



# Going Public

A Publication of the North Alabama Chapter of the Public Relations Council of Alabama

July 2005

*In this Issue:*

**Change to Accreditation, page 2**



**Top 10 Reasons to attend the State Conference, page 5**

**Luncheon provide tips to build PR skills, pgs. 8-12**



september 15-16

pr skills **BUILT to LAST**



huntsville, **al**  
marriott

## **NAPRCA announces Practitioner of the Year**

*Two PR practitioners granted Senior Practitioner status*

**HUNTSVILLE, Ala.** — The North Alabama Chapter of the Public Relations Council of Alabama (PRCA) is pleased to announce Karen E. Yarbrough as the 2005 Practitioner of the Year and Melissa Bullard, APR, and Stephanie Kelley, APR, as Senior Practitioners in the Southern Public Relations Federation.

Yarbrough is president and chief executive officer of KEY Public Relations. Practitioner of the Year is the highest honor bestowed by PRCA to a single public relations practitioner. It is given to

recognize public relations practitioners who are outstanding in the field of public relations.



Karen Yarbrough

Yarbrough has lent her PR expertise to several community service organizations and professional activities. At KEY Public Relations, Yarbrough incorporated a consulting practice into a full-service firm. Previously, Yarbrough

See **Awards** on page 4

## Rewarding Awards

This time of year is always special for the PRCA membership; late spring launches a time of peer recognition that extends into early fall.

In this issue of *Going Public*, you will meet the 2005 North Alabama PRCA Practitioner of the Year (page 1). This is our highest honor, bestowed upon a member for PR excellence, as demonstrated through the job, volunteerism in the community at-large and volunteerism within the PRCA community.

You will also meet two other members who have just earned Senior Practitioner status with the Southern

Public Relations Federation (page 4). This honor results from excellence in public relations over an extended period of time, but again, PR volunteerism is part of the criteria.

You also have a chance to shine with the upcoming Medallion Awards competition, a highlight of our state conference. I encourage you all to show off the good work you do and take a chance at earning some well deserved recognition.

Deadline for entries is July 29. Categories, rules and fees can be found at [www.prcaonline.com](http://www.prcaonline.com), along with the state conference agenda.

Every member has the chance of earning these recognitions — so when asked to serve on a PRCA board or committee, saying “yes!” can help you earn these rewarding awards. And awards can get the attention of the boss! After all, if you don’t “PR” yourself, who will?



Marianne Higgins

*Marianne Higgins, APR*  
President

## Membership notes

### Changes coming to accreditation - July 1, 2005

To give candidates a greater incentive to complete the accreditation process, the Universal Accreditation Board is implementing a new fee payment schedule for the Examination for Accreditation in Public Relations. As of July 1, candidates will be asked to pay for the examination when they apply:

- a single payment of \$385 covering the full process cost, or
- \$205 at the time of the application and the remaining \$205 when the candidate completes readiness review and is advanced to the computer-based examination (\$385 + \$25 application fee currently charged).

Please note that the \$25 application fee is waived for those who pay in full with their applications, and any rebates or partial refunds of the examination fee will be at the discretion of participating organizations.

Candidates who have already advanced through readiness review but who have not yet made their reservations for the computer-based examination will receive a special letter with instructions to remit their payment to the University of Alabama at Birmingham before setting up their appointment at Prometric.

In addition, as a result of the annual review of the Examination for Accreditation in Public Relations, the computer-based examination has been refreshed.

Beginning on July 1, an additional 30 unscored beta-test questions will be added, and the time allotted to complete the examination will be extended to 3 hours and 45 minutes, including 10 minutes for a suggested break. These changes are necessary to maintain the relevance, flexibility and security of the examination.

