

PRCA



MONTGOMERY

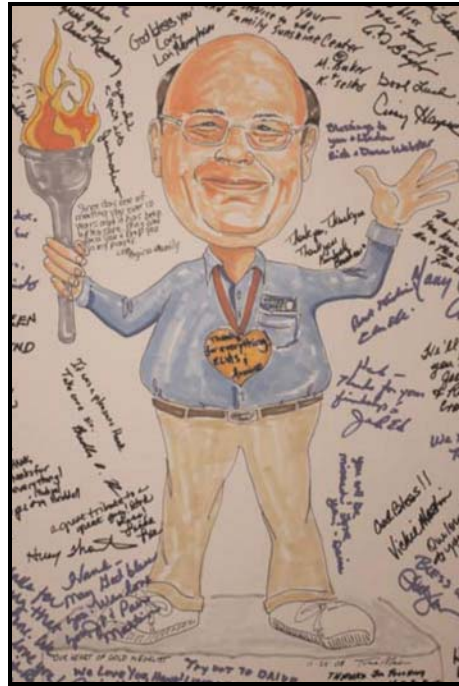
April 2010

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

Schmitt Lifetime Achievement Honoree

Recently, the Public Relations Council of Alabama's State Board unanimously agreed to select long-time member and Montgomery Chapter past president Hank Schmitt as the Grover Smith Lifetime Achievement Award winner posthumously.

This prestigious award will be accepted by Hank's wife, Linda, at the Medallions luncheon during our state conference on Tuesday, April 13, 2010. If you can't attend the conference, please make a special effort to make the 12:15 p.m. luncheon. The luncheon will be in Ballroom A of The Hotel at Auburn University and Dixon Conference Center. The cost to attend the luncheon is \$75. We hope to see you there to show your support for Hank and his wife, Linda.



CHAPTER MEETING

PRCA State President Coming to Montgomery

Tuesday, — May 11
Montgomery Country Club
11:45 a.m.

GUEST SPEAKER



Jennifer Jenkins
Vice President—Public Relations
Red Square Agency

Members \$16
Non-members: \$20

RSVP to Julie Joyner
jjoyner@riverregionunitedway.org

RSVP Deadline:
Noon Friday, May 7

If you do not RSVP
the lunch cost is \$20

PRCA U New Thinking in an Old School

April 11-13, 2010 - Auburn, Alabama

There's still time for you to register! Ladies & Gentlemen, we invite you to PRCA U! Where good 'ole academia meets a sophisticated, edgy, new way of thinking. It's time to dust off those bobby socks, shake out those pom-poms and head down to Auburn, Alabama, for the trip of your life.

We like to call it an outta sight ROAD TRIP that even your boss won't want to miss. Our highly qualified "administrators" (aka, conference committee) have been working hard to bring you top-notch "professors" (aka, speakers) with the highest caliber credentials.

Now, we know that you "students"

(aka, conference attendees) will be coming from all corners of the state. It's tough to get here, but we'll make it worth your while. Here's the skinny – this year, we're planning more fun (aka, Frat party), awesome food (no food fights, please!) and oh, the main reason for your visit, a little schooling.

Golly geez, we know knowledge is good. But don't think of this as work. The whole point is to just enjoy yourself. That's the real reason you set aside this time each year, right? And don't forget, a road trip like this never looks bad on your permanent record.

Sign up today for PRCA U at eaprc.com.

SPECIAL NOTE

Members who make reservations for chapter luncheons but fail to cancel by noon the Friday prior to the meeting **ARE** responsible for payment. **We will invoice you!**



Test Your Etiquette IQ

1) Your boss, Mr. A., Vice President of Commercial Loans at your bank, enters the room where you are meeting with an important client, Ms. B. You rise and say, "Mr. A, I want to introduce Ms. B., our client from the Wick Corporation." Is your introduction correct?

a) Yes.

b) No. Clients are considered more important than anyone in your organization, even if your boss is Vice President of Commercial Loans and your client is a junior executive from the Wick Corporation.

2) You are a junior executive at a social function and meet the CEO of an important corporation. After a brief chat, you give him your business card. Is this correct.?

a) Yes.

b) No. Junior executives don't give or request cards from senior executives. Let the senior executive request your card, and only then should you present it.

3) You answer the business phone for a peer and then ask, "Who's calling, please?" Are you correct?

a) Yes

b) No. "Who's calling, please" is too intrusive. One should say, "May I tell him/her who is calling?"

