



## 19th Annual Parthenon Awards Set for April 12

Dust off those notebooks and dividers and get that hole-punch ready to showcase your best work of the 2004. It's time for the 19th annual Parthenon Awards - your chance to be recognized for excellence in public relations programs and projects.

In a change of pace, the location has been moved this year to the Marriott Nashville at Vanderbilt University. Mark your calendars for Tuesday, April 12. We'll kick off the evening at 6 p.m. with a cocktail hour and the grand tradition of the event, the silent auction. Dinner will be served at 7 p.m. in the Parthenon Ballroom followed by the Parthenon Awards presentation.

*(continued page 3)*



## Behind the Gavel From the President

Happy 2005!

I want to thank each of you who worked to make 2004 one of the most successful in PRSA Nashville history. And, I welcome - and thank - the 2005 board and committee chairs who have agreed to serve in various capacities for the coming year.

Thanks to the leadership of 2004 President Greg Bailey, we have a strong base on which to continue to build our chapter, particularly in the areas of:

**Finance** - a Finance Committee has been formed to develop a budget and identify new revenue sources to improve chapter finances. A tiered-level sponsorship program has been re-tooled to provide more opportunity for companies and organizations to team with PRSA to promote their goods and services.

**Membership** - 2004 saw a net gain of 12 members for the year, a number that exceeded our chapter goal. The Membership Committee continues to work toward membership recruitment and retention with a goal to involve as many members as possible on working committees and projects.

*(continued page 2)*



Teresa Corlew, APR  
2005 Chapter President

# Former AT&T Executive Dick Martin to Speak at January Membership Luncheon

Wouldn't you like to know "What Was Really Going on Inside AT&T" from one who really knows? Please join PRSA at 11:30 a.m. on Tuesday, January 25, at the downtown library, 615 Church Street, to hear the inside scoop from Dick Martin. Mr. Martin worked at AT&T for 32 years, retiring in 2003 as Executive Vice President of Public Relations, Employee Communications and Brand Management and Chairman of the AT&T Foundation.

In **TOUGH CALLS: AT&T and the Hard Lessons Learned from the Telecom Wars**, Mr. Martin provides an eye-opening and instructive corporate history, honing in on a brief, pivotal, and extremely tumultuous period. The result is a riveting, revelatory chronicle of a company overwhelmed by regulatory changes, competitive threats, stock market pressures, innovative technologies, outsized expectations, internal political games, and industry fraud. Throughout, Martin reveals what he and other AT&T executives did wrong and offers practical advice to prevent senior managers in any field from repeating their mistakes. Copies of Tough Calls will be available for \$24.95 at the meeting, and Mr. Martin will sign copies of the books purchased that day.

To make a reservation by Friday, January 21, please call Jackie Cavnar at 615-661-6752 or email her at [jjcavnar@cs.com](mailto:jjcavnar@cs.com). Cost for members, associate members, retired members and students is \$30; guests is \$35.

## **Behind the Gavel - Continued from Page 1**

**Professional development** - Quality programming is a priority for monthly chapter meetings and throughout the year in various special workshops and sessions. In addition, we will continue to support targeted networking opportunities, such as for Young Professionals.

**Building awareness of the profession** - Tooting our own horn is a must to build credibility and awareness of the public relations profession. Publicizing meetings and awards programs through a pro-active media relations program, upgrading the chapter's web site, encouraging members to seek accreditation, and scheduling senior members who've agreed to be a part of the speakers' bureau to present programs to non-profits are key parts of the awareness campaign.

Again, I sincerely thank each of you who have agreed to serve as officers, board members, and committee chairs during 2005. Together we can continue to build on our successes to improve the Nashville chapter and the profession.

## **Calendar of Events**

- January 25:** Membership Meeting: Dick Martin, Formerly of AT&T, Nashville Public Library, 11:45 a.m.
- January 27:** Teleseminar: Getting to the Table: Developing the Mind of a Strategist; Becoming a Trusted Advisor
- February 1:** Teleseminar: Getting the Rewards – and Awards – That Your Work Deserves"
- February 3:** Teleseminar: Turning an Advertising-Based Marketing Program into a Public Relations-Driven Program
- February 8:** Teleseminar: Putting Your Skills To Work: What Kind of PR Is Right For You?
- February 10:** Teleseminar: Stand and Deliver: Developing a Better Speech
- February 15:** Teleseminar: APR Study Programming: Planning Terminology and Structure
- February 22:** Membership Meeting: Topic and Location TBD

# 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 Townshend
Public Service	Dustine Deming, APR
Young Professionals	Katie Benson Kim Rucker

## 19th Annual Parthenon Awards - Continued from Page 1

Also to be recognized are the winners of the Hercules and Mercury Awards and those who have qualified for Accreditation in PR (APR). The Hercules Award is given to a public relations practitioner who has had outstanding contributions to the chapter and the PR profession. The Mercury Award salutes a young PR professional who has demonstrated a high level of achievement in the profession and in PRSA.

Keep an eye out for this year's call for entries, which should hit your mailboxes the end of January. Deadline for entries is March 2, 2005. The entry fee is \$60 for PRSA members and \$80 for non-members, with a late entry fee of \$80 for members and \$105 for non-members. The Southeastern Wisconsin chapter will be judging this year's Parthenon Awards.

For more information, contact Parthenon Awards Chair Trey Campbell at 391-2801 or [trey.campbell@southwestern.com](mailto:trey.campbell@southwestern.com). To donate items to the silent auction, please contact Kim Rucker at 771-4424 or [krucker@nationalrenal.com](mailto:krucker@nationalrenal.com).

## PRSA Nashville Silver Partners:

PRSA Nashville extends sincere thanks to the following companies for their continued commitment to our chapter.



**PR Newswire**  
United Business Media



## Welcome New Members

### Katie Benson

Communications Specialist,  
Gaylord Entertainment



Senior Account  
Manager, Gish,  
Sherwood &  
Friends, Inc.

### Stephen McClure

Internal Communications  
Specialist, ClientLogic

### Alana Schofield

Director, PR & Advertising,  
Covenant Reliance  
Producers, LLC

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](mailto:jwigal@paymaxx.net). Submissions are due on the second Friday of each month.