## 2004-2005 PRCA North Alabama Chapter Board of Directors

<b>President:</b>	<b>Marianne Higgins</b> marianne.higgins@avocent.com	217-1221/503-4710 mb
<b>VP Programs:</b>	<b>Shannon Clemons</b> shannon.clemons@avocent.com	217-1026/759-0467 mb
<b>VP Projects:</b>	<b>Elizabeth Garcia</b> egarcia@hiwaay.net	426-5127
<b>VP Membership:</b>	<b>Heather Green</b> hgreen@mchsi.com	851-2743
<b>VP Professional Development:</b>	<b>Melissa Bullard, APR</b> melissa.bullard@hsvcity.com	427-5006
<b>Treasurer:</b>	<b>Sharon Snell</b> ssnell@huntsville.org	551-2233
<b>Recording Secretary:</b>	<b>Lacy Pruitt</b> lacy.pruitt@knology.net	468-8961
<b>Corresponding Secretary:</b>	<b>Debra Dombrowski-Hendrix</b> prmarketing@shoalschamber.com	(256) 764-4661/(256) 366-0958 mb
<b>Student Chapter Chair:</b>	<b>Christie Berry</b> cberry@ucphuntsville.org	859-4900
<b>Fundraising Chair:</b>	<b>Beth Goodwin</b> beth@northalabama.org	350-3500
<b>Publicity Chair:</b>	<b>Shannon Magers</b> smagers@panoply.org	519-2787
<b>Newsletter:</b>	<b>Debra Valine</b> shortt55@aol.com	895-1235
<b>Webmaster:</b>	<b>Rosa Kilpatrick</b> rosa.m.kilpatrick@nasa.gov	544-0042
<b>Hospitality Chair:</b>	<b>Jo Ann Owens</b> jowens@knology.net	797-1325 mb
<b>Historian:</b>	<b>Marsha Dollarhide</b> dollarhl@bellsouth.net	895-8504/679-4381 mb
<b>At Large:</b>	<b>Karen Yarbrough</b> karen@keypublicrelations.com	519-5907
<b>At Large/Conference Chair:</b>	<b>Stephanie Kelley, APR</b> kelley-ssa@mindspring.com	651-8880
<b>Past President:</b>	<b>Barbara Nash, APR</b> barbara.nash@gdds.com barbara@bnarelations.com	890-8752/656-7039 mb

## NAPRCA announces scholarship recipient

**HUNTSVILLE, Ala** — The North Alabama Chapter of the Public Relations Council of Alabama (PRCA) is pleased to announce the recipient for the Michael K. Simmons Scholarship Fund, Heather Evans of Athens, Ala.

Evans is a student at the University of Alabama in Huntsville (UAH), majoring in Communication Arts with a minor in Political Science. Evans is involved in several extracurricular activities including UAH's newspaper, *The Exponent*, where she serves as Sports Editor. She also serves as a Compass Orientation Counselor. Evans is currently employed by Hibbett Sports in Athens as assistant manager.

The Michael K. Simmons Scholarship is an annual \$1,000 scholarship given to an outstanding student attending any college or university in north Alabama, working toward a communications-related degree. Michael K. Simmons, a long-time member of PRCA who willingly shared his talents with those new to public relations, died in 1994 following a battle

with cancer. That same year, the North Alabama Chapter of PRCA named its scholarship program in his memory, to keep alive his spirit of professional generosity.

PRCA's

mission is to promote the ethical practice of public relations among professional practitioners and students, provide for the professional development of members, foster understanding within the community regarding the practice of public relations, and support the community through the use of members' skills.



Photo by Debra Valine

Christie Berry, NAPRCA Student Chapter Chair, presents Heather Evans with the Michael K. Simmons Scholarship for 2005-2006.

## Awards

Continued from page 1

has held positions with the Chamber of Commerce, the North Alabama Small Business Development Center and the University of Alabama in Huntsville. She has received numerous awards throughout her career from professional organizations such as PRCA, SPRF and the Tennessee Valley Advertising Federation. She received her bachelor's degree in Communications and Public Relations from the University of Alabama.

Bullard is the director of Public Communications for the Huntsville Mayor's Office, a position she has held since October 2000. She puts her PR skills to good use for PRCA, holding various board positions for the past several years in



Photo by Debra Valine

Stephanie Kelley, left, and Melissa Bullard, 2005 SPRF Senior Practitioners

both the local and state chapters. She also has served on committees and projects for Habitat for Humanity, United Cerebral Palsy and the Big Spring Jam. Bullard received her bachelor's degree Communications from the University of Alabama.

Kelley, a PR consultant, recently served as communi-

cations director of the Huntsville Museum of Art. She was responsible for media relations, publicity and marketing duties. Kelley held similar positions with The Arts Council, Inc., BFI and the Huntsville/Madison County Chamber of Commerce. Kelley is active in the local PRCA Chapter, as Chair of the 2005 State Conference, being held

in Huntsville this fall. She has held various board positions for the past several years and has received several high honors from PRCA, including the 2004 Practitioner of the Year. Kelley graduated from the University of Alabama, Magna Cum Laude, with a degree in Public Relations/Marketing.

# Top 10 reasons to attend this year's PRCA State Conference in Huntsville

## Reason #1:

Ever feel like the people you work with don't understand what you do? The state conference is an excellent opportunity to network with PR professionals from across the state who do what YOU do and realize how valuable you are to your organization!

