

# PR Ink

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**A publication of the Nashville Chapter of the Public Relations Society of America**

## **Annual Parthenon Dinner April 24, 2007**

The Nashville Chapter of the PRSA has completed the call for entries for the 21<sup>st</sup> Annual Parthenon Awards. These awards celebrate the best public relations projects and programs in Middle Tennessee.

This year's entries will be judged by the Southeast Wisconsin Chapter.

The celebration dinner will take place on April 24, 2007 at the Country Music Hall of Fame and will feature a silent auction to benefit PRSA.

For more information on the Parthenon's, please contact Susan Barnes at [sbarnes@usit.net](mailto:sbarnes@usit.net).

## **Monthly Meeting to be held Tuesday, March 27**

Join us for this month's meeting on Tuesday, March 27, 2007.

The meeting will feature eight roundtable discussions. The topics include crisis communications, event planning, community relations, sports PR, email communications, APR accreditation, case studies and the 2006 Parthenon Awards "Best of Show" winner.

The meeting will take place at 11:30 a.m. at the Jack Daniel's Old No. 7 Club in Nashville.

Admission to the meeting is \$30 for students and members and \$35 for non-members.

For more information and to register for the meeting, please visit the website at [www.prsanashville.com](http://www.prsanashville.com).

### **Special points of interest:**

- *It's time for the Parthenon, Mercury and Hercules Awards.*
- *Did you know serving on a committee is a great way to be active with PRSA?*

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## **Behind The Gavel A Note from the President**

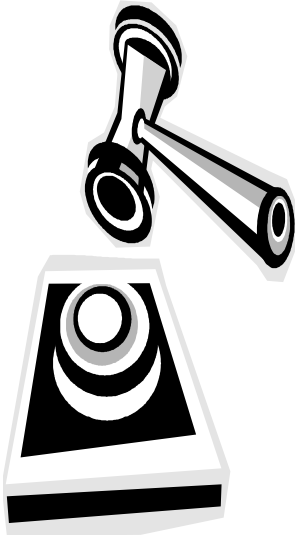
March 2007

We are off to a great start in 2007! This year we are celebrating our 50<sup>th</sup> Anniversary – a huge milestone for Nashville and the PR profession. Planning is underway for great programs and another successful year for PRSA Nashville.

It will be an exciting challenge to keep the momentum going after all the achievements of 2006 - thanks to the leadership of Vicki Bagwell and the hard work of many volunteers.

I welcome our 2007 Board and Committee Chairs who have agreed to volunteer their time toward achievement of these goals. One of the most important aspects of membership in PRSA is becoming active in chapter activities. If you would like to serve on a committee to further enhance our chapter, please contact the committee chair of your choice for additional information.

## Behind the Gavel Continued



While we achieved many of our goals, we still have challenges ahead. We need to continue to focus on our strategic areas:

### Strengthening the Society

- Increase membership
- Retain chapter members
- Implement new programs to increase revenue

### Advancing the Profession

- Enhance awareness and understanding of the public relations profession
- Increase recognition of active PRSA membership as an important career enhancement
- Increase the number of accredited members

Again, thanks to each of you who have served or will serve this chapter in various capacities. I look forward to a great 2007 as we celebrate 50 years of PRSA in Nashville!

Marcia Colburn, PRSA Nashville President

## Monthly Member Spotlight—Trey Campbell, APR

### Where do you work and what is your title?

The Southwestern Company, Communications Manager.

### What was your first public relations position?

PR Director for a national car rental franchise company based in Baltimore, MD.

### What is the most important thing you learned in the accreditation process?

How little I remember from my PR classes... The process makes you focus on specific knowledge, skills and abilities. It's not only what you know, but how you apply it. The process takes away your ego and replaces it with confidence.

### What are the benefits of being accredited?

I really gained a respect for the effort to professionalize our industry through

Accreditation. Having those three letters behind your name is a designation to others that you know your stuff. Lawyers pass the Bar, Financial Advisers get certified and doctors must pass their Boards, so why should PR practitioners be different? Besides, I hear APRs make more money...

### What is your advice for someone wanting to pursue accreditation?

Don't be intimidated. Don't put it off. You chose PR as a career, why wouldn't you want to be at the top of your field? Evaluate where you are and where you want to go. I guarantee this will help.

### What do you like to do in your free time?

What free time? I'm always working. But I do enjoy anything that makes me laugh, hanging out with my wife and daughters and, as strange as this sounds, yard work.



### What is your favorite book and/or movie? Why?

It's a tie: *How to Win Friends & Influence People* by Dale Carnegie and *The Dilbert Principle* by Scott Adams. Why? If I were to write a book, it would be a combination of these two. Hmm... maybe I will.

## Are You Interested In Serving?

One of the best ways to become involved with the PRSA, is to serve on a committee. Whether you are a relatively new member or just looking to deepen your commitment, there is a committee in need of your help.

