



Chapter's 2006 Committee Chairs Appointed

PRSA Nashville is pleased to announce the following members as committee chairs for 2006:

Accreditation -- Julie Davis, APR

Apollo Award -- Susan Barnes, APR, Jenny Barker

Ethics -- Aileen Katcher, APR, Fellow PRSA

Finance -- Stacy Brewer

Hercules Award -- Ken Schott

Membership -- Marcia Colburn

Mercury Award -- Heather Buckner, Sue Amos

Newsletter -- Jennifer Wigal, APR

Nominating -- Greg Bailey, APR

Parthenon Awards -- Kearstin Patterson

Programs/Professional Development -- Debbie White

Public Relations -- Heather MacDonald, Beth Jones

Public Service -- Amy Gray, APR

Young Professionals -- Kim Rucker, Charmaine Wilde

Chapter's 50th (2007) Anniversary -- Cynthia Morin, APR, and Aileen Katcher, APR, Fellow PRSA

Behind the Gavel From the President

From the President:

It has been an honor and a pleasure to serve as PRSA president this year. Much has been accomplished, and I want to publicly thank the officers and committee chairs, as well as all volunteers, who helped to make 2005 a success for PRSA Nashville.

A new chapter leadership team under the direction of Vicki Bagwell, APR, takes over in January. The new officers and committee chairs were elected in October at the chapter's annual meeting. Many of the names you will recognize, but there are also new volunteers. I am confident that the combination of experience and fresh ideas will prove to be a winning combination for the chapter.

On behalf of the officers and board of directors, I wish you the happiest of holidays.

Teresa Corlew, APR
President



Teresa Corlew, APR
Chapter President

PRSA Announces 2006 Board of Directors Three Officers, Four Directors and Five Delegates Elected to National Board

The Public Relations Society of America (PRSA) recently announced the officers and directors for its 2006 Board of Directors elected during the Society's Assembly. The annual business meeting, originally scheduled for Oct. 22 in Miami Beach, Fla., was held Saturday, Dec. 3, in Chicago, Ill.

Judith T. Phair, APR, Fellow PRSA, 2005 PRSA president & CEO, announced the new volunteer officers: 2006 president and CEO is Cheryl Procter-Rogers, APR, Fellow PRSA, regional corporate affairs director, HBO, Rosemont, Ill.; Rhoda E. Weiss, APR, Fellow PRSA, president, Rhoda Weiss & Associates, Santa Monica, Calif., will serve as president-elect in 2006; Jeffrey P. Julin, APR, president, MGA Communications, Inc., Denver, Colo., will serve as treasurer; and Tom Vitelli, APR, Fellow PRSA, assistant vice president, public relations & advertising, Intermountain Health Care, Salt Lake City, Utah, will serve as secretary.



Elected to serve three-year terms as a director are: Vincent Hazleton, Ph.D., APR, Fellow PRSA, professor, Radford University, Radford, Va.; Margaret Ann Hennen, APR, senior director, communications & public relations, Fairview Health Services, Minneapolis, Minn.; Chris R. Lynch, APR, senior vice president, Robert Falls & Company Public Relations, Cleveland, Ohio; and Ronald Owens, APR, Fellow PRSA, senior communications specialist, Kaiser Permanente, Pasadena, Calif.

The seven newly elected volunteers will join Procter-Rogers, Phair and the eight directors who will remain on the Board in 2006, including Mary Deming Barber, APR, Fellow PRSA; Sue Bohle, APR, Fellow PRSA; Michael G. Cherenson, APR; Gerard F. Corbett, APR, Fellow PRSA; Anthony W. D'Angelo, APR; John J. Deveney, ABC, APR; Rosanna M. Fiske, APR; and Gary D. McCormick, APR.

In addition, five candidates were elected to fill positions as delegate-at-large to the PRSA Assembly in 2006 and they include: Anne H. Lewis, APR, vice president, public relations, Cornerstone, Baltimore, Md.; Roy W. Reid, Jr., APR, partner/vice president, Consensus Communications, Inc., Orlando, Fla.; and Shelli A. Ryan, APR, president, Ad Hoc Communication Resources, Omaha, Neb. The Canadian delegate-at-large for 2006 is Colleen M. Killingsworth, APR, senior public relations consultant, National Public Relations, Inc., Calgary, Canada.

Since proposed bylaw amendment #5 was passed by the Assembly – an amendment allowing for nominations from the Assembly floor in the event there are no nominations for a vacant position – **Carole Gorney, APR, Fellow PRSA**, was nominated and elected to fill the remaining delegate-at-large position. Gorney is professor emeritus at Lehigh University in Bethlehem, Pa.
year term 2005 - 2007

PRSA Executive Director Opts Not to Renew Contract

Catherine A. Bolton, executive director and COO of the Public Relations Society of America (PRSA), announced at the 2005 PRSA Assembly in Chicago that she will not seek to renew her contract when it expires at the end of 2006. Bolton, who has held the top staff position at the Society since 2000, took charge of daily operations during a period of financial uncertainty. Under her leadership, the Society has experienced five years of continuous financial and membership growth.

