

## Chapter Annual Meeting Set for October 12

The Nashville Chapter of the Public Relations Society (PRSA) will hold its annual meeting at 11:45 a.m. on Tuesday, October 12, at the Curb Center on the campus of Belmont University during the monthly membership gathering.

Pursuant to the chapter bylaws, members must be given 30 days notice prior to the annual meeting, at which chapter officers for the coming year will be elected. Members in good standing are allowed to vote and make nominations from the floor at the meeting. Should a name be placed in nomination from the floor, a secret ballot election will be held for that particular office.

As part of the advance notification process, the Nominating Committee reports to the membership. The committee recommends the following slate of 2005 officers:

### 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

### 2004 Nashville Chapter Officers & Board

#### President:

**Greg Bailey, APR**

#### President-Elect:

**Teresa Corlew, APR**

#### Secretary:

**Stacy Brewer**

#### Treasurer:

**Marcia Colburn**

#### Immediate Past

#### President:

**Debbie McGraw**

#### Assembly Delegates:

**Tom Adkinson, APR**  
**Marcie Smeck, APR**

#### Directors-At-Large:

**Susan Barnes, APR**  
**Trey Campbell**  
**Kearstin Patterson**  
**Andrea Turner**

## Behind the Gavel - FROM THE PRESIDENT

The one-hit band, Timbuk3, got it right: "The future's so bright, I gotta wear shades."

Last week, I met the future of Nashville's public relations industry at a PRSA Young Professionals event at Belmont University. Nearly 40 students and young/new professionals were at the gathering to hear about best practices and lessons learned from Laura Alabed (The Nashville Symphony and PRSA's inaugural Mercury Award winner), Susan Barnes, APR (University of Tennessee/Knoxville and '04 Hercules Award honoree) and Greg Rossiter (Gaylord Entertainment).

Before and after the panel discussion, as you would expect whenever two or more PR professionals gather, there was lots of networking and trading tips on internships and resumes and job opportunities. There was the young professional sitting next to the student, offering resume advice and pointers on how to open doors across town. The evening was a great educational experience. I learned that our younger chapter members are smart, talented and need counsel from our experienced chapter members.

PRSA Nashville needs mentors. We need experienced practitioners to be involved in the chapter as a mentor to our young professionals. We need accredited members to mentor those who are considering seeking the APR designation. We need our young professionals to step onto the college campuses and share their experiences with PR students.

Our chapter – and our profession – needs to share our knowledge and experiences and gain insight from each other. A mentoring program is part of our three-year strategic plan, and now's as good a time to start as any.

If you want to mentor a PRSA member or student or feel you need some advice on issues and opportunities related to PR, send me an e-mail message at [gbailey@kvbpr.com](mailto:gbailey@kvbpr.com). As soon as a few mentors/mentorees are gathered, we'll start making matches. All you need is to share your experience – and bring along a pair of shades.



**Greg Bailey, APR**  
2004 President

## PRSA Nashville Silver Partner:



## October Meeting: Dr. Bill Lindsley



October brings brisk weather, falling leaves and PRSA - Nashville Chapter's Annual Meeting.

On the agenda for October 12 will be **Dr. Bill Lindsley** of Bill Lindsley & Co. who will be speaking on the art of listening. His presentation is entitled: "Dancing on the Deck of the Titanic - Lessons in the

**Bill Lindsley** *Art of Strategic Listening.*"

His message is simple. Great leaders are great listeners and they build listening organizations. Come learn how you can become a great listener. We all need hearing aids!

## Apollo Award Announcement!

And the 2004 Apollo Award Winner is...

**Vanderbilt Chancellor Gordon Gee!**

The Apollo Award for Communications Leadership is presented to a member of the Nashville-area community for outstanding communications practices that exemplify good public relations.

Chancellor Gee leads Vanderbilt with a commitment to continuously evolve the image of the university and focus on strategic investments for the ascent into the highest ranking of American higher education.

