

July 2006

A report from the Montgomery Chapter of the Public Relations Council of Alabama

PRCA MONTGOMERY

CHAPTER NEWS

MESSAGE FROM THE PRESIDENT



PEGGY COLLINS
PUBLIC INFORMATION SPECIALIST
AL. BUREAU OF TOURISM & TRAVEL

Hello All!

It's terrific to be able to report that our Hyundai meeting - for members only - has filled up completely. Since there's a waiting list, we may have to repeat this one!

The end of our year is coming up quickly and we need to be getting a new board ready.

Please, seriously consider volunteering for a

spot on the board. To see a list of the different positions go to www.prcamontgomery.org/about.board.htm.

I hope you are all planning to attend the 50th Anniversary PRCA Conference in Tuscaloosa in September. And while you are considering that, it is also about time to get your medallion entries in. Good luck to everyone!

See you soon!

Hyundai Meeting Details

The July meeting of PRCA Montgomery will be held at Hyundai Motor Manufacturing Alabama. This meeting is full, but you can still contact Kay Yarbrough to reserve a spot on the waiting list. If you are attending, please plan on arriving at HMMA on Monday, July 10, at 11 a.m. to eat lunch in the cafeteria. The average cost is between \$5 and \$7 per person. This meeting will include a guided tram tour of the plant, which will begin at 12 noon and end no later than 1:15 p.m.

To reach HMMA from south of Montgomery, take Interstate 65 North to Exit 164 and turn left. Continue straight, and take your first right which is Hyundai Blvd. Go past the HMMA Training Center and the HMMA plant will be on your left. From Montgomery or points north of Montgomery, take Interstate 65 to Exit 164 and turn right. Continue straight and take your first right which is Hyundai Blvd. Go past the HMMA Training Center and the HMMA plant will be on your left.

Once you have passed the plant, enter at gate two and park in the Visitor's Parking Lot to the left. More information on the tour can be found by visiting <http://www.hmmausa.com/tours.cfm?id=63>.

CHAPTER MEETING

Global PR

Monday, July 10, 2006
Hyundai Motor Manufacturing AL.
700 Hyundai Blvd.
11 a.m.

This meeting will include a tour of the plant, and lunch will be available in the cafeteria.

Slots have been reserved on a first-come, first-served basis for members as announced on the Web site and in the May edition of the newsletter.

*The tour is open to members only, however a waiting list has been established if slots should happen to become available.

Contact Kay Yarbrough at k.yarbrough@jwamalls.com to reserve your spot.



Let Your Voice be Heard

If you haven't already done so, please take the opportunity to complete a survey hosted by PRCA in an effort to update its membership profile. The survey takes no more than a couple of minutes to complete, and is available at <http://www.surveymonkey.com/s.asp?u=32872225265>.

Save the Date for the State Conference

The West Alabama Chapter of PRCA has been busy planning this year's conference for September 28-29 in Tuscaloosa. This year, new sessions will be introduced, including an APR jump-start class, new member session and sound-off breakfast.

The conference will be held at the Bryant Conference Center, on the campus of the University of Alabama. Information is coming soon about registration and hotel reservation/rate information. Please visit the PRCA Web site at www.prcaonline.com, or watch for information in future issues of PRCA Montgomery Chapter News.

Medallion Awards

PRCA members are now invited to enter the best of their work in the 2006 Medallion Awards competition. The deadline for entries is Monday, July 31, 2006, and entry fees must be enclosed with the entries (not shipped separately). There are more than 20 categories in which to enter your projects, with the awards being given out at the PRCA State Conference in September.

Complete awards information and entry forms are available online at the PRCA state Web site at www.prcaonline.com. Good luck!

Medallion Award Categories

There is a way for everyone to enter! Take a look at the many different categories of awards. There's no reason your work should go unnoticed!

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| -Total Public Relations Program | -Magazines, Tabloids and Newsletters |
| -Special/One-Time Public Relations Program | -Marketing Promotions, Support Materials |
| -Total Publications Program | -Direct Mail |
| -Brand/Reputation Management | -Graphic Design |
| -Issues/Crisis Management | -Radio Production |
| -Writing for Media | -Video Production |
| -Speech Writing | -Slide/PowerPoint Presentations |
| -Event(s) Promotion | -Outdoor |
| -Primary Research | -Interactive Media |
| -Special Publications | -Potpourri |

Call for Projects and Service Achievements

If you have participated in any special projects or service efforts in support of local organizations, we want to know about them! It's time for the Montgomery Chapter to begin collecting information for our chapter book, and your special projects and service accomplishments can be a huge part of our book. Please e-mail your accomplishments to Lori Quiller at lquiller@acca-online.org no later than **Friday, July 14**, to be included in this section of the chapter book.

Our Latest Addition

Please help us welcome our newest member! Courtney Armstrong, with Old Alabama Town, was approved for membership at the June board meeting. Membership inquiries have been coming in at a steady pace, and we should have news on more members soon!



Montgomery Chapter News is a monthly publication for PRCA-Montgomery members.

For the most up-to-date information, visit prcamontgomery.org. Send all job announcements, news items, updates and comments to Kristi Gates at kgates@gssca.org and indicate "PRCA" in the subject line.