## Reason #2:

Everyone needs a chance to get out of the office and get recharged! The conference is just what the doctor orders for PR folks who don't get out of their office much and need their engines jumpstarted.

## Reason #3:

Whether you're new to the profession or have forgotten just what year you started working in PR, the conference offers topics that apply to everyone and a guarantee that you'll be able to take at least one great idea back to your office to put into practice.

## Reason #4:

The 2005 PRCA State Conference will offer top-notch speakers from around the region, even some who are coming from as far away as The Big Apple to share their knowledge, their communication war stories, and their how-tos.

## Reason #5:

If you're looking for a good time, the conference committee has the perfect opportunity for everyone to kick back and enjoy good company, a great band, fantastic food, and a beautiful view from atop Monte Sano Mountain. You won't want to miss the Thursday evening social at Monte Sano Lodge!



## Reason #6:

Show your peers and your boss your best work by entering the Medallion Awards! The conference gives you the chance to win awards to reward you and recognize your creativity and those long hours spent doing the excellent PR work you do!

## Reason #7:

Wouldn't it be nice to have someone to bounce ideas off of or to lend that listening ear when your boss cuts your

budget? You need a conference buddy! Attend a state conference and take away a new friend with whom you can communicate throughout the year!

## Reason #8:

Having a hard time keeping up with today's fast changing communication technologies? It's time for you to invest in your future by attending this great professional development event, which is sure to sharpen your skills and knowledge base to give you the edge you need to move ahead!

## Reason #9:

Everyone needs to experience one of the best member benefits PRCA offers, at least once anyway. This is the year to do it!

## Reason #10:

Every chapter wants to be well represented with many of its members attending the conference. Also, you need to support the North Alabama PRCA members who have worked so hard to **build** the best conference for YOU!

**See you at the Marriott Huntsville on Sept. 15 and 16 for the 2005 PRCA State Conference — PR Skills ... Built to Last!**

## 2005 PRCA State Conference Draft Agenda (As of 7/01)

### Wednesday, September 14

8 p.m. Hospitality Suite Opens

### Thursday, September 15

8 a.m.-5 p.m. Registration

9-11 a.m. PRCA State Board Meeting

10:30-11:20 a.m. **Bonus Session for Students/Professionals**  
Michelle Powell, Professional Manner, LLC

11:30 a.m.-1:30 p.m. **Student Medallion Awards Luncheon/Keynote Address:** Christine M. Di Stadio,  
Senior Vice President, Marketing and New Media, The New York Times Company  
Broadcast Group

1:30-1:50 p.m. Break

1:50-2:50 p.m. **General Session - Toyota Builds More Than Cars and Trucks**  
Barbara McDaniel, Manager, Government Relations, Toyota Motor Manufacturing  
North America

2:50-3:10 p.m. Break

3:10-4 p.m. **Concurrent Sessions: THE BUILDING BLOCKS OF PR**

**Session I: Legal Considerations** - Stephen Hall, Lanier Ford Shaver & Payne, PC

**Session II: The Art of Research** - Gene Pinder, President, Pin Oak Analytics

**Session III: Business Etiquette** - Michelle Powell, Professional Manner, LLC

**Session IV: Turning Heads on a Dime/ Fundraising in a Non-profit World** -  
Chris Russell, *Former* Director of Development, National Children's Advocacy Center

4-4:10 p.m. Break

4:10-5 p.m. **Concurrent Sessions: COMMUNICATION TOOLS**

**Session I: Speech Writing** - TBA

**Session II: Do You Know When to Use the Right Tools?** Tim McElyea, President,  
Media Fusion, Inc.

**Session III: Creating Effective Table Tops and Displays** - Nick Parker, Vice  
President, Exhibits, Inergi Exhibit & Design Services

6:30 p.m. Transportation to Monte Sano Lodge

7-9:30 p.m. Social at Monte Sano Lodge

10 p.m. Hospitality Suite Opens

You can register for the conference online at [www.prcasonline.com](http://www.prcasonline.com)

