

The Volunteer Update

Volunteer Chapter PRSA Newsletter

May 2009

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Save the Date!

Join your colleagues for the PRSA first professional development training on Saturday, August 8th.

Both Audrey Williams from PSTCC and Jeffery Kissinger, Scripps' VP of Interactive Advertising will lead the session. This training will be limited to 20-25 people.

More details to follow, including curriculum, time and location. Keep an eye on the PRSA list!

Welcome New Member!

Jan Welborn-Nichols
Marketarts Creative

May - June Membership Promotion

Nationals is waiving the \$65 initiation fee for prospects who join and mention the promotion

Greetings,

As many of you already know, I am leaving Tremont to go back to my roots in library science. I'm still a proud member of PRSA, and will continue to be so. Please make sure to add my personal email account mgoins1@chartertn.net to your address books now so you will continue to receive the PRSA newsletter!

In the last two years, I have never put in a shameless plug for Tremont. Today, I am changing this. I would like to encourage you to help find a person that can help kids from all over the country live for 3 to 5 days inside the national park and learn to love these mountains as much as you and I do.

So look at the listing below left, share widely, and feel free to contact me. While you're at it, add me to your addy book!

Until June,

Meredith P. Goins mgoins1@chartertn.net

President's Letter: Congratulations to all the 2009 V Awards winners!



By either submitting an entry, or offering in-kind services, and especially for attending the Gala, you made the 2009 V awards spectacular! As always the Foundry was the place to be April 16th, thanks to Erin and Kristin.

Did you see the pics? You should have received an email notification to view and/or order event photos through Shutterfly, if you missed it [click here!](#)

And remember, if you or your organization won an award of excellence, quality, or merit and wish to purchase duplicate awards, please contact Erin McCarty erin.mccarty@twsg.com or Kristin Alm kalm@scrippsnetworks.com. Additional statuettes are \$65; certificates are \$5 with checks payable to PRSA Volunteer Chapter.

On behalf of the PRSA Volunteer Chapter, thank you for supporting the 2009 V Awards.

Thanks and have a great day!

code. New members pay \$225 for their National dues; Chapter dues are additional.

New: 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.

Contact Eileen Lintao, member services manager, at Eileen.Lintao@prsa.org or call 212-460-1490 to learn more.

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 or call 212-460-1492.

The option is not available through online renewal.

Volunteer Chapter has a new APR!



Congratulations to Michael Holtz, APR on earning the Accredited in Public Relations designation. Michael is the

Director for the American Cancer Society Mid-South Division Inc. The APR process includes applying to the Universal Accreditation Board, completing a readiness review by three peer APRs and passing a written examination lasting approximately three hours. Earning the APR requires a commitment to professional development and we are

Seth Linkous

Congrats V Awards Winners!



Awarding Excellence in Public Relations

An intensive nine-month investor relations campaign earned Tellico Village Property Owners Association (TVPOA) the 2009 Bateman "Best of Show" award for public relations achievement in East Tennessee.

The award was presented at the PRSA Volunteer Chapter "V" Awards Gala on Thursday, April 16, at the Foundry. The TVPOA was recognized for its "C&R 4500" campaign that garnered the thousands of stakeholder signatures needed to revise the association's original charter.



Tim Williams of 21st Mortgage Corporation, received the Community Service Award for use of public relations practices to improve life in East Tennessee, specifically for his long history of committing his personal and professional resources and energy to a broad range of

organizations.



Mark Cate of Lawler-Wood, was honored as Executive of the Year for exceptional support of the principles of public relations and community outreach.



Cheryl Ball, president and founder of Curved Edge Consulting, received the Harvey I. Cobert award for outstanding individual achievement and contributions to the Volunteer Chapter.



Sarah Elder of Blackberry Farm, was named the chapter's outstanding Rising Young Professional.

The University of Tennessee's Public Relations Student Society of America (PRSSA) was recognized for accomplishments in PR campaign projects and media kit writing. Student team members included Scott Wofford, Alyssa Molnar, Jessica Jones, Emily Fletcher, and Claire Quinn.

Winners include:

Public Relations Programs - These organizations received "V" Awards of Excellence for public relations programs or campaigns:

- Community Relations: Knox Co. Mayor's Office, "Knox Achieves" campaign
- Internal Communications: B&W Y-12, "What You Feel Counts"
- Government Relations: TVA, "TVA October 2008 Rate Increase"
- Special Events, 2 to 7 days: Blount Memorial Hospital, "Celebrate Spring"

proud of Michael for earning this achievement.

To learn more on how you can earn your accreditation, contact Cheryl Ball, APR at cheryl@curvededgeconsulting.com.

Congratulations Michael!

Sharon Pound Joins UTK

After 12 years of freelancing, Sharon Pound, APR, is now an editor for the University of Tennessee's Office of Research. She will continue to accept freelance assignments on a limited basis. You can reach her at 974-1475 or spound@utk.edu.

Tyra Haag joins Mary Beth West Consulting

Tyra Haag has joined Mary Beth West Consulting as media relations coordinator. Previously, Tyra served for more than three years as project director and media spokesperson for the Metropolitan Drug Commission in Knoxville, where she managed media relations efforts, conducted community outreach and managed educational training programs aimed at drug abuse prevention. Tyra earned dual bachelor's degrees from the University of Tennessee-Knoxville - one in communications and one in Spanish - graduating magna cum laude.

