

Susanne Dupes

From: "Meredith P. Goins" <meredith@gsmi.org>
To: <susanne.dupes@knoxcounty.org>
Sent: Wednesday, November 12, 2008 8:41 PM
Subject: COMMERCIAL: News from Volunteer Chapter PRSA

**The Volunteer Update**

Volunteer Chapter PRSA Newsletter

November 2008

In This Issue

West Meets Lutz
 Stop the Presses!
 Carrie Parks Joins EnerNext Corporation
 Greater Knoxville Start! Heart Walk
 President's Letter
 PR Day 2008
 Gary McCormick 2010 National Chair-Elect
 Congrats to PRSA Volunteer Members
 Tom Looney at Institute of Agriculture
 Shoney's of Knoxville Wins Award
 Oak Ridge CVB Does it Again!

Welcome New Members!

Katherine Grace Whiteside
 Business Manager
 KUB

PRSA Membership Special!

Join the over 130 PRSA members representing more than 11 business sectors in the Knoxville area.

We have a membership promotion running through Nov. 16. By referencing the promotion code CONNECT2008, new members receive free local membership for one year.

Join PRSA National during this special offer at the regular member rate of \$290 (\$225 national dues plus \$65 initiation fee), and get your local PRSA Chapter membership FREE for one year. (Former PRSA members who have been inactive for at least one year are also eligible for this offer.)

<http://www.prsa.org/membership/frechapteroffer.html>

West Meets Lutz

The Volunteer Chapter's Mary

Dear Susanne,

Join your colleagues for PR Day Friday, Nov. 14th from 8:30 to 1:30 p.m. This Thursday, 5 p.m. is your last chance to register so go online and do it today. Help fill those last seats - it's a spectacular deal! See the article below to learn more.

Safe travels to you and yours this Thanksgiving.

Until December,

Meredith P. Goins
meredith@gsmi.org

President's Letter: Volunteer Chapter Excels

What a great time to be a member of the Volunteer Chapter of PRSA. Long time members Susanne Dupes and Tom Looney received their APR, Ellen Liston became a fellow, and our very own Gary McCormick is chair elect for national PRSA!

I am fortunate to work with such great professionals such as them, and you too!

As always, it's a pleasure to serve,
 Susan S. Lauver

PR Day 2008: Bridging the Practice & Science of Crisis Communication
Friday, November 14, 2008

There are still a few seats available for PR Day 2008, the largest regional public relations conference at the University of Tennessee, with an emphasis at all workshops on best practices for practitioners.

Online registration for the conference is available at <http://www.prday2008.com> until Thursday night at 5 p.m.

PRSA, PRSSA and The University of Tennessee School of

Beth West, APR, PRSA's national board senior counsel for advocacy, with PRSA keynoter, auto industry legend and vice chairman of General Motors, Bob Lutz. Read Lutz's PRSA keynote address [here](#).

PRSSA Fall Semester Meetings

PRSA members are invited to attend the fall semester PRSSA meetings. All meetings are scheduled on Thursdays at 7 p.m. Please RSVP to Kassie Barker, PRSSA President at prssa@utk.edu or call 317-750-5046.

- November 20 - Senior Reception/Social

A few other dates to keep in mind include:

- November 13 - Welcome dinner for visiting PRSSA chapters to PR Day
- November 14 - PR Day @ UT

"Stop the presses!" Takes on a New Meaning

US News & World Report has decided to end its printed version and publish only on-line. See: http://www.breitbart.com/article.php?id=081105193713.q6msg0kc&show_article=1

Last week, the Christian Science Monitor announced it would no longer print its daily editions. See: <http://www.reuters.com/article/domesticNews/idUSTRE49R6OY20081028?feedType=RSS&feedName=domesticNews&rpc=22&sp=true>

Carrie Parks Joins EnerNext Corporation

Carrie Parks has joined EnerNex Corporation as Public Relations and Marketing Manager. She was previously with HR Solutions International in Chicago. A graduate of the University of South Carolina, she also

Advertising and Public Relation's bi-annual PR Day conference will be Friday, November 14, 8:30 AM - 1:30 PM, at the University Center on the University of Tennessee campus. The theme for this year's conference is crisis communication, with a particular emphasis on regional industries.

A special thank you to our sponsors: Ackermann PR, Children's Hospital, Mary Beth West Consulting, Oak Ridge Associated Universities, The University of Tennessee's Institute for Public Service, Metropolitan Knoxville Airport Authority, Akinscrisp Public Strategies, Curvededgeconsulting, and Tennessee Valley Authority.

We look forward to seeing you at PR Day 2008!

Gary McCormick, APR, Fellow is Chair-Elect for 2010 National Office



Gary has been active in the Public Relations Society of America since 1985, and was instrumental in the leadership and growth of the Volunteer Chapter.

As the Director of Partnership Development for HGTV, Gary is responsible for identifying opportunities for off channel exposure for the brand and its on-air talent - investigating, defining and implementing the

partnerships that will increase ratings and awareness with viewers.