PRSA Nashville has 12 committees, all of which welcome new members. The committees include:

Accreditation  
Awards Committee  
Membership  
Public Relations  
Programs/Professional Development  
Young Professionals

Finance Committee  
Newsletter  
Public Service Committee  
Diverse Committee  
Strategic Planning  
Parthenon

To find out more about each of these committees, please visit <http://www.prsanashville.com/officers>.

It is almost time for the annual Parthenon Awards and this committee needs your help. If you are interested in serving, please call Susan Barnes at (615) 662-6383.



## PRSA Monthly Briefs

### Belmont PRSSA Honored

The Belmont University Chapter of PRSSA, sponsored by the Nashville chapter of PRSA, received a national award at the recent 2006 national PRSSA conference held in Salt Lake City.

The chapter received the second place Betsy Plank Ethics Advocacy Award, recognizing its efforts to promote public relations ethics. The award was presented to chapter faculty advisor Bonnie Riechert and Belmont student Kirsten duBois by Betsy Plank, for whom the award was named.

The award included \$750 in cash to the chapter and \$150 in cash to the faculty advisor. The Belmont chapter was chartered in 2005.

### Awards

During the annual Parthenon Awards on April 24, the winners

of the Hercules and Mercury Awards will be announced. The nomination process is currently underway. Below is information on each of these awards:

**The Hercules Award** is given to an individual with over 10-years experience in the profession. The candidates will be judged on the following:

Career Accomplishments in the field, including contributions to PRSA, the profession and the community.

Quality and effect of their professional work.

Example set by ethical practices.

Demonstration of professional leadership.

**The Mercury Award** is given to a young professional, some one who has less than 10 years experience in the profession. To

qualify for this award, candidates must:

Have been a PRSA member for at least one year (associate or regular)

Have demonstrated accelerated progress in his/her career

Have demonstrated leadership potential through service to PRSA, chapter involvement, community involvement/outreach and professionalism.

The nomination deadline is Tuesday, March 20. Additional information and nomination forms are available at [www.prsanashville.com](http://www.prsanashville.com) under "Awards."

To submit entries or for more information, please contact:

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[trey.campbell@southwestern.com](mailto:trey.campbell@southwestern.com)



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Cell: 615.957.6475  
E-mail: [adavidson@seig-pr.com](mailto:adavidson@seig-pr.com)

## 2007 Chapter Leadership

President: Marcia Colburn, Cat Financial  
President-Elect: Tom Adkinson, APR, Bohan  
Secretary: Julie Davis, APR, CBRL Group  
Treasurer: Stacy Brewer, The Buntin Group

Directors-At-Large: Sue Amos, Mayor's Office for Economic and Community Development; Kearstin Patterson, BioMimetic Therapeutics, Inc.; Debbie McGraw, Kraft CPAs; Heather Buckner Schablik, (one-year term, replacing Julie Davis), Katcher Vaughn & Bailey Public Relations

Assembly Delegates: Susan Hart, APR (second year of three-year term), Hart Public Relations; Anita Bailey, APR (first year of three-year term), Bailey Marketing Communications

Immediate Past President: Vicki Bagwell, APR, Western Kentucky University

## Calendar of Events

**Thursday, March 15;** 2 p.m. to 3 p.m. Central  
Teleseminar: Strengthen Your Communications Planning ; \$150 members/ \$250 nonmembers

**Tuesday, March 27;** 11:30 a.m. to 1 p.m.  
Nashville Chapter Monthly Membership Meeting at Jack Daniel's Old No. 7 Club; Topic: Roundtable Discussions \$30 for members and Students; \$35 for guests

**Monday to Tuesday, March 26 to 27**  
On Site Seminar: Building and Evaluating an Employee Communications Program; San Francisco, CA; \$795 members/ \$895 non members

**Thursday, March 29;** 2 p.m. to 3 p.m. Central  
Teleseminar: Media Training for Media Trainers; \$190 members/ \$290 nonmembers

**For more information on PRSA events, visit [www.prsa.org](http://www.prsa.org) . For information on local events, visit [www.prsanashville.com](http://www.prsanashville.com).**

## 2007 Committee Chairs

Accreditation: Sherry Kast and Bonnie Riechert

Awards Committee: Trey Campbell

Membership: Tom Adkinson

Public Relations: Heather MacDonald

Programs/Professional Development: Jenny Barker and Heather Buckner Schablik

Young Professionals: Amy Everett

Finance Committee: Stacy Brewer

Newsletter: Amy Davidson

Public Service Committee: Amy Gray

Diverse Committee: Peter Woolfolk

Strategic Planning: Marcia Colburn

Parthenon: Cynthia Morin, Angel Winter May, Laurie Parker, Sara Perex, Angie Alsup and Todd Smith