

Holiday program features insights from Marsh, Schmidt, Columbia award winners

December's program will feature speakers who have recently won prestigious awards in our profession.

The **William Marsh Award** is presented to an individual for lifetime achievement in public relations who has also furthered the goals of his or her local chapter. **Brian Bell, APR** was presented with this honor in 1996.

The **Ron Schmidt Award** recognizes an organization for the outstanding use of public relations for community improvement. **Jan Thenell, APR** accepted the award this year on behalf of Multnomah County Library. The Library's Central Branch had temporarily relocated more than 875 tons of books and material. The award was presented for the library's creative outreach programs, such as the move-out event called *Imagine Moving Our Library*.

The **Columbia Award** provides special recognition to a corporation, public agency, or community group for successful use of PR in advancing its goals. The **Portland Public Schools Foundation** received the award for its organization of the enormous *March For Schools* fundraiser. The event involved 30,000 marchers, raised \$11 million, and preserved 200 teaching positions.

Enjoy the holiday season celebration with your friends and peers. Join us as we learn in-depth through personal reflections and humorous anecdotes about the successes and surprises that these individuals and campaigns encountered. Thought-provoking, personal, informative—all of our guests share their challenges and achievements in a way we can all relate to.

Representatives from Our Children's Store, raising money to benefit children in crisis, will also be on hand with gifts for sale. The Portland-based holiday store collects unique gifts from a

myriad of local children's charities and has sold these items over the past few years from donated space on the third floor of the downtown Galleria. One hundred percent of every sale is returned to the local children's charities.

Be sure to enter your name or leave your business card at the door before the program begins for your chance to win a holiday door prize!

This program is generously sponsored by KVO Advertising and Public Relations.

Marsh, Schmidt, and Columbia Award Winners Speak

What: The story behind the awards: The experiences, strategies, and successes

Where: Portland Marriott Hotel
1401 SW Front Avenue
Mt. Hood Room

When: Wednesday, December 18
Noon to 1:30 p.m.

How: RSVP to PRSA at 221-6202

Cost: \$20 members, \$26 non-members

Your President Reports...



Candlelight flickers over the page as I hand write this, my final president's column. Our first storm of the season has hit, taking with it my power lines (and out here in the Nehalem Valley, it apparently takes a while to prop them back up).

It's tough to curb my frustration—no fax, no e-mail, no computer and, for a while, no phone. But then I dig out a pen and lined paper, and the ink against the paper soothes me. The scratch of the pen against paper encourages me to think.

Tapping on a computer keyboard—for example, when writing an e-mail letter to a friend across the country—doesn't create that same desire to ponder. It moves too quickly. My competitive spirit engages when I'm on-line, and I feel a great sense of completion when I hit the send button. But it doesn't give me the same sense of satisfaction that wax-sealing an envelope does.

Don't send the power pole people out to remove mine yet, though. This feeling of smugness from surviving a couple of days without electricity parallels the way our chapter and its leadership could feel. This team has taken risks and given hours and hours of time and an abundance of creativity and skills to bring you a fantastic year. For a brief moment, I consider that

satisfying, smug feeling. Then, with a sensation much like the sudden blackout of a home when a tree downs a power line, I learn about the article in December's *Esquire* magazine, written by former *New York Times* advertising columnist Richard Rothenberg.

Let me sum it up for you with this one sentence from the article: "Twenty-five years ago, the PR guy was a press agent who was responsible for getting the out-of-town buyers laid."—*John Scanlon, Delman Public Relations*

It doesn't get any better from there.

Called "The Age of Spin," the article is a call to action for us, leaders of the public relations community. We must move forward to share the positive contribution the public relations profession makes to our society. We must work to ensure the public relations professionals coming out of Oregon are ones who recognize public relations is not synonymous with "spin."

Join a PRSA committee and help us to create a better world through our profession.

P.S. At the National Assembly, members voted down PRSA National's request for a dues increase. Our national organization took back the constructive comments and said it would act on them. Our local dues will increase, as voted in October's annual membership meeting, to \$45 on January 1.

Welcome, New PRSA Members!