Before moving to HGTV, McCormick served as the Director of Public Relations for DIY Network and Fine Living TV Network, where he directed the networks' media relations and special events, including DIY's national partnership with Habitat for Humanity.

His term as Chair-Elect will begin in January 2009, and he will assume Chairmanship in January 2010.

Congrats to PRSA Volunteer Members!

Join us in offering congratulations to:

Susanne Dupes, ABC, APR, and Tom Looney, APR, have earned the Accredited in Public Relations (APR) designation. The APR requires a substantial public relations work history, review by three already accredited peers, a written examination and up to a year of preparation. Dupes is the director of communications for the Knox County Mayor's office. Looney is the director of development for the University of Tennessee Institute of Agriculture.

Ellen Liston, APR, Fellow PRSA, has been recognized as a Fellow for her contributions to the public relations profession, the Public Relations Society of America (PRSA) and her continued support ethical practices. Liston is the director of community relations for East Tennessee Children's Hospital.

Tom Looney at Institute of Agriculture



Tom Looney has been named director

served as Director of Development for a non-profit in Columbia prior to moving to Chicago.

Greater Knoxville Start! Heart Walk

Don't forget! The Greater Knoxville Start! Heart Walk will be held this Saturday, November 15 at Market Square in Downtown Knoxville. Registration starts at 9:00 a.m. and the walk begins at 10:30 a.m. Sign up now and learn simple ways to live healthier through walking, while supporting the work of American Heart Association. Register by calling (865) 212-6500 or visit www.americanheart.org/greaterknoxvilleheartwalk.

The Start! movement is nationally sponsored by Subway Restaurants, Healthy Choice, and AstraZeneca. Media sponsors include B-97.5, VOLUNTEER TV, Lamar Outdoor Advertising and The Metro Pulse.

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

of development for the University of Tennessee Institute of Agriculture. Previously, he served as the development director for the UT Institute for Public Service. He has been with UT for more than 15 years.

Looney began his new duties on November 3rd serving as the major gift fundraiser for agricultural research and the UT gardens. UT announced in April a state-wide campaign to raise \$1 billion and as part of that goal the Institute of Agriculture seeks to raise more than \$85 million.

Looney is a two-time graduate of UT with bachelors and masters degrees in communications. He is a past president of the Volunteer Chapter of PRSA and currently serves as the professional advisor to the Sammie Lynn Puett Chapter of PRSSA. He has served as a loaned executive for United Way of Greater Knoxville and is a member of the Knoxville Track Club.

Shoney's of Knoxville, Inc. Wins 2008 Restaurant Neighbor Award

Shoney's of Knoxville, Inc. was presented with the National Restaurant Association's 2008 Restaurant Neighbor Award for the state of Tennessee.

The Restaurant Neighbor Award honors restaurants nationwide for outstanding community service. Each year, Shoney's of Knoxville, Inc. hosts KidCare Photo ID, an annual project supported by East Tennessee Children's Hospital, Knoxville Police Department and various media groups. Partnered with the National Center for Missing and Exploited Children, (NCMEC) the program provides parents free identification booklets that include their children's medical information, a photograph and fingerprints in the event their child is ever reported missing. In 2008, Shoney's provided more than 2,000 children with identification booklets. Over the past fourteen years, over 30,000 children have been involved with the project.

Bill Baugh, president and CEO of the locally owned and operated franchise says, "We are so proud to be one of this year's state recipients for the Restaurant Neighbor Award. Giving back to the Knoxville community has always been a primary focus of Shoney's and programs such as KidCare Photo ID help us accomplish that goal every year."

Shoney's of Knoxville, Inc. is a locally owned and operated franchise operating 21 restaurants in ten counties.

Oak Ridge CVB Wins Gold MarCom Award for Website

MarCom Awards recently announced winners for the 2008 international awards competition that recognizes outstanding creative achievement by marketing and communication professionals. There were over 5,000 entries from throughout the United States and several foreign countries in the 2008 competition. 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.

Memphis -
www.prsamemphis.org

Charlston -
www.scprsa.org

"We're so excited that our revamped website continues to win awards," said ORCVB President Katy Brown. "This tells us that we are doing something right and continuing to improve the ways in which we reach our target markets.

The overall goal of the ORCVB's site is to provide information about Oak Ridge to visitors, group tour operators, meeting planners, and members of the media. The website offers information about the city's history, attractions, arts, outdoors, accommodations, shopping, restaurants, a calendar of events, and much more.

MarCom awards are an international competition for marketing and communication professionals involved in the concept, writing and design of marketing and communication programs and print, visual and audio materials. The competition has grown to perhaps the largest of its kind in the world. A look at the winners shows a range in size from individual communicators to media conglomerates and Fortune 500 companies.

[Forward email](#)

✉ **SafeUnsubscribe®**

This email was sent to susanne.dupes@knoxcounty.org by meredith@gsmiit.org.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Volunteer Chapter PRSA | 33 Maiden Ln | 11th Floor | New York | NY | 10038-5150