“Catherine Bolton has been a tremendous asset to the Society,” said PRSA President and CEO Judith T. Phair, APR, Fellow PRSA. “During her tenure, she has played a pivotal role in taking PRSA to the next level, increasing value and service to our members, and advancing our profession nationally and internationally. She has embodied the best of our profession whether dealing with volunteers, corporate executives, government leaders, or the international public relations community. She is a bright, dedicated and talented professional, and it has been a special pleasure for me to work so closely with her during the past year. Her legacy will position us well to move forward successfully in a new and exciting era for public relations.”



Catherine A. Bolton

“It has been a pleasure working with the many talented public relations professionals in PRSA and providing support to a profession for which I am a passionate advocate,” said Bolton. “I have whole-heartedly enjoyed building a talented team of employees who have greatly contributed to the turnaround of the organization. While my contract does not expire until next winter, I’m announcing my plans now to ensure ample time for a smooth management transition for the well-being of the Society, the staff and the Board of Directors.”

Bolton’s contributions to the Society include enhancements in overall operations, finance, marketing relationships, human resources and public relations. Bolton’s original strategy was designed to create a healthy organization, increase revenues in conferences and awards, build professional development and establish new revenue generating areas, while building value for the members. Those plans started with recruiting and retaining talented professionals on the staff and making significant enhancements across the board in areas of technology, professional development, publications and even billing practices. While cultivating relationships and developing strategic partnerships and alliances with such organizations as the Global Alliance for Public Relations and Communication Management and the PR Coalition, she also focused much attention on member benefits and internal communications, and technological enhancements, such as MemberNet and online dues payment.

Bolton also strongly supported the strategic plans put forth by the PRSA Board of Directors, including efforts to build diversity in the industry and advocate for the public relations profession. She developed a comprehensive crisis plan for the Society and has played a leading role in revitalizing the PRSA Foundation. Last year, Bolton was instrumental in the highly successful negotiation and relocation of the Society to a new corporate headquarters in lower Manhattan.

Phair announced that a search committee for a new executive director and COO will be named in the near future.

University of Memphis Journalism Professor Honored ***Dr. Rick Fischer, Recipient of PRSA's Outstanding Educator Award***

Rick Fischer, Ph.D., APR, Fellow PRSA, professor of the Department of Journalism at the University of Memphis, Tenn., was honored by the Public Relations Society of America (PRSA) with the 2005 Outstanding Educator Award.

The Outstanding Educator Award recognizes excellence in teaching based on contemporary, research-based knowledge of public relations and contributions to the advancement of public relations education.

PRSA President and CEO Judith T. Phair, APR, Fellow PRSA, presented Dr. Fischer with the prestigious Outstanding Educator Award during the Society's 2005 National Assembly luncheon, held Dec. 3 at the Hilton Chicago.



"Dr. Fischer epitomizes all that the PRSA Outstanding Educator Award stands for — advancing the profession, training future PR leaders and adding to our industry's body of knowledge," said Kelly Womer, APR, chair of the PRSA Honors & Awards Committee and partner, Carmichael Lynch Spong. "PRSA is pleased to honor Dr. Fischer with our highest recognition for educators."

Dr. Fischer's dedication and commitment to teaching has earned him well-deserved praise and admiration from students, fellow faculty members, as well as professionals in the public relations arena.

Much of Dr. Fischer's success can be attributed to his commitment in providing his public relations and journalism students with the tools and resources necessary to make a successful transition from academia to the world of employment. During Dr. Fischer's tenure at the University of Memphis's department of journalism, graduating students have experienced an employment rate of 86 percent. This percentage far surpasses the national average of 50 percent.

A number of years ago, Dr. Fischer designed and implemented the JobNet program for the Memphis Chapter of PRSA, a key placement tool for public relations graduates and professionals. Currently, in his role as program coordinator, Dr. Fischer continues to help graduates find jobs with many top employers in the Memphis area. In addition, he provides nonprofit organizations with public relations student assistance, having successfully matched students with 60 nonprofit organizations in the Memphis area.

Fischer has also been active within the Public Relations Student Society of America (PRSSA) for many years, highlighted by his eight years of service on the PRSSA National Committee as the organization's national faculty adviser.

Over the years, Dr. Fischer has been honored and recognized for his many teaching accomplishments. Some of his more notable awards are the University of Memphis Outstanding Adviser Award, being named one of the "Top 10" academic advisers in the U.S. by the National Academic Advising Association, winning the PRSSA South Central District Outstanding Faculty Adviser five times, and being named top faculty adviser for the College of Communication and Fine Arts 2000. Finally, he has been listed in the Who's Who Among American Teachers four times.

