

In This Issue

- President's Letter
- Member Profiles--Getting to Know Charles Primm
- It's Time to get Certified!
- Mendence Promoted to Senior Account Service Coordinator
- Genera Energy Names Communications Director
- East Tennessee Firms Launch Interactive Springboard
- Position Announcement for Maryville College
- Senior Director of Marketing Position Open at KTSC
- Dine Out for Education is April 20th
- Run for the Schools at the Knoxville Zoo
- No Place Like Home, No Place Like Now
- Resume Tips: Five Ways to Grab Employers' Attention

"V" Awards

Join us for the Volunteer Chapter's annual awards dinner and ceremony to recognize our region's best public relations practices. Attendees will be entered to win a grand door prize! To see a list of 2009 winners, click [here](#).

To view the Invitation to the 2010 V Awards, click [here](#).

5:30 p.m.

Cocktails and Silent Auction

6:00 p.m.

President's Letter

Hooray for springtime! With spring comes our annual celebration of public relations in East Tennessee. Last week, we held our board meeting at the Clayton Center for the Arts to continue planning our April 15th "V Awards."

What an amazing facility it is! It is going to be a beautiful setting for this year's celebration.

This year, instead of a keynote speaker, we are incorporating the arts. Local dancers will be performing four dance styles in a dance competition for us. Come prepared to tweet about which style you prefer and which couple does the best.

RSVP by April 6 to jan@marketartscreative.com. I can't wait!

Susanne



Member Profiles--Getting to Know Charles Primm

Volunteer Chapter member Charles Primm is our lucky first member profile.



Primm is the Media and Internal Relations Coordinator in the Office of Communications and Marketing at the University of Tennessee. In another life, he thinks he would have been a history professor and he thinks PR has a vital role to play in our world, helping organizations communicate with their publics in a way that is mutually beneficial to all parties. Charles' biggest pet peeve word is "prestigious" and his motto is "It's bad luck to be superstitious."

In his profile, Charles said, "The book *Man's Search for Meaning* by Victor Frankl taught me how to make my work and my life more meaningful. The film *Groundhogs Day* taught me to keep trying until I get it right!"

Dinner/Silent Auction Ends

6:30 p.m.

Awards Ceremony

For more information, visit our [website](#).

A special thanks to our sponsors:



Platinum:



Gold:



Silver:



The thing Charles wants to know about all of you is, "Why did you get into PR?" If you haven't submitted your member profile, please take a minute to do so, answer the original eight questions plus Charles' question if you can.

It's Time to get Certified!

Think you don't have time to get your APR? Juggling too many projects already? Can't attend study sessions? Don't have enough experience? You plan on doing it next year? Those are just EXCUSES! April is Accreditation Month! Take advantages of several PRSA opportunities to learn more about the testing process and how you get started.

April 13 - FREE APR Webinar

April 20 - Open House of the PRSA Online APR Preparation Course

Anytime! - Contact Becky Huckaby at (865) 342-3014 or bhuckaby@tys.org

Mendence Promoted to Senior Account Service Coordinator



Mary Beth West Consulting, LLC, a public relations and reputation management consulting firm in Maryville, Tenn., announced today the promotion of Mallorie Evans Mendence to senior account service coordinator.

In her position with the firm, Mendence works with the account team to coordinate campaigns for agency clients, such as Blount Education Initiative and Dominion Virginia Power. Mendence has previously served on the board of the Community Food Connection of Blount County and currently serves on the board of the Maryville City Schools Foundation.

She is an associate member of the Public Relations Society of America / Volunteer Chapter.

"Mallorie brings qualities to her work that every young professional in public relations should aspire to, including a focus on ethics and understanding how to manage the process of real relationship-building," West said. "She has made many valuable contributions to our team."

Genera Energy Names Communications Director

Jennifer Burke was recently named Marketing and Communications Director for Genera Energy LLC, a Knoxville based bioenergy company that is one of the nation's leaders in clean, domestic renewable energy creation and implementation-powering our future with nature's resources while creating new economic opportunities for our nation's farmers and rural communities.



In her role with Genera, Burke is responsible for developing and implementing media relations, advertising, marketing and communications plans for all facets of the company including Genera Biomass, Genera Biofuels, Genera Energy Crops and Genera Capital.

East Tennessee Firms Launch Interactive Springboard



Bronze:



And of course:
The Clayton Center for the Arts

Mashable's Tips for Reducing Social Media Stress

In the Blackberry, Smart Phone, iPhone era, we know all too well what it means to be connected. No longer are the days when we were only digitally connected via computer for part of the day. We are all well aware of the benefits of social media, but the challenge is finding a balance between being connected and disconnecting. Mashable provides these four tips to help us out.

1. Take time to disconnect.
2. Remember to breathe.
3. Eat food that adds energy.
4. Awaken the body: Move.

Mashable says, "It is extremely unlikely that the pace of information we consume is going to slow down. In fact, it is likely to increase, as our friends not

Interactive Agency and PR Firm start joint venture

Blue Media Boutique, a web development and interactive agency, and Mary Beth West Consulting announced today the launch of [Interactive Springboard](#), a joint venture that provides an integrated, research-based approach to social media that supports client marketing communications.

The firms, led by Tori Rose of Blue Media Boutique and Mary Beth West, have partnered successfully on several diverse client projects since 2008 involving web strategy and social media and are now formalizing their collaboration under the Interactive Springboard name.

Both firms comprising Interactive Springboard offer diverse team backgrounds and have their own histories of extensive work partnering with other third-party agencies and teams, both in the Knoxville market and beyond.

Interactive Springboard can be found at www.interactivespringboard.com and on Facebook and Twitter.