- ☆ Malcolm J. Bellafronto III
Campaign Consultant, Lake Oswego
- ☆ Daniel Paul Keeney
Account Supervisor
KVO Public Relations, Portland

PRSA 1996 Calendar of Events

DECEMBER

18 PRSA Lunch Meeting
"Marsh, Schmidt & Columbia Award Winners/
Holiday Celebration"
Marriott Hotel, 1401 SW Front Avenue
Noon to 1:30 p.m.

Accounting for Ourselves

A New Arrival

Tom and Linda Unger are proud to announce the birth of their son, Wyatt James, on November 11. The future PR star and NFL Hall of Famer weighed in at 10 lbs., 6 ozs. The young man has an older sister, Vanessa Marie.

Lane Advertising and Public Relations Adds, Promotes Staff Members

Lane Advertising and Public Relations has hired Amy Moore as account coordinator. Prior to joining the agency, Moore served for two years as a grant and sponsorship coordinator for the Portland Opera. At Lane, Moore will coordinate advertising for Meridian Park Hospital and will provide public relations services for CCS Express, the Benjamin Franklin Plaza, and Il Fornaio.

Lydia Fundak has been promoted from account assistant to account executive. She joined the agency in April 1995 after a stint as promotions assistant for The Rouse Company at Portland's Pioneer Place. Fundak will expand her role in account services for clients such as The Greenwood Inn and Glumac International, and she will continue to back up the agency's president in account services for Coffee People, Inc., Sienna Architecture Company, and Yost Grube Hall Architecture.

Established in 1990, Lane Advertising and Public Relations represents a variety of clients in the food, wine, and hospitality; architecture; real estate; medical; business-to-business services; and high-tech industries.

Business Wire

Do you need to issue a release on a breaking news item or fax a document to multiple destinations? Let **Business Wire** handle the logistics, while you concentrate on more creative endeavors. Call Tony Perucca at 800/371-2638.

Submit copy to *Perceptions*
by the 15th of every month.

Send all submissions to:

Dwight Weber
Precision Castparts Corp.
Tel) 417-4855 Fax) 417-4817

Perceptions is the monthly
newsletter of the Public
Relations Society of America,
Portland Metro Chapter. We
accept paid advertising as well
as public service announce-
ments. We also encourage
letters and articles from our
membership.

PRSA 221-6202

**Communications
Job Bank
248-7725**

1996 PRSA Board Members & Committees

President: **Gail Dundas**, APR
Public Relations Counsel
Tel) 503/755-2201 Fax) 503/755-2201

President-Elect: **Chuck Williams**, APR
Shriners Hospital
Tel) 221-3463 Fax) 221-3475

VP Member Services: **Rebecca Brandt**, APR
PACC Health Plans
Tel) 786-5443 Fax) 786-5319

VP Professional Development: **Timm Locke**
Knoll and Company
Tel) 226-2867 Fax) 273-8007

Secretary: **Carol Dillin**, APR
Portland General Electric
Tel) 464-8536 Fax) 464-7493

Treasurer: **Amy Spreadborough**
Cole and Weber Public Relations
Tel) 226-2821 Fax) 226-6059

Assembly Delegate: **Mara Woloshin**, APR
Woloshin Communications
Tel) 452-0625 Fax) 452-8379

Assembly Delegate: **Sharon VanSickle**, APR
KVO Public Relations and Advertising
Tel) 221-2353 Fax) 221-0564

At-large directors:

Doug Babb
Conkling, Fiskum & McCormick
Tel) 294-9107 Fax) 294-9152

Dianne Danowski Smith, APR
Providence Medical Group
Tel) 215-4955 Fax) 215-4903

Aaron Ellis, APR
Port of Portland
Tel) 731-7054 Fax) 731-7080

Lindy Holt
KVO Public Relations and Advertising
Tel) 221-2371 Fax) 221-0564

Paulette Peynet, APR
Peynet Public Relations
Tel) 223-6052 Fax) 223-6052

Bob Wayt
GTE Northwest
Tel) 629-2459 Fax) 645-4968

Membership Information
Sandra Caldwell
Tel) 297-3618

Public Relations Society of America Portland Metro Chapter

9360 SW Taylor St.
Portland, OR 97225

Address Correction Requested