Calendar of Events

December 2005

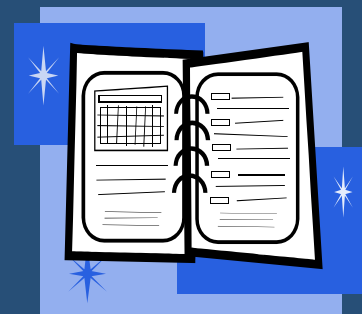
- 8 Cut Through the Clutter, Teleseminar
- 8 Working with the CEO: How to Become a Trusted Communications Adviser, Teleseminar
- 9 Confessions of a TV Talk Show Producer: The Secrets of Placing Guests on Top Television Talk Shows, Teleseminar
- 9 Strategic Communication Planning . . . and Thinking, New York, NY
- 12 Accreditation Power Play, New York, NY
- 13 APR Study Programming: Research Methodologies and Utilization, Teleseminar
- 14 So, You Think You're a Good Communicator? Making Sure That What You Say is What They Hear, Teleseminar
- 15 Crisis Communication Model Response Plans: Strategies, Structures, Activation Triggers, Teleseminar
- 25 Reaching the Wired 18 to 30 Year-Old Generation Through Top Wired Journalists and Media, Teleseminar

January 2006

- 31 Making Accounting Happy, Teleseminar

March 2006

- 1 Reaching Boomer Women: How to Pitch Fast Growing Print, Online, and Broadcast Outlets, Teleseminar
- 25 Pitching Powerful African-American Consumer Magazines, Teleseminar
- 31 Association/Nonprofit Section Conference, New York, NY



April 2006

- 5-7 Health Academy 2006 Spring Conference, Washington, DC
- 19-21 Counselors to Higher Education (CHE) Senior Summit, Washington, DC
- 30-2 Military and Public Safety Conference, Baltimore, MD

May 2006

- 4-5 International Public Affairs Symposium, Washington, DC
- 12 Corporate Section Conference New York, NY
- 21-23 Counselors Academy Spring Conference, Savannah, GA

June 2006

- 18-20 Travel and Tourism Section/SATW Associates Council Conference Washington, DC
- 21-23 Financial Communications "Account-Ability" New York, NY
- 27 Tech2006 Conference New York, NY Alison Calvillo PD - Technology

To find out more about national events, consult <http://www.prsa.org>. For information on local events, consult <http://www.prsanashville.com>.

Notices

2005 International Conference

The Public Relations Society of America (PRSA) has announced that the 2005 International Conference, postponed because of Hurricane Wilma, will not be rescheduled. With this full cancellation in effect, PRSA will now begin processing refunds for registration fees and other pre-paid Conference events. We will be contacting pre-paid registrants with additional information shortly and expect to complete the refund process in approximately two weeks.

We are pleased with this final resolution and greatly appreciate your patience as we worked with our insurer to meet the needs of our registrants and members. If you have any questions, please contact us at 212-460-1400.

The Public Relations Student Society of America (PRSSA) National Conference, also postponed, has been rescheduled for December 18-21, 2005, at Fontainebleau Resort in Miami Beach, Fla. Students not able to attend this rescheduled Conference may request a full refund. For more information, please call 212-460-1474 or visit the PRSSA Web site at www.prssa.org.

PRSA Headquarters

Holiday Hours

The national offices of PRSA will adjust its hours for the holiday season.

Thursday, December 22	8:30 to 1 PM
Friday, December 23	Closed
Monday, December 26	Closed



PRSA Nashville's New Members

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2005 Chapter Leadership

Officers

President, Teresa Corlew, APR
President Elect, Vicki Bagwell, APR
Secretary, Stacy Brewer
Treasurer, Marcia Colburn
Immediate Past President, Greg Bailey, APR

Directors at Large

Trey Campbell
Laura Ladd
Kearstin Patterson
Todd Smith

Assembly Delegates

Marcie Smeck, APR
Susan Hart, APR

Committees

Accreditation

Julie Davis, APR

Parthenon Awards

Trey Campbell

Apollo Award

Heather Buckner

Programs/Professional Development

Sue Amos

Finance

Marcia Colburn

Public Relations

Kenneth Townsend

Hercules Award

Susan Barnes, APR

Young Professionals

Kim Rucker

Membership

Vicki Bagwell, APR

Newsletter

Jennifer Wigal, APR

PRSA Nashville Sponsor

PRSA Nashville extends sincere thanks to Business Wire for its continued support of our chapter.



PR Ink is a monthly publication of the Nashville Chapter of the Public Relations Society of America. To submit comments, ideas or news, please contact Jennifer Wigal at 615-780-2405 or via email at jennifer.wigal@unitedwaynashville.org.