

October 2006

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

PRCA MONTGOMERY

CHAPTER NEWS

MESSAGE FROM THE PRESIDENT



STACY BENEFIELD

The new year has officially started, and I couldn't be more excited. Not only have I been given the wonderful opportunity to lead our chapter in the coming year, I also have a terrific group of people to help me. I'm proud of each board member, and am particularly excited about the number of first-time board members, many of whom joined PRCA in only the last year or two. Fresh faces mean fresh

ideas, and fresh ideas combined with the knowledge and experience of those of us that have been around a while is a powerful combination.

We thought it might be nice for the general membership to have some insight as to exactly whom they elected to serve as their Board of Directors. You can read more about each board member on the next page (and take a peek at those fresh faces), but first I'd like to share my thoughts on how I think their hobbies might relate to their duties on the board this year.

Lori Quiller shouldn't have any trouble "picturing" her vision for next year, as she prepares for her presidency in 2007-2008. **Melissa George** is sure to "star in her role" as vice president of programs as she arranges speakers for our monthly meetings. **Belinda Bazinet** will do just about anything to get new members and keep the ones we've got ... she might even go so far as to "jump out of a plane!" I predict **Alicia Morris Atcheson** will have "chart-topping" success in coordinating service projects for our chapter. **Lara Wilson** is sure to "write a happy ending" for our chapter's 2006-2007 education efforts. Secretary **Diane Christy** will "know the answer" for keeping our chapter organized and on task. Treasurer **Carol Gunter** should feel "right at home" with this year's 13-woman (and one-man) board. **Kristi Gates** is the "cat's meow" when it comes to communicating with members. We might find **Jim Plott** "camping out" at local newspaper and television outlets, trying to get PRCA the media coverage it deserves. A "multi-tasker" at heart, fundraising should be a cinch for **Katherine Dixon Hert**. "Life is a Highway," and **Melody Ragland** plans to take PRCA along for the ride, telling our story along the way. **Danielle Cole** will "travel great distances" to keep students in the loop. And **Peggy Collins** is sure to take her role as overseer of ethics seriously and will "pin point" the best way to keep us all in line (not that we'll need it). As for me, I'm not afraid to take "center stage" as 2006-2007 PRCA-Montgomery, although I can't promise I won't "sing off key" at times. I'll just take "a little help from my friends."

Stacy

CHAPTER MEETING

PRCA-Montgomery Member Social

Thursday, October 12, 2006

The patio @ Eastside Grille
5:30-7:30 p.m.

No cost to attend for members
Guests: \$10

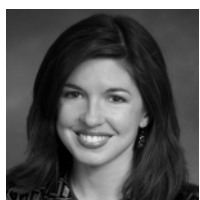
RSVP to Diane Christy:
dchristy@ascpa.org

RSVP Deadline:
Monday, October 9, 2006

* Enjoy free appetizers and a cash bar (with "happy hour" prices), as well as a band. New officers will be installed during the social.

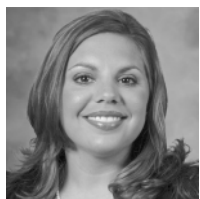


Your 2006-2007 PRCA Montgomery Board of Directors



Melissa George, VP Programs
American Red Cross of Central Alabama, Public Relations Director
Year joined PRCA: 2005
Years on board: First year

Unusual fact: I was Helena Bonham Carter's double in the movie "Big Fish."



Lara M. Wilson, VP Education
Manufacture Alabama, Membership Director
Year joined PRCA: 2005
Years on board: First year
Hobbies: I enjoy reading,

writing, painting, and traveling.



Kristi Gates, Communications
Dept. of Mental Health & Mental Retardation, Comm. Relations Specialist
Year joined PRCA: 2003
Years on board: 1

Unusual fact: I have four cats, one of which is a Hemingway, with two extra claws on each front paw, and one extra claw on each back paw.



Melody Ragland, Historian
Baptist Health, Marketing Coordinator
Year joined PRCA: 2006
Years on board: First year
Unusual fact: Being from Texas, I love that living

here allows us the ability to travel to great places in a short amount of time. I love quirky road trips so when I heard that Enterprise had the only monument in the world dedicated to a pest I had to go. If you have other Alabama road trip ideas, please send to me.



Stacy Benefield, President
Square Root Solutions,
Account Exec.
Year joined PRCA: 2000
Years on board: 6
Hobbies and Unusual fact:

I enjoy camping and outdoor adventures, photography and singing karaoke. I have a one-eyed cat.



Belinda Bazinet, VP Membership
USAF, Public Affairs Instructor/Researcher
Year joined PRCA: 1991 and again in 2001
Years on board: 2

Unusual fact: I used to jump out of perfectly good airplanes.



