



PRCA *Montgomery*

CHAPTER SEMINAR

Montgomery Chapter Professional Development Seminar

Friday, August 21, 2009
Alabama Rural Electric Association
9:00 a.m. - 3:00 p.m.

Members \$75
Non-members \$100
Students \$40

SIGN UP TODAY!
Email your pre-registration to Carol Gunter at cgunter@montgomeryal.gov.

SPECIAL NOTE

Registration is limited to the first 60 applicants, so act quickly!

Montgomery Chapter Shines at State Luncheon

I don't know about you, but I have not slowed down during the first half of 2009! Things have not slowed down for PRCA either. We have had some great professional development programs this year and there is more to come.

I applaud the Birmingham Chapter for a wonderful State Luncheon. The Chapter of the Year awards were presented during the luncheon and I am proud to report that the Montgomery Chapter received several awards:

- 1st Place**
Projects
- 2nd Place**
Public Relations
Education
- 3rd Place**
Communications
Chapter Management
Accreditation
Community Service

Thanks to everyone who was involved in compiling and proofing our Chapter of the Year notebooks. I want to commend Nia Johnson, our chapter and state Student Liaison, for the outstanding job she did in

coordinating the student medallion awards.

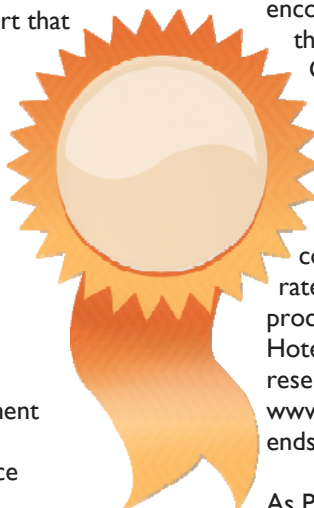
Register now for the Montgomery Chapter's Professional Development Seminar.

Registration information is included in this issue of the newsletter. I encourage you to take advantage of this opportunity. Thanks to Carol Gunter and her committee!



Also, the SPRF Conference is scheduled for October 4-6 in Tunica, Mississippi. The Early Bird rate is only \$225 for the full conference and with the room rates at \$69 per night I would not procrastinate. Contact the Gold Strike Hotel and Casino to make your reservations and register today at www.sprf.org. Early Bird registration ends Friday, July 31.

As PR practitioners, we can never stop learning and growing. There are so many changes and new opportunities coming up everyday. We will continue to keep you informed about future professional development programs.



Keep Us Informed

If you receive any press coverage during the year regarding a promotion, new job, participation in any community service, etc., please notify our Historian, Laura Hicks. Laura will be collecting information to include in our chapter book for the Chapter of the Year competition. The press coverage must mention that you are a member of the Public Relations Council of Alabama. You can send news clippings and/or photos of your achievements to Laura at LWT Communications, 8140 Old Federal Road, Montgomery, Alabama 36117 or send her an email at lhicks@lwtcom.com.

Montgomery Chapter Professional Development Seminar



As a PR professional,
you really can survive
and thrive in today's economy!

Friday • August 21st

Alabama Rural Electric Association

340 Technacenter Drive

Montgomery, Alabama 36117

\$75 Members • **\$100** Nonmembers • **\$40** Students



Montgomery Chapter Professional Development Seminar

DIRECTIONS

Recession Proof PR will be held at the Alabama Rural Electric Association, located at 340 TechnaCenter Drive in Montgomery, Ala. 36117.

From the north: Take I-65 south to Montgomery. Go north on I-85 (toward Atlanta). Exit on Exit 11 – the Mount Meigs/Mitylene exit. At the bottom of the ramp, turn left under the interstate. Second light, take a right onto TechnaCenter Drive. Go straight (do not turn again at the sign that says "TechnaCenter"). The Alabama Rural Electric Association is the first commercial, gray, two-story building on the left.

From the south and Montgomery Regional Airport: Directions: Take I-65 north to Montgomery. Turn north on I-85 (toward Atlanta). Exit on Exit 11 – the Mount Meigs, Mitylene exit. At the bottom of the ramp, turn left under the interstate. Second light, take a right onto TechnaCenter Drive. Go straight (do not turn again at the sign that says "TechnaCenter"). The Alabama Rural Electric Association is the first commercial, gray, two-story building on the left.

From the west and downtown Montgomery: North on I-85 (toward Atlanta). Exit on Exit 11 – the Mount Meigs, Mitylene exit. At the bottom of the ramp, turn left under the interstate. Second light, take a right onto TechnaCenter Drive. Go straight (do not turn again at the sign that says "TechnaCenter"). The Alabama Rural Electric Association is the first commercial, gray, two-story building on the left.

