

# PRCA MONTGOMERY

October 2007

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

## MESSAGE FROM THE PRESIDENT...

Wow! This is one thing I never thought I would do in my career, and I am extremely excited, and nervous, and scared...and very honored to be president of such a wonderful organization that has meant so much to me for the past 11 years!



Lori Quiller

In case you don't already know, I've also taken on the responsibility of chairing our conference committee for the state conference next October (Oct. 2-3, so mark your calendars!). So, you guys are going to hear a lot from me this year.

As the Nominating Committee was going through the approval process for the new board members, I received an e-mail from my dear friend, Hank Schmitt. It truly cracked me up! Hank wrote to me that he thought the mix of our new board members this year was an outstanding group of professionals, and he thought we would accomplish great things this year...but we were all so young!

Of course, I had to reply to him that there was a reason I chose the group that I did, not only for their wonderful talent, creativity, professionalism, and incredible ideas for the year as I had spoken to them about what they wanted to accomplish during their "reign" on the board...but also because if I happened to spontaneously combust from the pressure of heading up the

Montgomery Chapter, as well as chairing the state conference committee, they could just step over my charred body and take over like nothing ever happened.

Our 2007-08 Board of Directors has some old friends and some new faces this year. We have a lot of new ideas we think you are going to enjoy and appreciate. As I spoke to each of the board members before they agreed to take their new positions, I was struck by the amount of energy that we all have!

You can meet each of the board members on page 3 of this issue, but I'd like to introduce them to you myself. **Lori Moneyham**, president-elect; **Niko Corley**, vice president of programs; **Belinda Bazinet**, vice president of membership; **Danielle Cole**, vice president of projects; **Carol Gunter**, vice president of education and professional development; **Diane Christy**, secretary; **Kay Yarbrough**, treasurer; **Neil Probst**, communications; **Lara Lewis**, publicity; **Heather Holcomb**, historian; **Nia Johnson**, student liaison; and **Stacy Benefield**, past president/ethics chair.

Our board members are extremely honored and proud to serve YOU, our membership. We are all open to your ideas on how to make our association better. We as a board have ideas for things we intend to change, but we as a membership are the only ones who can make our chapter better. We look forward to hearing from you!

## CHAPTER MEETING

2007-08  
Kick Off  
Party!

**Monday, Oct. 1**  
**5:30-7:30 p.m.**  
**Eastside Grille**  
**off the**  
**Atlanta Highway**  
**near Taylor Road**

Please RSVP to:  
**Diane Christy at**  
[dchristy@ascpa.org](mailto:dchristy@ascpa.org)

**RSVP Deadline:**  
**Noon on Friday, Sept. 28**

All members will enjoy appetizers on PRCA and a cash bar (at "happy hour" prices), as well as house entertainment.

Our new officers will be installed, so please make your plans to attend!

### 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.*

# Membership Renewal Time is Here!

For many in Alabama, fall signals cooler weather, leaves changing colors and tailgating parties every Saturday. For the Public Relations Council of Alabama, it's also renewal season.

Stay connected with PR practitioners in your local community and throughout the state by renewing your PRCA membership today. Don't risk missing out on all the benefits of being a member. For instance, as a member of PRCA...

- You have access to a regional network of professionals who make up the state's longest-operating and largest group of public relations practitioners.
- Your professional network reaches beyond the state of Alabama to members of PRCA's sister organizations in Louisiana, Mississippi and northwest Florida to form the 900-plus-member Southern Public Relations Federation (SPRF).
- You get special rates to attend the annual PRCA conference and various professional development seminars throughout the year. Local chapters also award scholarships to cover registration costs for the state conference.
- You are eligible to be Accredited in Public Relations (APR). In addition, PRCA reimburses members who have taken the accreditation exam \$100 to offset any out-of-pocket expenses not covered by members' employers. SPRF also reimburses \$100 to those taking the accreditation exam.
- You can earn recognition for your work through awards at the local, state and regional levels, including the Medallion Awards, the Philip R. Forrest Jr. Practitioner of the Year Award and SPRF's Professional Achievement Award. SPRF also hosts the annual Lantern Awards, recognizing excellence in various areas of public relations.

