get me through these interactions. These heart-stopping experiences make me even more appreciative of your membership as they face these issues on a daily basis. Their work is exemplary and I celebrated with each recipient as they were recognized at your awards ceremony. Thank you for allowing me to be a part of your great work.

Sincerely,

Convention & Visitors Bureau for a summer or fall internship. First-hand learning opportunities include working on an award-winning festival, an annual media tour, rowing events, and the day-to-day public relations efforts of a small tourism bureau that gets you involved in the action. Paid \$1,000 stipend.

To learn more, contact Nicky Reynolds at 800-887-3429 or e-mail Nicky@OakRidgeVisitor.com.

Volunteers needed for '09 Southeast District Conference

In March 2009, the district will hold its conference in Charleston, SC and volunteers are needed to make this event happen!

Volunteers are needed to plan, organize and execute this conference. Strong leaders are needed to lead this volunteer team and a host of folks are needed to plan the event.

If you're interested in helping with this project, or would like further information, contact Barbara Martocci, APR at 632-8632.

PRSSA Elects Officers

The following have been elected as 2008-2009 PRSSA officers. Note that Dr. Michael Palenchair is the new faculty advisor for the group.

2008-09 PRSSA Officers

President - Kassie Barker
Vice President - Sara Collins
Secretary - Madelyn Freeman
Treasurer - Rachael Reece
Historian - Jaquelyn Lewis
PR Coordinator - Christie Sithiphone
Internship Coordinator - Scott Wofford

Julia Pearce, Director

Thank you Julia. Thank you for your time and your talent. We look forward to hearing more about you and the Clinic in the future. Keep an eye out for exceptional folks like Julia over the coming months and nominate them next year!

For a teaser of the tomorrows meeting...

5 Reasons to Visit the 6th Annual Secret City Festival:

1. Winner of the 2007 Southeast Tourism Society's Festival of the Year Award, this festival draws in a crowd of over 25,000 - in a town with a population of only 28,000!
2. If you're interested in history, specifically World War II, this festival will immerse you in the Manhattan Project with history exhibits and tours to original plant sites.
3. Great music, featuring The Turtles and Mary Wilson of the Supremes, will keep your toes tapping and your head bobbing.
4. The largest World War II re-enactment in the South, featuring approximately 200 re-enactors using authentic WWII period artillery, tanks, and battle gear, will re-enact the Invasion of Normandy.
5. An expanded Children's Festival area, juried arts & crafts, over a hundred and fifty vendors and exhibitors, and fabulous festival food will keep the ENTIRE family entertained.

Interested in seeing the Secret City Festival first hand? Join them June 20th and 21st in Oak Ridge, TN. For more information and a full list of activities, visit www.SecretCityFestival.com.

Abbey Taylor joins Knox County Mayors Office



Abbey Taylor, PRSSA Internship Coordinator, takes the position of communications specialist with the Knox County Mayor's Office immediately after receiving her bachelor's degree at UT this month. Taylor worked for the Mayor as a communications assistant in either an intern or part-time capacity since June 2006. In the new position, she will expand her responsibility to take on larger communications projects. Taylor joined PRSSA in January 2007 and was a member of the Bateman Team last fall.

Ramsey Joins Mary Beth West Consulting as Director of Operations

Mary Beth West Consulting, a public relations and reputation management consulting practice in Maryville, Tenn., announced this week the addition of Rebecca Ramsey as director of operations.



With 13 years' experience in marketing communications, Ramsey will oversee a range of business and personnel development responsibilities and client service operations.

Ramsey comes to Mary Beth West Consulting from a Knoxville advertising agency, where she was responsible for handling client

*Special Event
Coordinator - Ashley
Bowen
Faculty Advisor - Dr.
Michael Palenchar*

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

Charlotte
www.prsacharlotte.org

North Carolina
www.NCprsa.org

Greensboror/High Point -
www.prsatarheel.org

Atlanta,
www.prsageorgia.org

Chattanooga -
www.lookoutprsa.org

Nashville -
www.prsanashville.com

Memphis -
www.prsamemphis.org

Charlston -
www.scprsa.org

relations and media buying.

Ramsey held previous positions as director of marketing at Mortgage Investors Group and director of marketing and public relations for Shoney's of Knoxville - the largest Shoney's franchise in the country. Her early career positions included marketing-related posts at Knox Area Rescue Ministries, The Knoxville News-Sentinel and Chick-fil-A.

Ramsey's award-winning work includes recognitions from the Public Relations Society of America (PRSA) Volunteer Chapter, including PRSA's Community Service Award in 2005 on behalf of Shoney's. Her work has also been recognized with a Silver Addy.

Established in 2003, Mary Beth West Consulting advances client communications, relationships and reputations to meet business and organizational objectives. With clients in consumer finance, tourism, multifamily housing, non-profit development, mergers and acquisitions consulting and the energy sector, the company is in the process of relocating to The Law Building in downtown Maryville this spring.

Rotary Wins Honors

Pat Imperato, the new development director for the Tanasi Council of Girl Scouts, and Karen Bridgeman of Bridgeman Communications & Graphics were primarily responsible for the 24-page special section in The Oak Ridger that won the PR award. Pat, who is new to Oak Ridge, brought the idea to Oak Ridge Breakfast Rotary Club from her Rotary club in Chester, Pa.; Karen was responsible for producing the section. District Governor Robin Textor has submitted the section for further recognition by Rotary International.

The weekly newsletter that won the electronic bulletin award was created by Karen Bridgeman and she has produced it weekly for the 2007-2008 Rotary year. She also is responsible for the [club's new website](#).