Diane Christy, Secretary
Alabama Society of CPA's,
Communications Director
Year joined PRCA: 2003
Years on board: 1
Unusual Fact: I am a Jeopardy! game show fan/

Trivial pursuit player.



Jim Plott, Publicity
ADECA, Information Specialist
Year joined PRCA: 2005
Years on board: First year
Hobbies: Camping, hiking, occasional freelance

writing, member of Autauga County Master Gardener Association.



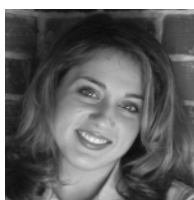
Danielle Cole, Student Liaison
Alabama Department of Public Health, Acting Director, Social Marketing Branch
Year joined PRCA: 2005

Years on board: First year
Hobbies: I enjoy traveling and RVing with friends and family.



Lori Quiller, President-Elect
Association of County Commissions of Alabama,
Director of Marketing and Events
Year joined PRCA: 1996
Years on board: 2

Hobbies: I'm an amateur photographer - my favorite subjects are my pup, Mazie, and her sister, Missy.



Alicia Morris Atcheson, VP Projects
Mont. Co. Commission,
Public Information Officer
Year joined PRCA: 2002
Years on board: First year
Unusual fact: I'm a singer.

I actually have a cd, and my debut single to Christian radio landed on the charts.



Carol Gunter, Treasurer
City of Montgomery Parks and Recreation Dept., PR/Marketing Director
Year joined PRCA: 1998
Years on board: 7
Unusual fact: I am one of

five girls and I have two daughters.



Katherine Dixon Hert, Fund Raising
Alabama Dept. of Public Health, Comprehensive Cancer Control Program, Special Projects Coor.
Year joined PRCA: 2006

Years on board: First year
Unusual Fact: I am crazy enough to have a full-time job, a two-year-old and be in school again.



Margaret S. "Peggy" Collins, Past President/
Ethics
Alabama Bureau of Tourism & Travel,
Regional Director/Photo Editor

Year joined PRCA: 1993
Years on board: 7
Hobbies: I enjoy needlework, cooking, and I do photography on the side.

New Job Postings on Web site

*Communications Manager/Publications Specialist
Girl Scouts of South Central Alabama | Posted 8.29.06*

ACCOUNTABILITIES:

Develop and implement promotion and publicity campaigns to support all council activities throughout the council's 16-county jurisdiction to include fund development strategies and plans. Design, write and produce publications, resource and audio-visual materials to support all council activities. Develop and implement programs to ensure council visibility and positive image among corporate/community leaders and council members. Maintain an active and positive relationship with all media within the council's jurisdiction. Maintain a regular schedule of news releases and PSAs to them. Provide photographic documentation of council activities by attending and photographing events and activities. Serve as the council's media liaison and contact person for routine media interviews.

QUALIFICATIONS AND ESSENTIAL FUNCTIONS:

Must have a BA/BS degree in related field, at least one year professional employment in PR or marketing and demonstrated skills in written and verbal communications to include skills in desktop publishing. Also must have demonstrated computer literacy to include a working knowledge of Windows 95, Microsoft Word, Microsoft Publisher, PageMaker and preferably, InDesign, as well as demonstrated photographic ability and working knowledge of 35 mm camera, video camcorder, and digital camera. To apply, send resume and references to: GSSCA, ATTN: Karlyn Edmonds, 145 Coliseum Blvd., Montgomery, AL 36109.

*Communication Specialist
Baptist Health | Posted 9.18.06*

Writes, proofreads, and edits copy brochures/print and other forms of documents. May assist in estimating production costs, overseeing work done by external suppliers, and preparing the marketing program. Requires a bachelor's degree in a related area and 1-2 years of experience in the field or in a related area. Familiar with standard concepts, practices, and procedures within marketing communications. Relies on limited experience and judgment to plan and accomplish goals. Performs a variety of tasks. Works under general supervision; reports to the system director, Marketing & Communications. Contact Tommy McKinnon at tmckinnon@baptistfirst.org or 334-273-4599.

How Your Company Can Afford Market Research

Do you assume market research is too costly for you and for your clients? Think again!

Major companies might spend thousands of dollars to conduct market research, but that does not mean that comprehensive market analysis is unachievable for smaller businesses on tight budgets.

Spend lunch with Dr. Jerry Ingram and discover how you can conduct cost-effective research that determines the needs and interests of your target audience.

*Montgomery Advertising
Federation's Lunch & Learn
presents:*

Market Research on a Shoe-String Budget

Guest Speaker: Dr. Jerry Ingram,
Southeast Research

Thursday, October 12, 2006
RSA Plaza Terrace | 11:45 a.m.

RSVP by noon on
October 10, 2006 to
rsvp@montgomeryadfed.com

Members: \$15
Non-Members: \$22
Students: \$15

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 kmgates79@yahoo.com and indicate "PRCA" in the subject line.