

Chapter Launches Corporate Sponsorship Plan

PRSA Nashville is initiating a corporate sponsorship program to increase chapter revenue and provide opportunities for communications vendors to market services directly to the chapter's membership.

Initial solicitations to primary national vendors are scheduled to go out before the end of February in hopes of building the program throughout 2004 and into 2005. Benefit packages have been established for various levels, ranging from the top-dollar Gold Partner (\$2,000) to the Single Practitioner sponsorship (\$100), which would allow a self-employed graphic designer or copywriter to promote specialty services to the membership.

"For any vendor looking to market to our profession, PRSA is offering a year-round opportunity to get in front of practitioners in corporate, agency, educational, nonprofit and government settings," said Greg Bailey, APR, chapter president. "We designed this program, based on research and conversations

with other chapters, to deliver value to our sponsors and provide a new revenue stream for our chapter."

The \$2,000 Gold Partner level includes such benefits as recognition as a sponsor of the annual Parthenon Awards, the Apollo Award ceremony, the August membership mixer and sponsorship at one monthly meeting per year. Other benefits include signage and listings in event publicity, seats at individual events, recognition at chapter events and in all chapter communications as well as link to the partner's home page on the chapter website (www.prsanashville.com).

The second level is the \$1,500 Silver Partner, which also includes a Parthenon Awards sponsorship and August membership mixer recognition, among other benefits. The Silver Partner also

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Behind the Gavel - FROM THE PRESIDENT

At a recent gathering of past PRSA chapter presidents, there was audible chuckling through the room at the very mention of the words "strategic plan."

It seems we've been down this road before.

But as the sage Yogi Berra once said: When you come to the fork in the road, take it!

And so we shall. At the February membership meeting, our program will revolve around strategic planning – anchored by Tom Boles, CPA, who heads the Business Growth unit at Kraft CPAs and facilitated a strategic planning process for PRSA in 2003. Working with Tom and under the leadership of Susan Hart, APR, a committee of chapter leaders delved into the future to set goals and strategically define where this chapter should be in 2007.

As part of February's program, Hart and members of the committee will present highlights of the 2004-2007 strategic plan to chapter membership.

Without delving into the details, the plan features two principal objectives: to strengthen our chapter through increased member involvement and advance our profession by doing a better job of relating who we are and what we do to important target audiences. One of my 2004 goals – included in the plan – is to elevate the importance of the APR designation within our communications industry. Under the leadership of Susan Barnes, APR, we will begin an ongoing dialogue about the revamped accreditation exam and a prospective APR recruitment program in the next few weeks.

I hope you will join us at the February meeting to study the roadmap we will use to navigate through the fork in the road.



Greg Bailey, APR
2004 President

2004 Nashville Chapter Officers & Board

President:
Greg Bailey, APR

President-Elect:
Teresa Corlew, APR

Secretary:
Tom Beach

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

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receives a monthly membership luncheon sponsorship as part of the package.

"From time to time, the chapter has solicited sponsorships for individual events. This is the first time – at least, in recent memory – that PRSA Nashville has packaged sponsorship to provide access to our members throughout the year," Bailey said. "We hope 2004 is the foundation for a long and successful corporate sponsorship program."

In addition to the Gold and Silver partner levels, smaller organizations and vendors can opt to sponsor a monthly membership meeting at \$400 per meeting. Included in the package are two seats at the

meeting, listing in all event publicity, three minutes to address the membership, a link to the partner's home page on the PRSA Nashville Web site for a month, a list of members at the meeting and the opportunity to present a collateral piece to members in attendance.

The Single Practitioner sponsorship is \$100 and provides a seat at a membership luncheon and distribution of a flyer/brochure to members attending the meeting.

If you have prospects for the sponsorship program, please contact any officer of the chapter or post suggestions on the NASHPRSA Listserv.

NASHPRSA Listserv: Live!

You have already been sent a notice that you have been added to the NASHPRSA mailing list. Thanks to Susan Barnes, APR, a listserv has been set up through the University of Tennessee for our local Chapter as both a perk of membership and a communication tool.

Announcements, PR questions, PR discussion, job openings or job seekers (no complete resumes, please) can all be posted on the listserv and sent to PR professionals throughout our Chapter.