Job in the Smokies!

DEVELOPMENT / PUBLIC RELATIONS
DIRECTOR Great Smoky Mountains Institute
at Tremont, Great Smoky Mountains National
Park, Townsend, Tennessee.

- Special Events, more than 8 days: TVA, "Powerful Past, Bright Future: TVA's 75th Anniversary"

Public Relations Products - These organizations received "V" Awards of Excellence for specific public relations products:

- Four-color Annual Reports: Girl Scouts of Tanasi Council
- Customer Periodicals: Blount Memorial Hospital, "Good Health"
- Government Periodicals: B&W Y-12, The Y-12 Report
- Non-profit Periodicals: East Tennessee Children's Hospital, "It's About Children"
- Employee Newsletters: Blount Memorial Hospital, "Checkmate"
- Government Newsletters: Knox Co. Mayor's Office, "Knox County: A Great American Community"
- Non-Profit Newsletters: East Tennessee Children's Hospital, "Healthy Kids"
- Feature Writing: B&W Y-12, "Shedding (a little) light on the nation's newest weapons facilities"
- Column Writing: Blount Memorial Hospital, "Women's Health"
- Writing-Other Classifications: Peninsula, "The Alphabet of Recovery"
- Media Kit: East Tennessee Children's Hospital, "Fantasy of Trees Media Kit"
- Invitations: Blount Memorial Hospital, "Casino Royale at Royal Oaks"
- Posters: Blount Memorial Hospital, "Lawson"
- Specialty Items: UT Institute of Agriculture, "Agrotourism in Action"
- Brochures: Concord United Methodist Church, "Present for the Future"
- Audiovisual Productions: University of Tennessee, "National Science Foundation Award Celebration Video" and East Tennessee Children's Hospital, "I Wish For You"
- Government Web site: TVA, www.tvakids.com
- Advocacy Web site: Knoxville American Red Cross, www.knoxarc.org
- Education Web site: University of Tennessee, www.utk.edu

Special thanks to the 2009 V Awards sponsors:

Media



Platinum



Gold



Silver

We are seeking an enthusiastic, innovative, and well-organized individual with the necessary experience and training to effectively direct development/fundraising and public relations efforts for Great Smoky Mountains Institute at Tremont, a residential environmental education facility in Great Smoky Mountains National Park.

Deadline: May 30th or until filled. Preferred starting date mid June. Full details at: <http://www.gsmmit.org/developmentpr.html>.

Summer Internship at First Tennessee Bank

Summer internship at First Tennessee Bank in Knoxville in marketing & corporate communications department. Will include project work such as internal newsletter preparation, event management, and social media projects. Must be a student with at least 2 years of course completion (not open to graduates).

To receive further information, or to apply, email a cover letter and resume to Sherry Lisak at slisak@firsttennessee.com by Friday, May 29, 2009.

Blooms Days

Mark your calendar!

Blooms Days
UT Gardens
UT Institute of
Agriculture
June 27 and 28, 2009
Garden Festival and
Marketplace

Market Arts Creative Update

Market Arts Creative clients were on The Today Show April 17. Recent college graduates and brothers Max and Eli Sussman have written a lively and imminently useable cookbook for anyone afraid to enter the kitchen. The title, *Freshman in the Kitchen: From Clueless Cook to Creative Chef*, serves 20-somethings who need to eat and save money. But the book is a great guide for cooking novices of any age. They



Bronze



Call for Speakers: PRSA Northeast District Conference

The Northeast District of the Public Relations Society of America will host its annual conference on Thursday, Oct. 8, 2009, in Rochester, N.Y. We anticipate upward of 200 practitioners will attend the event.

Submission details can also be found here: <http://www.prsarochester.org/conference.html>.

The deadline for proposals is Friday, June 5, 2009.

Programs must offer solid and authentic tactical and strategic insights, and must NOT be a commercial for products or services. Presenters selected will receive a complimentary registration to the conference.

SEND PROPOSALS TO:

Conference co-chairs: Heather Kowalczyk, hkowalczyk@sjfc.edu (585-899-3801) and Bethany Ryan, bethanyr@text100.com (585-697-2609).

Coach Summitt Becomes a Girl Scout



The University of Tennessee's legendary basketball coach is now an official Girl Scout.

Pat Summitt in April joined Girl Scouts of Tanasi Council and has received a Girl Scout sash full of badges representing her lifetime of achievements.

Summitt was the keynote speaker at the 2009 Girl Scouts of Tanasi Council's Women of Achievement Gala, held April 28 at the Knoxville Convention Center. More than 500 people attended the annual event honoring former Girl Scouts who are now among East Tennessee's strongest leaders. This year's honorees are Avice Reid, Holly Warlick and Andrea White.

Summitt told the audience that the Girl Scout Mission to build girls of courage, confidence and character is very much like coaching. She even raised her hand showing the Girl Scout symbol, reciting the

served up something tasty for hosts
Kathie Lee Gifford and Hoda Kotb.

Watch the Today Show episode and
media training out takes at
<http://www.marketartscreative.com>

Quick Links...

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



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

beloved Girl Scout Promise - written nearly 100 years ago.

Girl Scouts of Tanasi Council received heavy media coverage of the
event throughout Tennessee as well as being elevated heavily in
social media such as blogs, Twitter, Linkedin and Facebook.
