

PRSA
Information
Hotline
(503) 221-6202

PRSA PERCEPTIONS

January 1999

Member NewsFax of the Public Relations
Society of America Portland Metro Chapter

Submit copy to *Perceptions*
by the third Wednesday
for the next month's newsletter

Send all submissions via Mac-
formatted disk or e-mail to:
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For changes in your membership
information, or if you prefer to
receive *Perceptions* via mail,
please call the PRSA message
line at 221-6202 and leave a
message for chapter administrator
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**Public Relations
Employment
Opportunities
are listed on
PRSA's Web site:**

www.prsa-portland.org

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 Kris Phillip at (503) 417-
8061; fax at (503) 417-8073; or
e-mail at krisp@bizwire.com

January lunch program: "Corporate Giving"

How does corporate giving fit into a company's PR strategy and how can it enhance communications programs? Find out from three experts who manage corporate and foundation giving for major northwest companies: a panel discussion will feature **Pamela Erwin** of Wells Fargo, **Carole Morse** of PGE and **Christee Sweeney** of Intel Corp. at the Wednesday, Jan. 27, PRSA Luncheon.

"Corporate Giving"

~ Sponsored by PGE ~

- Wednesday, Jan. 27
- 11:45 a.m. to 1:30 p.m.
- The Governor Hotel (10th and Alder in downtown Portland)
- \$20 members; \$30 non-members

Please RSVP by Friday, Jan. 22, via an e-mail note to CathiePRSA@aol.com or by calling the PRSA Hotline at 221-6202. Walk-ins are accepted on a space-availability basis only. Cancellations must be made at least 24 hours prior to the event; no shows will be billed.

President's column

I've just completed a tally. It took the following resources to conduct and communicate the business of the Portland Metro Chapter last year: ● 85 volunteers ● 7,056 volunteer hours ● Halftime paid administrator ● 5,250 faxes to membership ● 25,057 e-mail messages.

We enjoy one of the largest, most active and fastest growing PRSA chapters in the United States. I am continually amazed at the volume and level of activities we offer, considering our dependence on volunteer resources. This includes more than 30 separate professional development programs a year, a newsletter, an extremely active Web page, free monthly job search workshops and an accreditation support program that is a national model. Our collective efforts demonstrate our volunteer leadership's deep commitment to professionalism and chapter member benefits.

Last year we began a planning and vision process that will culminate in a plan to carry the Portland Metro into the next millenium. I will outline that process, and the board's future plans for our chapter, in a letter you will receive at the end of January. As you review our vision, I hope that you will include PRSA involvement in your future plans. Best wishes for a productive and healthy New Year.

PRSA needs you and you need PRSA

— **Mara Woloshin, APR**

Wanted and needed: aggressive and well-organized team members to form a task force to plan and produce this year's programs for our chapter. Your reward: well-organized team meetings with great munchies, career infusion and networking, resume material and letters of reference acknowledging your involvement. Join **Deb Hedding**, PRSA's new VP for Professional Development, for this exciting opportunity to create an event schedule that pinpoints member's needs and equips professionals with the latest PR tools: Tuesday, Jan. 12; 4 p.m.; CNF Transportation Inc.; 1717 NW 21st Avenue. CNF Transportation Inc. is located on the corner of NW 21st and Thurman (parking is free).

Get your career jumpstarted at January's Job Search Workshop

Plan to join **Kerry Dugan, APR**, for the first workshop of the new year slated for Tuesday, Jan. 19, at KGW-TV 8 conference room, 1501 SW Jefferson Street, 5:15 p.m. – 6:15 p.m. The workshop offers both time-tested techniques and new, creative methods to help you sell your way into your career goals.

January Evening Roundtable: preview of workshop

Delayne Giardini, founder of One More Mind, will be speaking on the topic, "Tools for the Creative Wisdom Worker," at the next roundtable, scheduled for Wednesday, Jan. 20, from 6 to 7:30 p.m. at OMSI. This is a one-hour preview of a day-long workshop designed to help individuals and teams use creative thinking. This hands-on presentation focuses on using

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Upcoming Events

JANUARY

- 12 Professional Dev. Committee Mtg.
- 18 Must RSVP for Jan. Roundtable
- 19 Job Search Workshop at KGW-TV 8
- 20 January Evening Roundtable
- 22 Must RSVP for Jan. lunch program
- 27 January lunch: "Corporate Giving"

teamwork, spontaneity and flexibility to ignite intuitive connections and images. Cost is \$10 for members, \$15 for non-members. To RSVP: call the PRSA hotline at 221-6202 by Jan. 18.

Accounting for ourselves

Norman R. Eder, former vice president of public affairs for the Oregon Graduate Institute of Science and Technology (OGI), has joined Conkling, Fiskum & McCormick, Inc (CFM) as a partner. OGI also has announced it has selected CFM to serve as its public affairs and strategic communications agency...Last month, **Waggener Edstrom** moved their main offices from Macadam Avenue to Three Centerpoint Drive, Suite 300 in Lake Oswego. Waggener Edstrom employs 250 of their 415 employees at this new location.

Outgoing board members leave a legacy of leadership

PRSA salutes the commitment, diligence and professional guidance of our outgoing board members. Their service and expertise has truly made an impact on the quality of leadership our chapter exhibits. Thank you to: **Patty Farrell, APR**, 1995 president and most recently, assembly delegate; **Kim Brater**, former Spotlight Committee chair and most recently, VP of Professional Development; **Kerry Dugan, APR**, former Programs Committee chair and most recently, secretary and job bank liaison; **Paulette Peynet APR**, at-large director; and **Amy Spreadborough**, at-large director.

Media update

Editor Jill Kelly of the *Women's Journal* would like to remind PRSA members that items to be posted in the calendar section must be received by the 15th of the month prior to the desired publication date. Send press releases by fax: 232-0234; e-mail: editor@women'sjournal.com; or mail: PO Box 14280; Portland, OR; 97293-0280.

Consultant's office space for lease

PR consultants looking for a new location to set up shop can do so with vintage North-west Portland charm. An 800+ square foot office space featuring high ceilings, leaded windows, french doors, conference room with kitchen facilities, full bath, and offstreet parking is available immediately. The \$1200/month price includes sewer, water & garbage. Call 221-2353 or 241-2522 for more information.

Track down fellow members online

Our membership roster is now online, featuring member's names, company name and e-mail address (if applicable). See the Member Link on our website, www.prsa-portland.org, beginning the end of this month.

Roster update -- please make these changes in your copy:

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