As a PRCA member, you have the opportunity to take advantage of all of these benefits and more. Renew your membership today. For more information, please contact **Belinda Bazinet** at [bazinetb@maxwell.af.mil](mailto:bazinetb@maxwell.af.mil).

## PRCA Member Profile...



Keron Forte is the assistant to the executive secretary at the Alabama Education Retirees Association. She is editor of a magazine exclusively for retired educators that is published every other month to more than 24,000 members. She speaks at local unit meetings and attends district meetings around the state. Additionally, Keron talks to people interested in advertising on their website and serves as the official staff photographer, among other things. She holds a BFA from Auburn University.

### ***Do you have any tips to being a top PR practitioner?***

**Keron:** Always stay ahead of the game! Keep abreast of what is happening within your organization or business.

### ***What are the top three skills needed in PR?***

**Keron:** 1) communication 2) listening 3) creativity

### ***From where did your interest in PR originate?***

**Keron:** From my supervisor when I worked for a two-year college system. I've never told her this, but she taught me everything I know. I learned a lot from her. Thanks, Julie!

### ***Why did you join PRCA?***

**Keron:** Because I wanted to network with fellow practitioners and learn from those that have been in the profession a long time.

### ***What experience most shaped your career?***

**Keron:** Working with public information officers within the two-year college system was very rewarding to me. It gave me the opportunity to learn from them while at the same time promote the state's public two-year colleges.

### ***What would you like to be doing in five years?***

**Keron:** To work in an environment where I can continue to utilize my talents as a PR professional and a graphic designer.

### ***What was the greatest lesson you learned through PR?***

**Keron:** That you should always be straightforward in whatever you say or do.

### ***What is your greatest achievement?***

**Keron:** Being an integral part of developing, designing, and getting our website launched and running smoothly at AERA. It was a great feeling to see it on the Internet and know that I had a part in helping it happen.

# 2007-2008 PRCA Montgomery Chapter Board of Directors

## Lori Moneyham President-Elect

Alabama Real Estate  
Commission  
Public Information  
Specialist

Year Joined PRCA: 1996

Years on Board: 4

Hobbies: Reading, movies, history, surfing  
the Web for interesting facts and trivia



## Niko Corley VP of Programs

Alabama Association for  
Justice  
Director of Public  
Relations

Year Joined PRCA: 2006

Years on Board: This is my first year

Hobbies: I like to hunt and fish.



## Lori Quiller President

Association of County  
Commissions of Alabama  
Director of Public  
Relations

Year Joined PRCA: 1996

Years on Board: 3

Hobbies: Amateur photographer and major  
James Bond fan (try to stump me on trivia!)



## Belinda Bazinet VP of Membership

U. S. Air Force  
Instructor/Analyst

Year Joined PRCA: 1991  
and again in 2001

Years on Board: 3

Hobbies: I flew over Alabama in a hot air  
balloon.



## Danielle Cole VP of Projects

Alabama Pharmacy  
Association

Director of Events

Year Joined PRCA: 2006

Years on Board: 2

Hobbies: I enjoy traveling and RVing with  
friends and family.



## Carol Gunter VP of Education and Professional Development

City of Montgomery Parks  
and Recreation Dept.

Director of Public Relations  
and Marketing

Year Joined PRCA: 1998

Years on Board: 8

Hobbies: I am one of five girls, and I have two  
daughters.



## Diane Christy Secretary

Alabama Society of CPAs  
Communications Director

Year Joined PRCA: 2003

Years on Board: 2

Unusual fact: I auditioned for *Jeopardy* in  
May 2007 and I am in the pool of  
contestants until next May.



## Kay Yarbrough Treasurer

Jim Wilson & Associates,  
LLC

Director of Marketing and  
Public Relations

Year Joined PRCA: 2003

Years on Board: 3

Unusual fact: I am a member of a dinner  
murder mystery acting troupe in Florida.



