

PRCA MONTGOMERY CHAPTER NEWS

MESSAGE FROM THE PRESIDENT

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

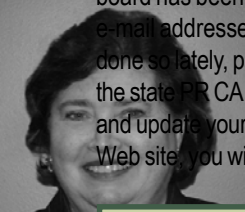
Well, after some fits and starts with the listserv system, we are finally able to get the November newsletter to you. The process of passing the torch from the outgoing board to the incoming board has been challenging – especially where e-mail addresses are concerned! If you haven't done so lately, please take a few minutes to visit the state PRCA Web site at www.prcaonline.com and update your contact information. Once at the Web site, you will need to access the on-line

membership database by clicking on "Members Only," then enter your username and password. You will be ready to update!

I am really excited about the upcoming year in PRCA and hope that you are as well. The board is planning some wonderful programs and projects – all of which will benefit by your participation.

Our October speaker, Sonny Brasfield, was a big hit with his informative talk on lobbying followed by a lively round of Q & A. Brasfield is the Assistant Executive Director of the Association of County Commissions of Alabama. Many thanks, Sonny!

I hope you all have very safe and Happy Holidays!



NOVEMBER MEETING: LOBBYING 101

Sonny Brasfield, Assistant Executive Director of the Association of County Commissions of Alabama, treated attendees of the November PRCA meeting to a lesson in lobbying. This longtime PRCA member and former chapter president's "Beginners Guide to Lobbying" presentation began with encouraging everyone to be familiar with the legislature and its process, because most likely, everyone would deal with the legislature in some capacity during their career.

Sonny said that PR and lobbying are very much alike and recounted how his prior experience in PR has served him in his current capacity. He went on to state that his

first experience with the legislature was a "fly by the seat of your pants" situation as his boss wanted him to go move along some pieces on the floor because his immediate boss couldn't go. The gentleman's words of advice: "Well, you PR people are supposed to know how to do that."

And in fact, Sonny said he has realized who better to lobby than people who know what message to present and the best way to present it?



NEXT CHAPTER MEETING

Join us for a special **Holiday Happy Hour!**
Enjoy drinks, food, music and time with friends.

Thursday,
Dec. 15, 2005

1718 Wentworth Drive
Montgomery, AL
(Home of Marty Sullivan)
5:30-7:30 p.m.

Members: \$10
Non-members: \$20

RSVP to Marty Sullivan:
240.8717 or
scottiem@bcatoday.org

RSVP Deadline:
Monday, December 12, 2005

**PRCA Montgomery recently made a \$250 contribution to Brantwood Children's Home to aid in serving youth in our community.*



MEET YOUR BOARD OF DIRECTORS



We have already introduced you to the 2005-2006 president on the first page, so now it is time to meet the rest of the board!

from left to right

STACY BENEFIELD, PRESIDENT-ELECT, Publications/PR Specialist, Alabama Hospital Association; **BILL CUNNINGHAM, VP, PROGRAMS**, President, Cunningham Group; **LORI QUILLER, VP, PROJECTS**, Director, Marketing & Events, Association of County Commissions of Alabama; **DIANE CHRISTY, VP, MEMBERSHIP**, Communications Director, Alabama Society of CPAs; **ROSEMARY BLACKMON, VP, EDUCATION AND ACCREDITATION**, VP Public Relations, Alabama Hospital Association; **KAY YARBROUGH, SECRETARY**, Corporate Director of Marketing & Public Relations, Jim Wilson & Associates, Inc.; **CAROL GUNTER, TREASURER**, PR/Marketing Director, Montgomery City Parks & Recreation; **KRISTI LASHLEY, COMMUNICATIONS**, Communications Manager, Girl Scouts of South Central Alabama, Inc.; **KIM NIX, PUBLICITY**, Managing Editor, Alabama Department of Conservation and Natural Resources; **KERRY CHRISTOPHER, STUDENT LIASION**, PR Manager, Hyundai Motor Manufacturing Alabama; **KALEIGH CHEEKS, HISTORIAN**, Public Relations Specialist, Alabama Association of Realtors; **MANDY HARRISON, FUNDRAISING**, Cord Blood Coordinator, LifeCord-a division of LifeSouth Community Blood Centers; **KATHY JOHNSON, PAST PRESIDENT/ETHICS**, Assistant Manager-PR, Hyundai Motor Manufacturing Alabama.

CHANGES TO GOVERNMENT PROCEDURES

The bylaws of the PRCA Montgomery chapter were recently amended to reflect a change in the process of electing the board of directors. The past bylaws stated that only current board members could vote to elect the board. Sensing a need to provide a more democratic process, a change was made that allows the entire membership to vote to elect the board of directors.

