

More information will be available in the August issue of the PRSA newsletter.

For more information about sponsorship opportunities, contact Megan Brown at megan.brown@cancer.org.

PRSA Educators Academy Selects Fall as Conference Instructor

Lisa Fall, APR, will serve as a "Learning to Teach" instructor at the [Public Relations Society of America International Conference](#) help this October in Detroit. The training sessions, which are sponsored by the PRSA Educators Academy, target PR professionals seeking to transition to academe.

Fall is an associate professor in the School of Advertising and Public Relations at the University of Tennessee.

Quick Links...

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

 [Send to a Colleague](#)

Mary Beth West
Consulting
Open House

Come see our new home!

Thursday, August 14
4-7 PM

rsvp@marybethwest.com

The Law Building (corner of Washington & Sevierville Road in Maryville)

Directions from Knoxville: Alcoa Hwy,



Thursday, July 10, 2008

Ms. Susan Lauver, APR
Volunteer Chapter PRSA President
11104 Windward Drive
Knoxville, TN 37934

Dear Ms. Lauver,

Please accept my thanks to you and your organization for recently honoring me with the "Executive of the Year" award. I regret that I was not able to join you for your annual gala, but understand it was a wonderful evening for all who were able to attend.

I encourage every business to invest in a public relations strategy to maximize their growth and customer retention. This is especially important in competitive, consumer oriented businesses like the wireless communications industry presents. At U.S. Cellular, we believe in the importance of properly educating the communities where we offer our products and services. Our Public Relations strategy helps us make it happen. Our local PR team at Moxley Carmichael is critical to our company's continued excellence in our community.

Best wishes for the continued success of your organization and the Public Relations industry,

Thomas P. Catani
Regional Vice President
U.S. Cellular - East Operations

9731 Cogdell Road, Suite 200
Knoxville, TN 37932
www.uscellular.com

PRSA Leadership Rally

Wow how time flies! We are seven months through the year, school starts in a matter of weeks and Tennessee football is a little more than a month away. I can't believe that I am already halfway through my time as President-Elect of the Volunteer Chapter.

Last month I had the opportunity to represent our chapter at the annual Leadership Rally in New York City. This is crash-course for every chapter's president-elect across the nation. We learned a about how the national headquarters operates; we had a session to help us understand a chapter's financial obligations (you know that most PR professionals got into this field to avoid math so this was a tough one); we got to exchange ideas and network, network, network. Did I mention that I got



bear left at Y past airport, pass Kroger, at Chamber take next left at light, take first right, first entrance on right with overhang and benches.

EnerNex Has Moved!

The Knoxville, Tenn. headquarters of EnerNex Corporation has moved.

Our new address is:

EnerNex Corporation
620 Mabry Hood Road, Suite 300
Knoxville, TN 37932
Phone: 865-218-4600
Fax: 865-218-8999
Email: info@enernex.com
Web: <http://www.enernex.com/>

EnerNex is now conveniently located in the Waters Edge Complex ([map](#)) near the Dutchtown Road exit off of the Pellissippi Parkway extension of Interstate I-140. This area is also known as the Tennessee Technology corridor.

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

Greensboro/High Point -
www.prsatarheel.org

Atlanta,
www.prsageorgia.org

Chattanooga -
www.lookoutprsa.org

Nashville -
www.prsanashville.com

Memphis -

to network? It my two days at the conference, I was able to trade so many thoughts and get so many new contacts that I was running out of hotel notepads to write on.

But what I walked away with that I am most proud of is something that I wanted to share with the rest of the chapter. I learned that we are a really great chapter - we do things really well! If I were to make a list of every "best practice" mentioned that I could check off, I would have run out of the hotel notepads for sure.

Some points of pride include our APR study sessions, our support of PRSSA, our awards gala, the effectiveness of our Board of Directors, PR Day, our support of chapter members to serve in district and national roles, our collaboration with other organizations such as SPJ, our efforts to recruit and retain members and our membership's overall enthusiasm to support the Volunteer Chapter.

So a big "thank-you" goes to all of the many, many leaders of our chapter that preceded me by setting the standard and escalating our chapter to its current level. I learned that we definitely have bragging rights when it comes to other chapters across the country. And as I am writing this, I can't help but think that it is almost time to recruit new leadership. In the next few months, we will be looking to fill the slate for 2009 officers. Be thinking if you may want to be part of this group and please let us know of your interest. But whatever capacity you support our chapter from joining us for a monthly meeting or serving on the board - I just want tell everyone to keep up the good work!

