



The Volunteer Update

Volunteer Chapter PRSA Newsletter

November 2009

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Welcome New Members!
Mary Bryant
Katie Bennett

Thank You Renewing Members!
Janya Marshall

Save the Date!

Mark your calendars for the upcoming PRSA events!

Nov. 19, 2009 - 11:30 am -
November Chapter Meeting at The Orangery

Dec. 10, 2009 - 7-9 am - Members Only Social at Gourmet's Market

PRSSA Fall 2009 Meeting Schedule

Tuesday, November 17, 7 p.m. -
Last Meeting/Social/National Share day - COM 314

Professional Interest Sections November & December Promotion

Existing PRSA members and new members can benefit from this new promotion. Current PRSA members will receive \$20 off if they add a section during November and December while new PRSA members will receive a section membership

Greetings,

Exciting news in this edition - new PRSA board members, awards won, positions open, holiday festivities to enjoy, and much more.

Don't forget! Today is the last day to register for the November Chapter meeting at the Orangery! Contact Nicky Reynolds Today at Nicky@OakRidgeVisitor.com or (865) 482-7821.

Also, as you can see below, Abbey Taylor has graciously agreed to serve as the Newsletter Editor. As we transition the emails, please go ahead and add her email address (abigail.taylor@knoxcounty.org) to your safe senders list.

Until December,

Meredith P. Goins mgoins1@chartertn.net

The Results are In: PRSA Volunteer Chapter 2010 Officers and Committee Chairs Announced



Join me in congratulating next year's PRSA Volunteer Chapter officers and committee chairs! New this year is the addition of Chapter Publicity Committee to be lead by Jennifer Faddis.

We as a chapter are so fortunate to have such great people serve. I would also like to thank all of you who have made this chapter as successful as it is, through your serve this year, and those who's served in the past. Thank you!

- President: Susanne Dupes, APR
- President-elect: Chris Davis, APR
- Immediate Past President: Seth Linkous
- Treasurer: Lorna Norwood, APR
- Secretary: Julia Wood
- Ethics Officer: Michael Holt
- APR Assembly Delegates: Megan Brown, APR & Laura Bower, APR
- Directors-at-Large: John Cherry, Jeff Cuellar, Jonathan Haskell
- Accreditation: Becky Huckaby, APR
- Membership: Nicky Reynolds
- Website: Lindsay Parrott
- Newsletter: Abbey Taylor
- Hospitality: Jan Welborn-Nichols
- Chapter Publicity: Jennifer Faddis
- PRSSA Liaisons: Ellen Liston, APR & Jeff Cuellar
- Gala Committee Co-Chairs: Janya Marshall & Kristin Alm

Join me in welcoming our new board and committee members at our next meeting or at the morning social in December!

Thanks and have a great day!



Seth Linkous

for free!

Additional information is available at: <http://www.prsa.org/JoinUs/>

Win a \$100 Amazon Gift Card!

No, it's not spam or a gimmick... just PRSA National asking you to update your records!

Members who take a few minutes to help PRSA update their job title, organizational setting, industry and area(s) of specialization will be randomly selected each month to receive gifts, including a \$100 Amazon gift card and items from the PRSA Store. Members can update their demographics information at [MemberNet](#).

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

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!

TODAY IS THE LAST DAY TO REGISTER! - November Chapter Meeting: Social Media as a PR Research Tool

Are you using StumbleUpon, Digg or other social media tools for PR research? Katie Granju, Director of Digital and Social Media for Ackerman PR and founder of the Knoxville Social Media Association is going to share some insight on how we can do that.

When: Thursday, November 19, 2009; Networking at 11:30 a.m.; lunch and program at noon

Where: The Orangery, 5412 Kingston Pike SW

Cost: \$20 for members and students; \$25 for guests

RSVP: Monday, November 16, 2009, with Nicky Reynolds at Nicky@OakRidgeVisitor.com or (865) 482-7821. Please note whether you are a chapter member as well as any dietary restrictions. No-shows will be billed. Cancellations must be received by Monday, November 16, 2009.

Volunteer Chapter December Social

Normally, we have not had a monthly lunch meeting in December due to busy schedules and the holidays approaching. This year, your chapter has decided to offer a breakfast-networking-social-holiday-hot cocoa-drop-in-type-thing to be held at Gourmet's Market in Bearden 7-9 a.m. on December 10.

This event is a member-only benefit so come drop in for a few! RSVP's to Nicky Renolds at Nicky@OakRidgeVisitor.com are appreciated. Hope to see you there!