Position Announcement for Maryville College

Maryville College is hiring for the position of News and Media Writer. The position writes and coordinates specific portions of the College's internal and external communications efforts in collaboration with colleagues inside the Office of Communications. Using social media and new technologies, the writer distributes news to and builds relationships with traditional media, as well as emerging media.

Qualifications: Bachelor's degree from a four-year college or university in journalism, communications, writing, English or a related field; three years experience in journalism, electronic media, communications and/or marketing; basic photography; proficiency in social media applications and strong track record for developing and implementing effective and creative communications/public relations strategies using new technologies.

To apply send a cover letter, resume, contact information for three professional references, and writing samples by e-mail to humanresources@maryvillecollege.edu The deadline is Friday, April 16, 2010. Maryville College is an EOE.

Senior Director of Marketing Position Open at KTSC

Knoxville Tourism and Sports Corporation is seeking a Senior Director of Marketing with a minimum of 5-7 years experience and a BA/BS Undergraduate degree.

This position is responsible for strategically planning, implementing, and reviewing internal and external marketing and communication programs in conjunction with Senior VP of Sales & Marketing & CEO. In addition, the Senior Director will supervise all marketing personnel and agencies on retainer. Senior Director will be responsible for developing and monitoring measurable, annual department goals, while performing quarterly & yearly performance evaluations. A more detailed job description can be found [here](#).

only post what they are doing, but also where they are at any given time. The challenge is finding a balance within the information stream."

For more on these tips, visit [Mashable](#).

PRSA Volunteer Chapter Calendar

April 10

Run for the Schools

April 13

Free APR Webinar

April 15

PRSA V Awards
6:00 p.m. at the Clayton Center for the Arts on the Maryville College Campus

April 20

PRSSA Senior Reception
7:00 p.m.
(Location TBD)

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Dine Out for Education

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Open House of the PRSA Online APR Preparation Course

Pay Your Dues Quarterly

Current members can pay their National and Professional Interest Section dues in four quarterly payments. The first payment will include the \$10 service fee and full Chapter dues. To participate, contact Member Services at (212) 460-1400 or membership@prsa.org.

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 website](#)

Dine Out for Education is April 20th

Get ready to enjoy your favorite eateries and help the school system at the same time.

The date for the 2010 Dine Out For Education promotion will be Tuesday, April 20, 2010. Mark your calendar for a day of dining at your favorite restaurants in support of The Knox County Schools. A list of participating restaurants can be found by logging on to www.knoxschools.org.

Run for the Schools at the Knoxville Zoo

The Run for the Schools will be held at the Knoxville Zoo. Proceeds from this event will be distributed to the participating schools based on each school's level of participation. The event is open to all schools, both public and private, in Knox County. Cost: Pre-registration \$10 for Knox County students and teachers; \$15 for all others. Day of race fee is \$12 and \$20. Pre-registration deadline is March 29. Registration information can be found at www.knoxschools.org or www.runfortheschools.org. For additional information, contact Scott Bacon (594-1909) or Mary Kerr (594-1928).

No Place Like Home, No Place Like Now

Homeowners can save money on home improvements with an in-home energy evaluation

Home improvements make your home more beautiful, functional, and up-to-date - and they can add tremendous value. Now those same home improvements can save homeowners money as well, providing more bang for the buck.

Through the new In-Home Energy Evaluation (IHEE) program, KUB electric customers can reduce power use, thus lowering monthly utility bills, and receive a cash incentive for making approved home energy-efficiency improvements.

Resume Tips: Five Ways to Grab Employers' Attention

With today's level of competition for good jobs your resume has got only one chance to make a great first impression. To be considered for interviews your resume must have that special something that grabs the reader's attention and motivates them to call you. Here are five strategies for transforming a blah document into a WOW resume that will get employers calling you.

1. **Keep your focus clear and to the point.** The first thing potential employers need to know is what you do and the position you are interested in. In the past job seekers have used an objective statement at the top of their resume to indicate their employment interest. Instead, write a short, direct professional summary that clearly illustrates your career focus. Your statement should include your profession, how long you've done it and your particular areas of expertise.
2. **Stuff your resume with key words.** The more key words you use the more frequently your resume will show up in online searches like LinkedIn, TheLadders and CareerBuilder, etc.
3. **Keep your resume reader-friendly.** Nothing gets ignored like a resume full of lengthy blocks of text. Leave out extraneous details so that key facts show up easily. Separate blocks of text into

facebook

Traveling soon?

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

Atlanta:
www.prsageorgia.org

Birmingham:
www.alabamaprsa.org

Charleston:
www.scprsa.org

Charlotte:
www.prsacharlotte.org

Chattanooga:
www.lookoutprsa.org

Greensboro/High Point:
www.prsatarheel.org

Memphis:
www.prsamemphis.org

Nashville:
www.prsanashville.com

North Carolina:
www.NCprsa.org

Join Our Mailing List!

smaller easy-to-digest snippets of information.

4. **Include plenty of accomplishments.** If you want to stand out from the crowd you must include accomplishments throughout your resume. Write accomplishments that show how you solve universal problems such as saving time, cutting costs, improving performance and increasing customer satisfaction. Don't make the common mistake of combining responsibilities and accomplishments in a long list of bullets.
5. **Get your best information on page one.** It's true, if you can't grab their attention on page one they won't stick it out to find out the wonderful things you've got on page two or three. The solution is to use the hybrid resume format that allows you to create a highlight of accomplishments section at the top of page one of your resume. This area of your resume is reserved for the best examples of your work.

Don't delay in implementing these resume changes. Employers are waiting for you with opportunities for a better career and a better life.

Deborah Walker, Certified Career Management coach, offers more career tips and sample resumes at www.AlphaAdvantage.com.

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