4) You are entering a limousine with an important client. You will position yourself so the client is seated in the back seat, passenger side. Are you correct?

a) Yes. The seat of honor in a limousine in the U.S.A. is the back seat, passenger side, which enables the important client to exit curbside.

b) No

5) You are a guest at a party, and you notice a man who is not "mingling." You approach him, introduce yourself and introduce him to others. Are you correct?

a) Yes. It's a kind and thoughtful gesture.

b) No

6) You are greeting or saying good - bye to an acquaintance from another company. When is it appropriate to shake her hand?

a) Only at her office.

b) Only at your office.

c) When you stop and chat on the street.

d) All of the above. A handshake is always appropriate, no matter where you are.

8) You are talking to a group of four persons. Do you make eye contact with:

a) just the person to whom you are speaking at the moment.

b) each of the four persons, moving your eye contact from one to the other. This method ensures that no one feels left out of the conversation.

c) no one particular person. Don't look directly into anyone's eye.

Fall Workshop

Be sure to block Tuesday, October 5, 2010, on your Outlook calendar for one of our most exciting one-day professional workshops ever!

Peter Shankman, the founder and CEO of The Geek Factory, a boutique marketing and PR strategy firm located in New York City will be our presenter for the day. Plus, the workshop will take place at Hyundai Motor Manufacturing Alabama.

Shankman is the author of *Can We Do That?! Outrageous PR Stunts That Work and Why Your Company Needs Them* (Wiley and Sons 2006) and a frequent keynote speaker and workshop presenter at conferences, trade shows, and private companies, including The U.S. Department of Defense, The Public Relations Society of America, Advertising Week, and the Direct Marketing Association, among many others.

Included in the days activities will be a guided tour of one of the most modern automotive assembly plants in North America. You don't want to miss it! Registrations will be limited to the first 100 people. Look for more details on the workshop in the coming months.

Volunteer as PRCA Member

One of the best ways to get involved, work with other public relations professionals and increase the value of your membership is by participating on one of PRCA's volunteer committees.

Volunteering on a committee gives is an easy way to get involved in chapter events, nurture your talents, make new friends and help make the Montgomery chapter a stronger organization. There are eight different committees to choose from and PRCA board members lead the committees.

If you haven't already chosen a committee, review the options below and then send a note to DiDi Henry, vice president of membership at didihenry@mc-ala.org

1) Professional Development - Assist the Vice President in planning the professional development seminars for the local chapter and state meetings.

2) Communications - Assist the Communications Vice President in writing articles for monthly newsletters and assisting in website updates.

3) Membership "Insignia Club" - Assist the Vice President of Membership in recruiting new members. Insignia Club members greet new members at luncheons/events and serve as buddies to new members for the first year of membership. Insignia Members also help to plan and implement New Member Receptions and Membership Drives, as the budget allows.

4) Projects - Assist the Vice President of Projects in identifying potential PRCA community projects and assist in the coordination of volunteer efforts.

5) Programs - Assist the Vice President of Programs in identifying guest speakers for the monthly PRCA luncheons.

6) Historian - Assist the Chapter's Historian in preparing the chapter's scrapbook for state competition.

7) Socials/Networking - Assist the President of PRCA in identifying and planning socials and networking opportunities for members.

8) Student Liaison - Assist the Student Liaison Vice President in recruiting student members from area universities, serving on the judges' panel for the Student Medallion Awards and planning mixers and events for the students.

New Members

Angie Casey

Communications Coordinator
Great Southern Wood Preserving, Inc.

Amy Odom

Development and Public Relations
Office Manager
United Methodist Children's Home

School Supplies Drive Coming in August

Volunteers needed

PRCA is partnering with EMERGE Montgomery to help collect school supplies for the Montgomery Public School System. Both organizations believe this is a "MUST DO" project to help our local school system.

Morgan Berney is forming a committee to kick off the School Supply campaign in August. If you are interested in help-

ing with this worthwhile project, please email her at mberney@montgomerychamber.com.

The campaign will need plenty of volunteers to be a rousing success for the teachers and school children in the Montgomery County Public School system. Morgan and EMERGE representatives will be contacting local businesses, that sell school supplies, to gain permis-

sion to hand out fliers in front of their store.

These local businesses may also donate money or school supplies during the campaign. There is plenty of prep work to be done and your participation is critical, because our schools REALLY need this. It will be well worth the time and effort. If you would be willing to help please contact Morgan.

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 Robert Burns at rburns@hmmausa.com and indicate "PRCA" in the subject line.