To send a message, e-mail it to nashprsa@listserv.utk.edu. You may unsubscribe at any time by sending a "SIGNOFF NASHPRSA" command to the listserv.

For more information on the listserv, contact Susan Barnes, APR at (865) 974-3046 or sbarnes3@UTK.EDU.

Catch A Rising Star!

Do you know a public relations professional with less than 10 years of experience who has demonstrated accelerated progress in his or her career, leadership potential through service to PRSA, chapter involvement and professionalism?

If so, nominate him or her for PRSA Nashville's inaugural **Mercury Award**. In mythology, Mercury was the god of youth and presided over everything requiring skill and dexterity. We're looking for Nashville's best and brightest young star. Watch your e-mail inbox for the Mercury Award nomination form coming soon!

Mayor Accepts Apollo Award; Addresses PRSA



L to R - Greg Bailey, APR; Marcie Smeck, APR; Mayor Purcell; Joyce Redden, APR

A grateful Mayor Purcell accepted the Apollo Award at January's Chapter Membership Meeting at The Bound'ry on January 27.

The mayor was nominated by Marcie Smeck, APR for his work with education, relocating of corporate headquarters to Nashville and his advocacy of the city.

The award was presented to the mayor by Joyce Redden, APR, Apollo Award Chair. In typical Purcell-fashion, the mayor accepted the award, related a few personal PR nightmares and wrapped up with an update on where the things that won him the award currently stand.

A New Year: A New Opportunity for Young Professionals

The Young Professionals Committee invites all public relations practitioners with less than 10 years experience to join them for a dynamic breakfast workshop on March 9.

Todd Smith of Progeny Marketing Innovations will deliver an insightful program on integrated marketing communications. Don't miss this opportunity for professional development and networking within your peer group! The event is from 7:45 a.m. to 8:45 a.m. with registration beginning at 7:30 a.m. at Progeny Marketing Innovations at 400 Duke Dr. in Franklin. There is no cost to attend. To RSVP, contact Kearstin Patterson at kpatterson@sath.com.



In Greek mythology, Hercules was assigned twelve labors – feats of incredible strength, daring and perseverance – that he accomplished despite overwhelming obstacles.

Searching for a Local Hero

The Nashville PRSA chapter created **The Hercules Award** to acknowledge, on an annual basis, a public relations professional for outstanding contributions to the industry. Named for the hero from Greek mythology renowned for knowledge and strength, the award honors an individual who uses their professional talents for the benefit of the public relations profession.

Our chapter is searching out an individual to be so honored this year. Nominees must be a current or former member of PRSA with at least 10 years of experience in public relations, and a current or former PRSA member in good standing; past Hercules Award recipients, members of the current awards judging panel and current PRSA Nashville chapter president are excluded. Any PRSA member in good standing may nominate a colleague for Hercules Award honors.

A panel that includes at least two past winners and the current chapter president judges the nominations. **Candidates are judged by their career accomplishments in the field, including contributions to PRSA,**

the profession and the community; quality, creativity and effect of their professional work; and the example set by their ethical practices. The Hercules Award is presented annually in conjunction with the Parthenon Awards each spring. Please submit your nominations for this year's Hercules by March 19, using the *attached application*, to Dusty Deming, Hercules Committee Chair, fax 615-463-7777.

Chapter News

WELCOME!!!

New Member

Meg Bayless, Public Relations Manager, O'Charley's Inc.

New Associate Member

Nicole Marie Garden, Public Relations Coordinator, O'Charley's Inc.

Seigenthaler PR Promotions:

James A. Cheney,
Vice President of Client Services
Asmira M. Halim,
Vice President of Client Services
Hunter M. Hodge,
Vice President of Creative Services
Virginia K. Johnson,
Vice President of Business Services
Christina G. Williams,
Account Supervisor
Ryan J. Witherell,
Manager of Media Relations

Lovell Communications Inc.:

Seeking an **Assistant Account Executive**. Send resumes to Paula Lovell, President: 2021 Richard Jones Road, Suite 310, Nashville, TN 37215. (615) 297-7766, www.lovell.com.

