



# The Volunteer Update

Volunteer Chapter PRSA Newsletter

December 2009

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### Welcome New Member!

Catherine Mackey

### Greetings,

With this last PRSA Volunteer Chapter newsletter for 2009, I wish you all farewell. I have enjoyed meeting many of you during my two year tenure as newsletter editor. I have learned much from you, and made some excellent friends during the process. This made my volunteering to serve worth every hour spent getting this newsletter together!

I'm sure our paths will cross again. After all, I became a librarian so I could better research my news stories and angles...so I won't stray too far from the field!

And finally, as I say goodbye, please welcome Abbey Taylor as the new PRSA Volunteer Chapter Newsletter Editor starting January 2010. As a reminder, please add her email address ([abigail.taylor@knoxcounty.org](mailto:abigail.taylor@knoxcounty.org)) to your safe senders list.

All the best to you now and in the future!

Meredith P. Goins  
[mgoins1@chartertn.net](mailto:mgoins1@chartertn.net)

### Professional Interest Sections December Promotion

Now available online!  
Visit <http://www.prsa.org/JoinUs/> for these great deals!

- New members enter code **FREESEC09** to receive a free Section membership this month
- Current members enter code **SECFALL2009** to save \$20 on a Section membership this month.

A list of professional interest sections can be found at:  
<http://www.prsa.org/Network/Communities/>.

### Hardship Plan for Renewing Unemployed Members

PRSA members who are unemployed and are up for renewal and have been members for five or more years qualify for a one-time reduction in their National dues.

Since the plan launched on April 1st, **33** members have taken advantage of National's hardship plan.

Click [here](#) to read the terms of the plan.

Contact Eileen Lintao, member services manager, at [Eileen.Lintao@prsa.org](mailto:Eileen.Lintao@prsa.org) or call 212-460-1490 to learn more.

### President's Letter: Thank You '09 Board & Committee Members



I am thankful for having the opportunity to serve you this past year. It has been a wonderful experience working with the all of professionals on our board and committes. I owe a special thanks to each and every one of them, for with out their dedication, know how and conenctions, we would not be able to host the V Awards, or sponsor students to attend PRSA National Conference, or even to have a website, newsletter or meetings!

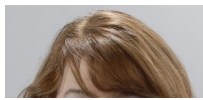
It takes all of us to make this chapter work and to offer you the programming, growth opportunities, and connections. Won't you join me in thanking them?

- President-Elect - Susanne Dupes, ABC, APR
- Secretary - Jonathan Haskell
- Treasurer - Lorna Norwood, APR
- Immediate Past President - Susan Lauver, APR
- Ethics Officer - Becky Huckaby, APR
- Assembly Delegate- Cheryl Ball, APR
- Directors-at-Large - Chris Davis, APR, Megan Brown, APR, and John Cherry
- Accreditation - Cheryl Ball, APR and Julia Wood
- Web Site - Lindsay Parrott
- Hospitality - Nicky Reynolds
- Newsletter - Meredith P. Goins, MIS
- Membership - Ellie Amador
- Gala Committee Co-Chairs - Kristin Alm and Erin McCarty
- PRSSA Liaisons - Ellen Liston, APR and Tom Looney, APR

I also want to thank you, the membership of the Volunteer Chapter. You are the reason we are here! I look forward to seeing you in 2010. Thanks and have a great day!

Seth Linkous

### Greetings From Your PRSA Volunteer Chapter President Elect



I'm really looking forward to starting our 2010 year. We are working to have an updated strategic plan in place for the chapter by January that will align as much as possible with national goals. It certainly helps to

## Pay Your Dues Quarterly!

Members have the option of renewing with quarterly payments. Learn more [here](#). To sign up for this option, which is mentioned on all dues invoices, members should contact [Jackie.gonsalves@prsa.org](mailto:Jackie.gonsalves@prsa.org) or call 212-460-1492.

The option is for renewing members only and is *not available* through online renewal.

### Quick Links...

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

facebook

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)

Greensboro/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)

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



have the incoming National Chair working down the street! We had a planning session in November that generated lots of great ideas and energy, so hopefully we can spread that through to you.

Happy holidays, everyone!  
Susanne

Susanne D. Dupes, APR, ABC  
2010 Chapter President

## V Award Call for Entries

Pull out your best PR work - it's time to prepare entries for the annual Volunteer Chapter PRSA V Awards!

A Call for Entries document will be posted on [www.volunteerprsa.org](http://www.volunteerprsa.org) and emailed via the chapter Listserv in January.

Get the recognition you deserve for your outstanding public relations product or program. The V Awards is proud to offer more than a dozen additional categories for the 2010 event, including new media and social media.

Save the date: the V Awards will be held **April 15, 2010** at the new [Clayton Center for the Arts](#) on the Maryville College campus. Contact Kristin Alm ([kalm@scrippsnetworks.com](mailto:kalm@scrippsnetworks.com)) or Janya Marshall ([jmarsha4@covhlth.com](mailto:jmarsha4@covhlth.com)) with questions.