- Seth Linkous

Oak Ridge CVB Wins Gold Hermes Creative Award for Website

Hermes Creative Awards recently announced winners for the 2008 international awards competition for creative professionals involved in the concept, writing and design of traditional and emerging media. Among the winners was the Oak Ridge Convention & Visitors Bureau (ORCVB), winner of the Gold Award for the revamped www.OakRidgeVisitor.com website that helps guide visitors around the Secret City.

Hermes Creative Awards recognize outstanding work in the industry while promoting the philanthropic nature of marketing and communication professionals.

"This is the second award we have won for our website in the past few months," said ORCVB President Katy Brown. "We have a very unique, user-friendly site that appeals to the tourism market, but also matches our brand, 'Unlock the Secrets of America's Secret City."

There were over 4,000 entries from throughout the United States and several other countries in the Hermes Creative Awards 2008 competition. Entries came from corporate marketing and communication departments, advertising agencies, PR firms, design shops, production companies and freelancers.

Hermes Creative Awards is administered and judged by the Association of Marketing and Communication Professionals (AMCP). Winners were selected from 136 categories in seven forms of media and communications efforts - advertising, publications, marketing/branding, integrated marketing, public relations/communications, electronic media and pro bono.

OakRidgeVisitor.com was designed by Techno-Info Solutions, an Oak Ridge based business. Hanna Shapira, president of the company, worked closely with the ORCVB staff to create this award-winning website www.OakRidgeVisitor.com

2008 Shoney's KidCare Photo ID Program

Gather the kids and get FREE Photo ID's developed by the National Center For Missing and Exploited Children, including fingerprinting. A variety of safety representatives will be on-site to provide parents and children with additional child safety information. Dates and locations include:

Knoxville Center Mall, Center Court
Friday, August 22, 2008
1:00 PM to 7:00 PM.

West Town Mall, Amphitheater
Saturday, August 23, 2008
11:00 AM to 5:00 PM.

www.prsamemphis.org

Charlston -
www.scprsa.org

Foothills Mall, Center Stage
Sunday, August 24, 2008
12:00 PM to 6:00 PM.

Other sponsors include the Knoxville Police Department/Safety City with appearances from East Tennessee Children's Hospital, Safe Kids, Greater Knox Area, Star 102.1, WVLT TV 8, Knoxville News-Sentinel, Cover Kids TN, Knoxville Fire Department (Knoxville appearances) and Shoney Bear

To learn more, contact Annie LaLonde, Marketing and Advertising Director, Shoney's of Knoxville, Inc. at 865.690.6331 or e-mail annie@shoneysknox.com.

Schwinge Joins Mary Beth West Consulting as Media Relations Manager

Mary Beth West Consulting, a public relations and reputation management consulting firm in Maryville, Tenn., announced this week the addition of Amy Jones Schwinge as media relations manager.

With 15 years of experience in communications, Schwinge will oversee local, regional and national media relations campaigns for the firm's clients, which currently include accounts in the tourism, energy and consumer financial services sectors.

Most recently based in Atlanta, Schwinge began working on client accounts for Mary Beth West Consulting in early 2007 as an independent contractor.

For about five years, Schwinge managed external and internal communications at the General Motors Doraville Assembly Plant-just outside of Atlanta, Ga. She later moved on to serve as the regional assistant public relations manager in GM's southeastern region for a couple of years, where she focused on media relations.

Prior to joining GM, Schwinge managed communications at the Boeing-Oak Ridge facility in Tennessee for five years, where she was responsible for all external and internal communications, community relations, government relations and employee recognition.

Schwinge holds a bachelor's degree in communications from the University of Tennessee-Knoxville, where she majored in journalism with a public relations concentration and minored in English. She also holds a master's degree in organizational management from the University of Phoenix, where she recently earned certification to teach online courses.

Schwinge is a long-time member of the Public Relations Society of America and is a past member of the Southeast Automotive Media Organization. A Knoxville native, Schwinge and her husband, Guy, recently moved back to Knoxville, Tenn., with their 3-year-old daughter, Jade.