Also, the position of president-elect was made an official board of directors position during the last meeting. The person filling this position each year will go on to serve as president of PRCA Montgomery the next year.

KUDOS TO PRCA MEMBERS

PRCA Montgomery members were recently honored during the Lantern Awards, held by the Southern Public Relations Federation. Bill Cunningham's advertising and public relations firm, Cunningham Group was the recipient of a Lantern award for the Lowder New Homes Tour of Trees in the category of short term special public relations program.

Receiving an Certificate of Achievement were Jerry de Bin and Kim Nix with Alabama Department of Conservation and Natural Resources for *Outdoor Alabama* in the category of externally circulated magazines.

Congratulations to all!

MEMBERSHIP IS ON FIRE!

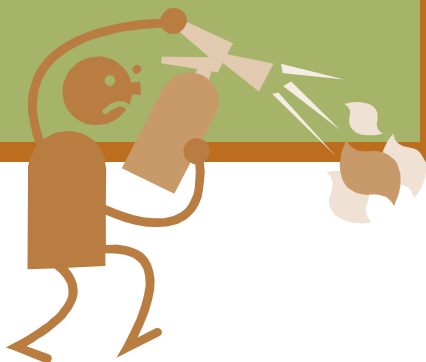
by Diane Christy

It's HOT HOT HOT for membership as we process renewals and accept new members every day. What a great feeling to know that more Montgomery area public relations professionals see the value of membership in THE organization with their career interests at heart.

We are proud to report that renewals are at 63% so far with time remaining for acceptance of your 2006 dues. And the new members we've received puts us on track for a banner year.

Don't dawdle, get your own fire going – renew TODAY if you haven't already. We'll be sending out a final renewal notice this month, but beat the rush and get those dues paid. The deadline to renew is December 31. If you have not paid by the deadline date, you will be deleted from the roster and have to rejoin.

Feel free to contact VP, Membership, Diane Christy with potential new members or with any questions you may have, dchristy@ascpa.org. **Burn, baby, burn!**



MEDALLION AWARDS FOR PRCA MONTGOMERY MEMBERS

Members of the Montgomery Chapter of the Public Relations Council of Alabama recently earned many accolades during the Medallion Awards banquet at the 2005 PRCA State Conference in Huntsville. The Medallion awards competition recognizes the best work of the state's PRCA members with certificates of merit, awards of excellence, and the Medallion award, the highest award given.

The Alabama Bureau of Tourism and Travel won an award of excellence, medallion award and the Best of Show award for the "Year of Alabama Food" campaign in the total PR Program-external category. Members who worked on the campaign are Grey Brennan, Peggy Collins, Brian Jones, Ami Simpson and Marilyn Stamps.



Other Montgomery chapter winners were: LaVonette Bartley, Alabama State University, brand reputation/management, medallion award; Emily Wheeler, Hyundai Motor Manufacturing Alabama, total publication program-large company category, medallion award; LaVonette Bartley, Alabama State University, brand/reputation management category, award of excellence; Kathy Johnson, Hyundai Motor Manufacturing Alabama, special or one time PR program short-term internal category, award of excellence; and Kim Nix, Alabama Department of Conservation & Natural Resources, magazines, tabloids and newsletters-external magazine, color category, award of excellence.

INTERESTED IN ACCREDITATION?

The Public Relations Council of Alabama (PRCA) will once again sponsor an Accreditation JumpStart class on Saturday, March 11, 2006, at the First Baptist Church of Montgomery (305 South Perry Street) from 10 a.m.-4 p.m.

The event is free to all PRCA members and \$15 for non-members with pre-registration required. Breakfast, lunch and all course materials will be provided for participants. The class includes a thorough introduction to five of the major topics tested on the new **Examination for Accreditation in Public Relations** and is a must for PR practitioners planning to study independently. The course also delivers an excellent overview of the accreditation process for those who are interested but as yet undecided about whether to pursue this important milestone in their professional development.

The JumpStart program provides an in-depth introduction to the most fundamental areas addressed by the APR examination as well as advice about how to go about reviewing the comprehensive curriculum.

Accreditation in Public Relations is a voluntary certification program for public relations professionals administered by the Universal Accreditation Board. The purpose is to unify and advance the profession by identifying those who have demonstrated broad knowledge, experience and professional judgment in the field. The designation of APR signifies a high professional level of experience and competence.

For more information, visit www.prcaonline.org or www.prcaaccreditation.org. To register, contact Denise D'Oliveira, APR, and PRCA VP for Accreditation, at ddolive2000@aol.com or 251.605.8777.

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 klashley@gssca.org and indicate "PRCA" in the subject line.