Tri-Cities Events Coordinator Position Opening

BigBrothers Big Sisters of East Tennessee has a part-time, entry level position as Events Coordinator for the Tri-Cities area. Applications will be accepted until November 13, 2009

Primary responsibility for planning and executing the Tri-Cities Bowl For Kids' Sake campaign, additional fundraising events and other events such as activities for program participants. Responsible for driving strategic growth of revenue through the cultivation, recruitment and stewardship of 1) corporations 2) media partners and 3) other organizations that can provide sustained resources including financial, in-kind and personnel.

Position qualifications include a minimum BA/BS degree and at least two years professional experience demonstrating progressive responsibilities in any of the following: event planning, public relations, marketing, sales, development or community relations.

For more information contact:
Events and Media Manager, Brent Waugh
Events@BBBSetn.org
(865) 523-2179, extension 17

Oak Ridge CVB Wins Gold MarComCreative Award for Visitors Guide

The new Oak Ridge & Norris Lake Visitors Guide has been given a Gold Award by the MarCom Awards, the second such award in the past few months. The guide is produced in partnership by the Oak Ridge Convention & Visitors Bureau (ORCVB) and the Anderson County Tourism Council, highlighting tourism assets in all areas of the county.

The MarCom Awards is an international creative competition that recognizes outstanding achievement by marketing and communication professionals.

In May 2009, the guide received a Gold Award by the Hermes Creative Awards, which is presented to those entries judged to exceed the high standards of the industry norm in the concept, writing and design of traditional and emerging media.

"Winning a second award for our new visitors guide is exciting, especially since it's our main fulfillment piece for the tens of thousands of people who request information on Oak Ridge on an annual basis," said Katy Brown, president of the Oak Ridge Convention & Visitors Bureau. "The guide provides complete vacation planning information, and when paired with our award-winning website, visitors can utilize both tools to get the most out of their experience in Oak Ridge and Anderson County."

This comprehensive guide showcases events, attractions, lodging, arts and culture, and outdoor activities in the county. According to Stephanie Wells, executive director of the Anderson County Tourism Council, putting together a countywide visitors guide is a challenge that makes partnering a win-win for both organizations.

The ORCVB strengthens the area economy through the marketing and promotion of Oak Ridge as a destination for meetings, business, and leisure travel. Visit us online at oakridgevisitor.com or call 482-7821 for more information.

Public Relations Expert Earns New Media Honors



PRSA Volunteer Chapter member Cynthia Moxley recently earned the dual titles of Best Tweeter and Best Local Blogger in the News Sentinel's annual East Tennessee's Best readers' poll. Moxley is the founder and chief executive officer of Moxley Carmichael, a leading East Tennessee public and media relations firm.

An award-winning journalist and former newspaper city editor, Moxley knows how to craft a story. She values social media as an effective way to spread the word about her clients and all things relevant to Knoxville. "It's not just a passing fad," Moxley said. "Social media is transforming the way we communicate."

In her blog, The Blue Streak, Moxley covers happenings all over Knoxville -- from art and music to politics and public relations. Her style is fun, and her commentary is right on target. Combining photos with stories, The Blue Streak is a great way to keep in touch with what's going on in Knoxville.

For an up-to-the-minute snapshot of what's happening in town, Moxley's tweets are not the average clutter. Intimately connected with Knoxville life and always on the go, Moxley gives quick and lively updates about what she sees from the inside. From County Commission meetings and Tennessee Shines concerts to new restaurants and Market Square events, you'll get the highlights by following Moxley on Twitter.

Moxley Carmichael began early on working with clients on new media strategy and hired a social media specialist to help companies integrate new media into their marketing and communications mix. This award is a testament to the importance Moxley places on social media and the value it can bring to her clients.

Follow Moxley on Twitter at @cmmoxley and read her blog at:
<http://www.moxleycarmichael.com>.

Holiday Express at the UT Gardens

Ten garden-scale model trains, thousands of lights and a miniature landscape featuring rivers, waterfalls and more than 100 buildings decorated for the holidays will delight visitors young and old at the Holiday Express at the UT Gardens, which kicks off November 25.

New this year will be appearances by Santa every December weekend before Christmas and a performance by the Akima Singers December 5 at 1:30 p.m.

Event dates and hours:

November 24, sneak preview for UT faculty and staff, Friends of the UT Gardens and sponsors.

November 25-28, 12-8 p.m.

November 29, 12-6 p.m.

December 4-January 3, Fridays and Saturdays, 12-8 p.m. and Sundays, 12-6 p.m.

Christmas Day, 2-6 p.m.

December 28-29, 12-8 p.m.

Cost:

\$5 per person, but children under age 4 are admitted free

Sponsors:

WBIR

Knoxville News Sentinel

UT Federal Credit Union

For more information:

865-9748265

<http://utgardens.tennessee.edu>

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

Charleston - www.scprsa.org