

January 2007

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

PRCA MONTGOMERY

CHAPTER NEWS

MESSAGE FROM THE PRESIDENT



Goodbye to 2006. I hate to admit it, but my New Year's resolution for 2007 will be the same as two years ago: be more organized. With a new job and new PRCA responsibilities, being organized is more important in my professional life than ever. That's not to say there hasn't been any improvements in my organizational skills these last two years...there has, but I still have a long way to go. Part of my problem is something that we all face: not enough time. We're all busier than ever, and we're all having to rethink our priorities and come up with new and inventive ways to manage our time.

Speaking of priorities and making time, I've heard reports that at least a couple of chapter members thought I may have been writing about them in last month's column about long-standing PRCA members "giving back" to our chapter's newer up-and-comers. I must say I'm pleased to have gotten my message across. Of course, no names have been mentioned, but if you're asking, "Does she mean me?" the answer is most likely, "yes."

It should be obvious that my goal as president of PRCA-Montgomery this year is to increase participation. The chapter's value to you and your value to the chapter and your fellow PRCA members will continue to be the theme of this column and one that will drive much of the board's activities this year. In fact, with the first quarter of the fiscal year and the membership renewal period drawing to a close, the PRCA-Montgomery Board of Directors has plans to pump up its membership recruitment, retention and participation efforts beginning at the January board meeting.

As you welcome 2007, I hope an increased dedication to professional development and networking with peers will make your list of resolutions. Happy New Year!

Stacy

Crisis Communications Topic for Next Meeting

Join us next month when our guest speaker will be Jackie Buck, CEO of the American Red Cross of Central Alabama. Ms. Buck has been with the Red Cross for 23 years and in that time has experienced major events on both national and local levels, including the unprecedented hurricane season of 2005.

She will share with us the importance of PR in her profession and her experience in crisis communications. You won't want to miss this opportunity, so reserve your spot today. The deadline to RSVP is January 5, 2007. We'll see you there!

CHAPTER MEETING

Crisis Communications
Monday, January 8, 2007

Guest speaker:
Jackie Buck
American Red Cross of
Central Alabama

Mann Museum
11:45 a.m.

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

RSVP to Diane Christy:
dchristy@ascpa.org

RSVP Deadline:
Noon on Friday, January 5



Meeting Notes

Have an announcement?

The PRCA Board of Directors has received inquiries recently about the chapter's policy regarding making non-PRCA related announcements during meetings. While there is no official policy, the board has discussed guidelines that it believes are reasonable. In the interest of fairness to all members and due to the limited time allotted for monthly meetings, the board is requesting that members place flyers or other information on the registration table for other members to pick up as they arrive to or leave the meeting. This should be in lieu of making announcements during the meeting or passing out information to individual tables.

Also, please feel free to approach any PRCA board member about any project you feel may be a good fit to be adopted by the chapter as an official PRCA-Montgomery project.

Can you hear me now?

Unfortunately, in regard to some of PRCA-Montgomery's invited guests and speakers, the answer is "no." In particular, during the chapter's last meeting, numerous attendees received calls on their cell phones, causing quite a disruption to the meeting. It is most likely that the disruption was unintended. In the future, there will be a reminder to silence all cell phones prior to the introduction of the speaker.

Meeting Survey Still Available on Web Site

Last month, we told you about a survey you could complete to give us your (anonymous, if you would like) feedback on meeting location, topics, etc. We have had a good number of you respond - 34 to be exact, but we want to hear from more of you!

The survey is still open, so visit the Web site at www.prcamontgomery.org, and click on the link on the home page to get started. It only takes a couple of minutes, and you can view the most up-to-date results of the survey immediately after you finish.

Were You There?

Last month PRCA-Montgomery was honored to have Lee Ellis as our guest speaker. Mr. Ellis is vice president of operations at Alfa and served as the 2006 River Region United Way Campaign Chairman. Under his outstanding leadership the campaign exceeded its goal, meaning those in need in our community will be served. Mr. Ellis shared with us the importance of corporate citizenship and how it enriches the lives of those we help, as well as our own lives. He encouraged us to work with our employers to participate in philanthropic projects because everyone in our community benefits from such generosity.

We would like to thank Mr. Ellis for taking time to speak to us about a very important subject that was especially meaningful during the holiday season and certainly something to keep in mind throughout the year.

State Conference & SPRF News-to-Know



"Power PR" will be on display at the 2007 joint PRCA/SPRF Conference to be held September 17-18, 2007, in downtown Mobile. Details such as registration, location and speakers are still being ironed out, but as soon as that information is available, we will bring it to you. We can tell you

that the conference will be held at the newly renovated historic Battlehouse Hotel. For more information about the hotel, it's history and amenities, visit <http://www.rsabattlehouse.com/>.

The 2008 State Conference will be hosted by our chapter, and some members are already at work discussing possible locations and dates. You will be sure to hear more about the conference, as our chapter undertakes this exciting and labor-intensive effort!

In other news, take a minute to look at the fall SPRF Lantern newsletter just out and available at <http://www.sprf.org/Newsletter/Newsletter.htm>.



Are You Interested in Gaining Accreditation?

There will be a statewide Accreditation Jump-Start Workshop held on Saturday, March 10, 2007, from 10 a.m. - 4 p.m. for those who are interested in beginning the accreditation process. It will be held at First Baptist Church located in downtown Montgomery at 305 South Perry Street.

The program will include an overview of the accreditation process, information on the on-line study course, and an overview of the Knowledge, Skills, and Abilities tested by the exam, among other things.

The workshop will be free for all PRCA members, and \$15 for non-PRCA members. A continental breakfast, lunch and workshop materials will be provided. For more information, contact Nan Baldwin, APR, PRCA State VP-Accreditation at 205-912-5964 or nan@mdb.org.

Checks should be made payable to PRCA and be sent to: c/o Nan Baldwin, APR, Director of Communications, Metropolitan Development Board, 500 Beacon Parkway West, Birmingham, AL 35209.

Welcome the Newest Additions to PRCA

At the December board meeting, the following people were approved for membership into PRCA-Montgomery. If you know them, be sure to welcome them to the group. If you don't, find them at the next meeting and introduce yourself!

Dan Bailey - Online News Editor, Civil Air Patrol

Kimberly Barnhart - Public Affairs Assistant, Civil Air Patrol

Carolyn Kinney - Communications Manager, Girl Scouts of South Central Alabama

Chapter Donates 32 Toys for "Forgotten Angels"

by Heather Holcomb

This Christmas, PRCA participated in The Salvation Army's "Forgotten Angel" program, providing 32 new toys for children in Montgomery County and the surrounding areas. This contribution helped The Salvation Army meet its goal to provide for the approximately 600 families seeking help this year.

The Salvation Army has been collecting Christmas gifts and food for the holidays for Montgomery-area families in need for more than 100 years. In 1979, a unique program called the Angel Tree was created by Salvation Army officers in Tennessee in order to provide for the specific wishes of each child. Unfortunately, not every child gets "adopted," so The Salvation Army began its "Forgotten Angel" program. They ensure that each child under the age of 12 receives at least two toys.



"As you experience the joy of Christmas with your own families, please be aware of the comfort your gifts will bring to many families," said Major Darrell Kingsbury, commanding officer. "On behalf of the families, The Salvation Army extends its thank you for your generosity."

** Heather Holcomb is a PRCA-Montgomery member and employed with The Salvation Army as director of community relations and development for Montgomery, Elmore and Autauga counties.*