CALENDAR OF EVENTS

Feb. 19: Teleseminar: "Cut Through the Clutter: How to Make Every Piece You Write Easier to Read & Understand"; 2 p.m.; details at www.prsa.org

Feb. 24: Teleseminar: "Change Masters: Apply the Principles of *The Tipping Point* to You and Your Clients"; 1 p.m.; details at www.prsa.org

Date Change: Wednesday, Feb. 25

Feb. 25: Membership Mtg: "Mastering the Strategic Planning Exercise"; PRSA's Past President's Day, The Bound'ry, 11:45 a.m. Sponsored by:



Mar. 23: Membership Mtg: Guest Speaker - Jeffrey Ory, Deveney Communications

Apr. 20: 18th Annual Parthenon Awards

May 25: Membership Mtg: Program TBA

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) or **Todd Smith** (764-2598, todd.smith@progenymarketing.com). Submissions are due on the second Friday of each month.

Biz360 to Sponsor Feb. Meeting

Biz360, a San Mateo, CA-based media monitoring and research company, will launch its Market360 product in Nashville at the Feb. 25 chapter membership meeting.

Market360, the company's measurement application, continuously monitors and analyzes print, electronic and broadcast media to "provide valuable insight into the effectiveness of marketing communications programs." The software can measure message effectiveness and clarity across all types of media, from traditional broadcast to Internet message boards. The company has tagged its combined monitoring acumen as Active Market Intelligence, which enables media relations and marketing communications to support corporate objectives. Among its customer base are companies such as 3Com, Cap Gemini, Ernst & Young, Harley-Davidson, Hyperion, PacifiCare and Verisign.

Information about Market360 will be available at the chapter membership meeting as well as a chance to enter a drawing for a basket of San Francisco chocolates.

News from National

- ❖ **National headquarters to relocate** location to 33 Maiden Lane in downtown Manhattan's financial district. The move is scheduled for Apr. 16, 2004.
- ❖ Taste of PRSA Promotion
When: Feb. 1 - Mar. 31, 2004.
What: First-time promotion that offers incentives for new and returning members: waiving the \$65 initiation fee (or the \$35 reinstatement fee if they are returning). Members will also receive a \$20 voucher towards PRSA seminars, teleseminars, book or gift items at the new on-line Store. Check out www.prsa.org/News/press/pr011404.asp for more information.
- ❖ Renewing members have the option of QUARTYERLY BILLING. For details, visit www.prsa.org/Member-ship/renewalapp/index.asp?ident=index6.

2004 HERCULES AWARD CALL FOR NOMINATIONS

*In Greek Mythology, Hercules was assigned "Twelve Labors"
- feats of incredible strength, daring and perseverance
which he accomplished despite overwhelming obstacles.*

Each year, the Nashville chapter of PRSA presents the Hercules Award to an outstanding public relations professional in the chapter who has demonstrated a high level of activity in the profession and in PRSA.

CRITERIA

- .. Minimum of 10 years experience in public relations
- .. Current or former member in good standing with PRSA
- .. Candidates will be judged for career accomplishments in the field including:
 - Contributions to PRSA, the profession and the community
 - Quality, creativity and effect of their professional work
 - Example they have set by their ethical practices

NOTE: Past Hercules Award recipients, members of the current awards judging panel or the current PRSA Nashville Chapter president are not eligible. Honoree must be present at 2004 Parthenon Awards ceremony.

NOMINATIONS

Nominations may be made by anyone acquainted with the candidate. Self-nominations are also encouraged. The nomination form (see next page) is to be used.

JUDGING

Panel of judges includes at least two past winners and the current chapter president. Judges may not make nominations. The award will only be given if the judges deem a nominee meets the Hercules Award criteria. The judges' decision is final.

DEADLINE FOR NOMINATIONS

Friday, March 19, 2004

Mail, e-mail or fax nominations to:

Dusty Deming, APR – 2004 Hercules Award Committee Chair
Synaxis Group
3401 West End Ave., Suite 180
Nashville, TN 37203
Phone: 615/463-7760 Fax: 615/463-7777
E-mail: ddeming@synaxisgroup.com

Past Hercules Award Recipients

Tom Adkinson, APR
Joan Armour
Barbara Brake, APR
Tim Dodson, APR
Susan Hart, APR

Bill Hudson
Aileen Katcher, APR, Fellow
LaDonna McDaniel, APR
Cynthia Morin, APR
Wally Nicoll, APR, Fellow

Lee Penuel, APR
Roy Vaughn, APR
Don Whitehouse, APR
*1997 PRSA National
Conference Host Committee*