Chancellor Gee will be presented with the

Apollo Award at the November membership meeting on Wednesday, November 3, 2004 at the Nashville City Club.



**Chancellor  
Gordon Gee**

## CALENDAR OF EVENTS

**Sept. 28: Membership Meeting - Ethics Panel**  
The Sept. membership meeting will be at:  
The Sunset Grill; 11:30 am; \$30, guests \$35

**Oct. 12: PRSA-Nashville Annual Meeting**  
The annual meeting will be at:  
The Curb Center, Belmont Univ. Campus; 11:45 am  
2005 Officer Elections; Guest Speaker: Bill  
Lindsley of Bill Lindsley & Co.

**Nov. 3: Apollo Award Presentation**  
The Apollo Awards will be at:  
Nashville City Club  
2004 Recipient: Vanderbilt Chancellor Gordon Gee

Members must RSVP for the monthly luncheon meetings by the preceding Friday; openings on the day of the meeting are offered on a first-come, first-served basis. Reservations may be made by e-mailing or calling Jackie Cavnar, Chapter Administrator ([jccavnar@cs.com](mailto:jccavnar@cs.com), 615-661-6752). Luncheon meetings may vary in cost; no-shows are billed.

## PR Ink

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

To submit comments, ideas and news, please contact **Trey Campbell** (391-2801, [trey.campbell@southwestern.com](mailto:trey.campbell@southwestern.com)) or **Todd Smith** (764-2598, [todd.smith@progenymarketing.com](mailto:todd.smith@progenymarketing.com)). Submissions are due on the second Friday of each month.

**WELCOME!!!**

## New Members



**Amy Coombs**

**Amy Coombs**, Associate Communications Generalist; Caterpillar Financial Services Corp.

**Kathryn Dunman**, Operations Manager/Editor; TAE Marketing Consultations

**Erin Harvey**, Communications Specialist; Center for Nonprofit Management

**Beth Tallent**, Director of PR; The Lampo Group/The Dave Ramsey Show

## September 2004: PRSA Ethics Month

PRSA has established September 2004 as "Ethics Month" to promote greater understanding of the PRSA Code of Ethics and to stress the importance of making it a basic guide in the daily practice of PR.

Ethics month also serves to increase awareness about the PRSA Code of Ethics among business leaders, the general public and the media. The September chapter program will bring together seasoned journalists and PR professionals to participate in a panel discussion about their ethics policies and philosophies followed by give and take about what each think the other could operate more ethically and how they would approach some hypothetical ethical dilemmas.

The moderator and panelists are as follow:



**Moderator:**  
**Aileen Katcher, APR,**  
Fellow PRSA  
Partner, Katcher  
Vaughn & Bailey



**David Green,**  
Managing Editor  
*The Tennessean*



**Sue G. Atkinson,**  
Chairman  
Atkinson Public  
Relations



**Jeff Prescott, Director**  
of Media Relations  
HCA



**Phil Williams,**  
Chief Investigative  
Reporter,  
Channel 5 News

The meeting will begin with lunch at 11:30 am on Tuesday, Sept. 28 at Sunset Grill, 2001 Belcourt Ave. To make a reservation by Sept. 24, please e-mail Jackie at [jccavnar@cs.com](mailto:jccavnar@cs.com) or call (615) 661-6752. Cost for members, associate member, retired members or students is \$30; costs for guests is \$35. PRSA accepts cash or check at the door or you can make a credit card payment [www.prsanashville.com](http://www.prsanashville.com) (you will incur the transaction cost fee).



## UAB Announces Year-one Exam Stats

The Universal Accreditation Board (UAB) program has announced its first-year results for the Examination for accreditation in PR. Since July 1, 2003 through June 2004, 360 candidates have applied, 171 have participated in a Readiness Review and 68 have taken the computer-based exam. 49 have earned accreditation - a 72% pass rate!