Awarding Excellence in Public Relations

## Cardwell Named COO of Ackermann PR



Longtime Chief Financial Officer Crystal Cardwell has been promoted to Chief Operating Officer at Ackermann PR.

"Crystal has been a critical part of the company for more than 25 years," said President and CEO Cathy Ackermann. "This promotion acknowledges and formalizes a role she has really held for sometime."

In her new role Cardwell will oversee day to day operations and focus on productivity and profitability. Cardwell, a Knoxville native, is married to Ken Cardwell. They have two grown daughters.

Ackermann PR is a full-service marketing and communications firm and is ranked as one of the top PR firms in the country by industry associations and publications. Clients include Ruby Tuesday, Clayton Homes, ALCOA, USEC, Honeywell, Radio Systems, East Tennessee Medical Group, TechLaw Group, B&W Y-12 and others.

## Copper Cellar Family of Restaurants Taps Asen For Social Networking

Copper Cellar Corporation has hired Asen Advertising & Marketing to assist them in developing an aggressive social media strategy incorporating Facebook and Twitter accounts for each of their restaurants.

"Our restaurants are social gathering spots. It seemed only natural to venture into the online social world to stay in touch with our customers," said Bart Fricks, Copper Cellar COO.

The company has launched Facebook pages and Twitter accounts for Smoky Mountain Brewery and Copper Cellar and is working on the same for other restaurants within the corporation. In the first three weeks they have attracted around 700 Facebook fans and growing. Restaurant managers will use these accounts to extend exclusive offers to customers, announce special events and gather information to continually improve the restaurants' levels of customer service.

Smoky Mountain Brewery also has a MySpace page that features information on the bands that perform there.

"The most important parts of this campaign have been the auxiliary ad options we used to drive customers and employees to the new social media. We had an employee contest to drive traffic to the new pages, developed check-presenter inserts for existing customers, and are in the process of creating an open house for the finished pages," said Sarah Scoonover, Director of Client Services at Asen.

Copper Cellar Corporation - Copper Cellar Corporation operates 17 restaurants throughout Middle and East Tennessee. Restaurants include Copper Cellar, Calhoun's, Chesapeake's, Cappuccino's, Cherokee Grill Steakhouse and Smoky Mountain Brewery. The restaurants are founded on a commitment to quality, consistence and unrivaled guest satisfaction and have earned both local and national awards and recognition.

## KUB Updates

### Learn to Save Money at KUB's January Conservation Workshops

KUB will offer workshops in January to help you learn to conserve energy and water to lower your utility bill. Workshop staff will offer simple no-cost and low-cost tips and demonstrate

things like putting a blanket on your water heater or caulking around doors and windows. For more information on the workshops, visit [www.kub.org](http://www.kub.org) or drop by a workshop anytime:

- Jan. 11, 1-3 p.m., Halls Senior Center, 4410 Crippen Road
- Jan. 12, 5:30-7 p.m., West Hills Elementary School, 409 Vanosdale Road
- Jan. 19, 1-3 p.m., South Knoxville Senior Center, 6729 Martel Lane
- Jan. 21, 1-3 p.m., John T. O'Connor Senior Center, 611 Winona Street

### Can You Help Project Help?

Tough economic times mean even more people need heating assistance from Project Help to stay safe and warm. You can help them by giving to Project Help. It helps elderly or disabled people on fixed incomes and those who have an emergency need because of job loss, illness, or injury.



The Knoxville-Knox County Community Action Committee (CAC) administers Project Help. KUB collects donations and sends all funds to the CAC to buy electricity, natural gas, heating oil, propane, coal, or wood for those in need. Project Help relies solely on donations and fundraisers, so your help is vital.

To donate:

- See the back of your KUB bill to make a one-time donation or a monthly pledge
- Make a monthly pledge online at [KUB's web site](http://KUB's web site)
- January 4-29 - donate at area Food City stores and Home Federal banks
- Recycle your newspapers at participating Pilot and Marathon stores (See [www.kub.org](http://www.kub.org) for store locations.)

Please do what you can. Even \$1 a month makes a difference.

### 2010 PR Grants Available for Not-for-Profits

For the seventh consecutive year, CyberAlert, Inc. ([www.cyberalert.com](http://www.cyberalert.com)) the online media monitoring service, will award a minimum of 15 public relations grants to not-for-profit organizations. Each grant consists of one full year of free news monitoring / press clipping services, ranging in value from \$3,000 to \$4,500.

All not-for-profit, educational and charitable organizations in the United States and Canada are eligible to apply for the grants, except previous grant recipients.

CyberAlert is accepting grant applications until December 31 and will announce the grant recipients in January. More information and a simple and secure grant application is available online at: <https://secure.cyberalert.com/grantsX.html>.