## Neil Probst Communications

Civil Air Patrol National  
Headquarters

Staff Writer

Year Joined PRCA: 2005

Years on Board: First year

Unusual fact: I go crazy on the basketball  
court



## Lara Lewis Publicity

Montgomery Museum of  
Fine Arts

Director of Marketing and  
Public Relations

Year Joined PRCA: 2005

Years on Board: 2

Unusual fact: I enjoy reading, writing and  
painting.



## Heather Holcomb Historian

The Salvation Army

Director of Public  
Relations and Development

Year Joined PRCA: 2006

Years on Board: 1

Unusual fact: I started speaking in public as  
early as elementary school when my family  
hosted a "family weekend" at our church.



## Nia Johnson Student Liaison

Community Bankers  
Association of Alabama

Communications  
Coordinator

Year Joined PRCA: 2004 as a  
student; 2007 as a professional

Years on Board: First year

Unusual fact: My husband and I are avid  
rollercoaster fans and even spent part of our  
honeymoon at Universal Studios in Orlando.



## Stacy Benefield Past President Ethics Chair

Square Root Solutions

Account Executive

Year Joined PRCA: 2000

Years on Board: 7

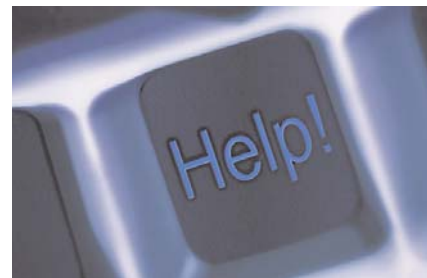
Unusual fact: I enjoy camping and outdoor  
adventures, photography and singing karaoke.  
I have a one-eyed cat.



## Having Trouble Logging Into the PRCA Database?

To access the database, you'll first need to enter the *Members Only* section of the PRCA website.

- Go to [www.prcaonline.com](http://www.prcaonline.com).
- Click on the *Members Only* link on the left-hand side of the page.
- You will then be prompted for a username and password. The username is "prca." The password is "greatprca."
- This user name/password combination is valid for all dues-paying members. There are no individual combinations to access this part of the site.



Once you are in the *Members Only* section, you will be able to enter the database.

- Click on *Search the PRCA Database* to begin.
- Your user name is the e-mail address you've shared with PRCA.
- Unless you've already changed it for your account, the default password is "council."

Once you access your personal entry in the PRCA database, please change the default password to something you can easily remember. When you need a password reminder, click on *Forgot Your Password?* at the log-on screen to have it automatically e-mailed to you.

### Set the Date...

Mark your calendars now for the 2007-08 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 \$20 for non-members and guests. *RSVP your attendance to Diane Christy at [dchristy@ascpa.org](mailto:dchristy@ascpa.org) no later than noon on the Friday prior to the Monday meeting.* Members who make reservations for chapter luncheons, but fail to cancel by noon the Friday prior to the meeting, will be responsible for payment.

**Nov. 5    December will be a holiday social – Location TBA    Jan. 7    Feb. 4    March 3    April 7**  
**May 5    June 9    July 7    Aug. 4    September TBA**



### GET IN THE GAME! PRCA State Conference Comes to Montgomery!

One event you don't want to miss is the PRCA State Conference. Montgomery will host this event on **Oct. 2-3, 2008**. We're already in the game, and our conference committee members are working very hard to make our conference a great success. As the months go by, we will be sending out updates to our members, as well as asking for your help. If you have suggestions for topics and speakers, we want to know! At each chapter meeting we will be asking for your ideas, and we will have an idea box available for your suggestions. Please take advantage of this opportunity to help us make our conference the best it possibly can be.

**PRCA Montgomery** is a monthly publication for PRCA's Montgomery Chapter members. For the most up-to-date information, visit [www.prcamontgomery.org](http://www.prcamontgomery.org). Please send all job announcements, news items, updates and comments to Neil Probst at [nprobst@capnhq.gov](mailto:nprobst@capnhq.gov) and indicate "PRCA" in the subject line.