From the east: Travel south on I-85 (toward Montgomery). Exit on Exit 11 – the Mount Meigs, Mitylene exit. At the bottom of the ramp, turn right. At the first traffic light (a very short distance), take a right onto TechnaCenter Drive. Go straight (do not turn again at the sign that says "TechnaCenter"). The Alabama Rural Electric Association is the first commercial, gray, two-story building on the left.



HOW TO REGISTER

Registration is limited to the first 60 applicants, so act quickly! Your registration includes a special registration packet, three sessions with great speakers, continental breakfast, snacks and a hot lunch. We will also be giving away some awesome door prizes that you won't want to miss!

✓ YES! SIGN ME UP!

NAME _____

ORGANIZATION _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____ E-MAIL _____

PRE-REGISTER FIRST! E-mail your pre-registration to Carol Gunter at cgunter@montgomeryal.gov.

Make checks payable to PRCA-Montgomery and mail to • Recession Proof PR • Attention: Carol Gunter

City of Montgomery • P.O. Box 1111 • Montgomery, AL 36101-1111

Networking Ice-Breakers You Should Try

You hear it all the time in the business world: NETWORK. However, when you're at a job fair, a business seminar, or just riding the subway to work, starting a conversation with someone can be pretty intimidating. So, here are a few ice-breakers that'll help you move beyond the generic "What kind of work do you do?" opening line. These come from Donna Rosato, senior writer at MONEY magazine who specializes in workplace topics.

- ▶ **First opener: "How did you land your job?"** Rosato says that everyone has a story, and by asking a potential contact about theirs, you're likely to hear insights about an employer's hiring practices that might be helpful to you.
- ▶ **Next ice-breaker: "What do you like most about your job?"** This lets you know a little bit more about a company's day-to-day practices, which will come in handy if you ever interview there.
- ▶ **"If you weren't in your current career, what would you be doing?"** Rosato says this lets you in on the person's passions, and steers the conversation away from work, because networking shouldn't just consist of shop talk. If you want to really connect with someone, you have to show an interest in who they are as a person, too.
- ▶ **"What industry websites or blogs do you read?"** Not only is this a great way to get someone talking, but you'll walk away with some bookmarks to add to your list.
- ▶ **"Who is your scariest competitor, and why?"** Rosato says the answer will give you insights on the biggest challenges facing an industry. For example, someone who runs a bookstore might mention how business has gone down since Amazon introduced the Kindle. This is a great way to gauge potential career opportunities.



Welcome New Members

CHRISTY CARR

Civil Air Patrol

LINDA TYNAN

Alabama Pharmacy Association

KELLY WHITAKER

Board of Medical Scholarships

Affordable Freelance Writing, Editing and Consulting Services

If you're looking for affordable freelance services to breathe new life into your business, check out www.mitzipalmer.com.

Mitzi Palmer is a freelance writer, editor and public relations consultant who specializes in creating brand-infused copy that's simple, creative and appealing to audiences. She's written for some of the best brand stewards in the business, and her portfolio is comprised of work she's done for a wide range of privately-held and public organizations, including two Fortune 100 companies and even one of our own PRCA members.

In addition to writing and editing, Mitzi offers public relations services including press kit development, market research, media pitching, media tracking, and media training.

To learn more, and to read samples of her work, go to www.mitzipalmer.com. You can also e-mail Mitzi directly at mitzipalmer@gmail.com.

Chapter Monthly Meetings

Mark your calendars for the 2009 Montgomery Chapter monthly meetings! All meetings are at the RSA Plaza Terrace beginning at 11:45 a.m. There is free parking in the parking deck. Cost to attend meetings is **\$12 for members and students** and **\$20 for non-members and guests**. *RSVP your attendance to Carolyn Kinney at ckinney@aum.edu no later than noon on the Friday prior to the Monday meeting.* Those who make reservations for chapter luncheons, but fail to cancel by noon the Friday prior to the meeting, **will** be responsible for payment. ***Change of date for September only**

AUGUST 21

Montgomery Chapter Professional Development Seminar [Alabama Rural Electric Association]

SEPTEMBER 15*

Chapter Luncheon Meeting

OCTOBER 4-6

SPRF Conference in Tunica, Mississippi [No October chapter meeting]

NOVEMBER 2

Chapter Luncheon Meeting

December 7

Chapter Luncheon Meeting

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PRCA Montgomery is a monthly publication for PRCA's Montgomery Chapter members. For the most up-to-date information, visit www.prcamontgomery.org. Please send all job announcements, news items, updates and comments to Vernita Oliver-Lane at vernita.oliver-lane@arec.alabama.gov and indicate "PRCA" in the subject line.



Service Please!

If you have an upcoming project, if know of a community organization who needs PR help, or if you volunteer with a group that needs more volunteers, please let us know. PRCA Montgomery is always looking for an opportunity to serve in our area.

Contact Melanie Beasley, VP Projects at mbeasley@familysunshine.org or 334.206.2121.