



Nashville Chapter Announces 2005 Best of Show and Parthenon Award Winners

CBRL Group/Cracker Barrel won Best of Show honors at the 19th Annual Parthenon Awards sponsored April 12 by the Public Relations Society of America (PRSA) Nashville Chapter. The restaurant chain received the top award for its entry in the crisis communications category, "Waiter, There's a Mouse in My Soup."

Dye Van Mol & Lawrence garnered the most wins, with seven Parthenon Awards and nine Awards of Merit. Following close behind were Seigenthaler Public Relations, with seven Parthenon Awards and eight Awards of Merit; and McNeely Pigott & Fox with seven Parthenon Awards and six Awards of merit.

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Behind the Gavel From the President

Congratulations to all 2005 Parthenon Award winners! For those of you who did not attend the awards program, you missed a great chance to mingle with your peers, buy neat stuff, and see some of the best communications work in the industry. We also honored four dedicated, talented and hard working members of the chapter: Heather Buckner, Mercury Award winner; Dr. Kenneth Schott, Hercules Award winner; Jennifer Wigal, who attained her APR designation; and Greg Bailey, immediate past president.

I want to extend my deepest appreciation to Trey Campbell for chairing the Parthenon Awards ceremony this year. Trey is an excellent planner, organizer, and stickler for detail who managed to pull together all the loose ends and details of the event. He couldn't have done it without the able assistance of Jenny Barker, Kim Rucker, and Amy Gray. On behalf of the entire chapter, thank you.

Thank you, also to chapter members who served as judges of the Wisconsin chapter's awards: Trey Campbell, Jenny Barker, Eddie Lightsey, Stacy Brewer, Meredith Webb, Kim Rucker, Sue Amos, Vicki Bagwell, Kenneth Townsend, Allison Payne, Jackie Cavnar, and Katie Benson. Judging required a significant time commitment over a three-night of judging.

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Teresa Corlew, APR
2005 Chapter President

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Katcher Vaughn & Bailey won three Parthenon Awards and five Awards of Merit. Other multiple honorees included Hart Public Relations with three Parthenon Awards; Gish Sherwood & Friends with two Parthenon Awards plus three Awards of Merit; and Alday Communications with two Parthenon Awards.

Winning one Parthenon Award and two Awards of Merit is Lovell Communications Inc. In addition, Caterpillar Financial Services, KraftCPAs, and Nashville Electric Service each garnered one Parthenon Award.

The Southwestern Company received two Awards of Merit, and the Girl Scout Council of Cumberland Valley, one Award of Merit.

Two PRSA Nashville Chapter members were recognized for their outstanding contributions to the public relations industry. Kenneth R. Schott, director of the public relations program at Lipscomb University, received the 2005 Hercules Award. He earned his doctorate in communication in 1972 from The Ohio State University and has served on the Lipscomb faculty for 30 years. He has been active with the PRSA Nashville Chapter since 1990.

Heather Buckner of Katcher Vaughn & Bailey Public Relations received the 2005 Mercury Award, only the second year the award was presented. The Mercury Award honors professionals with fewer than 10 years of experience who have demonstrated leadership capabilities.

The awards ceremony, at the Nashville Marriott at Vanderbilt University, was hosted by Lydia Lenker, press secretary for Tennessee Gov. Phil Bredesen. PRSA Nashville Chapter members who served on the Parthenon Awards committee included Teresa Corlew, Nashville Electric Service; Trey Campbell, The Southwestern Company; Jenny Barker, Atkinson Public Relations; Kim Rucker, National Renal Alliance; Kenneth Townsend, Nashville Rescue Mission; Amy Gray, solo practitioner; and Jackie Cavnar, Nashville Chapter administrator.

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Finally, watch the newsletter, listserv, and Web site for information about upcoming meetings that are sure to be crowd pleasers. Judith Phair, APR, president & CEO of the national board of directors of PRSA, will speak at the meeting in July.

Sincerely,
Teresa Corlew, APR
Chapter President

Calendar of Events

- June 8:** Teleseminar
Understanding the Impact of Religion on Global Communication Needs: Finding Common Ground in the Midst of Local and International Tensions
- June 9:** Teleseminar
Your Female Style is Unique: Use It To Deliver Results-Driven Presentations
- June 14:** Teleseminar
Smart Analysis -- Correlating Media Coverage with Business Outcomes
- June 16:** Teleseminar
Play With Your Words: Surprise and Delight Your Readers With Wordplay
- June 21:** Teleseminar
The Intersection of Legality, Credibility & Ethics; PR Agency Liability After Armstrong Williams
- June 23:** Teleseminar
Anatomy of a Press Release, Pitch and E-mailed Release
- June 23:** Teleseminar
Using New Technologies to Make Your Internal Communications Participatory
- June 28:** Monthly Chapter Meeting
The Tennessean Vice President of News and Editor Everett J. Mitchell presents his philosophy on journalism and his editorial direction for the newspaper.
11:30 a.m. at Jack Daniel's Old #7 Club, Gaylord Entertainment Center
- June 29:** Teleseminar
PRofiting From Publicity
- June 30:** Teleseminar
Finding and Keeping Clients

For more information on teleseminars, please visit the professional development area at <http://www.prsa.org>. Local event information can be found at <http://www.prsanashville.com>.

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	Kearstin Patterson
Laura Ladd	Todd Smith

Assembly Delegates

Marcie Smeck, APR	Susan Hart, APR
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Committees

Accreditation	Julie Davis, APR
Apollo Award	Heather Buckner
Finance	Marcia Colburn
Hercules Award	Susan Barnes, APR
Membership	Vicki Bagwell, APR
Newsletter	Jennifer Wigal, APR
Parthenon Awards	Trey Campbell
Programs/Professional Development	Sue Amos
Public Relations	Kenneth Townsend
Public Service	Dustine Deming, APR
Young Professionals	Katie Benson Kim Rucker

PRSA Nashville Silver Partner:

PRSA Nashville extends sincere thanks to BusinessWire for their continued commitment to 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 615-591-3784 or jwigal@paymaxx.net. Submissions are due on the second Friday of each month.

Chapter Sponsorships Available

Sponsor the PRSA Nashville Chapter and not only will you be assisting your fellow practitioners in their professional development efforts, but your company can earn recognition through chapter communications, signage at events, listings in event publicity, visibility on the chapter Web site, free admission to events, and much more.



For more information, contact Finance Committee Chair Marcia Colburn at 341-5003 or marcia.colburn@cat.com.

Welcome New Members

Beth Aleridge

Director of Communications
Gaylord Entertainment

Mary Alsup

Account Executive
Alday Communications, Inc.

Carrie Criadao

Director, Public Relations
U.S. Legal Forms, Inc.

Emily Cundiff

Market Brand Representative
Whirlpool Corporation

Margie Maddux

Communications Officer
Governor's Books from Birth Foundation

David Miles

Partner
McNeely Pigott & Fox Public Relations

Barbara Nissen

Director, Communications
Resourcing Team
United Methodist Communications

Joshua Raymond

Account Coordinator
Alday Communications, Inc.

Amelia Tucker-Shaw

Resource Consultant
United Methodist Communications

Frederick Paul Wellman

Lt. Colonel, U.S. Army