## 2005 PRCA State Conference Draft Agenda (As of 7/01)

### Friday, September 16

- 7:30 a.m.-4 p.m.** Late Registration
- 8:30-9:30 a.m.** Continental Breakfast
- 9-9:50 a.m.** **General Session - Building Communications During and After the Storm** - Lt. Col. Bob Horton, Public Affairs Officer, Alabama National Guard
- 9:50-10 a.m.** Break
- 10-10:50 a.m.** **General Session - Ethics and Communications** - Dan Beck, Corporate Spokesman, Integrated Defense Systems, The Boeing Company
- 10:50-11:00 a.m.** Break
- 11-11:50 a.m.** **General Session - Rebuilding After Tragedy** - Dave Drachlis, Retired, NASA Public Affairs, Return to Flight Group
- 12-1:30 p.m.** **Networking Lunch, Presentation and Taste Testing**  
Roger Brashears, Jack Daniel's Distillery
- 1:30-1:40 p.m.** Break
- 1:40-2:30 p.m.** **Concurrent Sessions: Communicating Through Electronic Media**
- Session I: Web site Development** - Tim Knox, *CEO*, Digital Graphiti
- Session II: Designing an Effective Virtual Press Office** - Mark Terrell, Account Manager, PR Newswire
- Session III: Search Engine Optimization** - Richard Williams, Director of Business Development & Marketing, Three Springs, Inc.
- 2:30-2:40 p.m.** Break
- 2:40-3:30 p.m.** **Concurrent Sessions: MEDIA RELATIONS**
- Session I: Trade Press & Finding Your Niche Media** - Mike Becce, President, MRB Public Relations
- Session II: Managing a Near Fatal Identity Switch** - John Malone, Vice President, Programming, WRSA Radio, (former Program Director, WSM Radio, Nashville)
- 3:30-4 p.m.** **Break/2006 Conference Promotion**
- 5:30 p.m.** **Reception** with Cash Bar
- 6:30 p.m.** **Medallion Awards Banquet, Keynote Speaker:** Greg Ingram, Senior Manager, Creative Services, Chick-fil-A, Inc.

Hospitality Suite To Open After Banquet

**To avoid a late fee, register for the conference by Aug. 15!**

# Luncheon speakers provide tips to build PR skills

By Debra Valine

Feb. 16, 2005

Sandra Turner, chief of NASA/Marshall Space Flight Center's Protocol Office, spoke to attendees at the Feb. 16 membership luncheon about protocol and etiquette. She provided some important tips for handling VIPs and ensuring their visits are successful.

"The pineapple represents hospitality," said Turner, holding up a pineapple at the beginning of her discussion. "Treat your guests with a warm welcome and hospitality."

Turner defined protocol as knowing what to do and etiquette as how to do it.

"If we stay within the bounds of etiquette, we will be able to do our jobs



Photo by Emmett Given

Sandra Turner, chief of Protocol, NASA/Marshall Space Flight Center, and the NAPRCA luncheon speaker for February, explains that the pineapple is a universal symbol for hospitality. She emphasized that it is very important to make a positive first impression.

professionally," Turner said. "Etiquette provides a business edge.

Treat others with respect and kindness, she said. When people are comfortable, they can concentrate on their business.

"Proper etiquette will allow you to make a positive first impression," Turner said. "If you do not make a good impression in that first 15 seconds, it will take a long time for you to make one. You also want to establish credibility. It allows you to stand out and projects confidence."

Turner said 85 percent of the job is people skills, and she provided 10 steps PR practitioners can use to outclass the competition:

1. Proper handshake
2. Proper introductions
3. Good eye contact
4. Good table manners
5. Return telephone calls and e-mail in a timely manner
6. Dress appropriately
7. Listen and think before you speak
8. Remember names
9. Host intelligence
10. Say "thank you" and "please" every chance you get

Another important element to a successful VIP visit is how you introduce people. Turner suggested that you should introduce the lower ranking person to the higher ranking person. You should always mention something about the person during the introduction so the two will have something to talk about. She also said you should tactfully correct a mistake if

you are incorrectly introduced.

Following a checklist will help ensure the visit is well organized and successful.

## To prepare for a distinguished visitor:

1. Develop a checklist
2. Establish the purpose of the visit
3. Research the visitor
4. Set objectives of the visit
5. Develop an agenda
6. Develop tour
7. Plan meal functions and seating assignments
8. Create a distraction-free environment
9. Ensure you have the correct flags on hand.
10. Mementos. This can run into some legal issues. Also ask the visitor's office about what type of gifts they can receive.

## Actual Visit:

- Escort the visitor from the minute it is wheels up.
- Review agenda with visitor
- Make necessary adjustments
- Make introductions
- Keep to the schedule
- Maintain a distraction-free environment
- Be friendly, flexible and helpful throughout the visit, adjusting to needs as you see them arise

## Post visit:

- Write thank-you letters
- Mail photos
- Respond to visitor's requests
- Hold a lessons learned session

If you follow these steps, you are well on your way to a

Continued on page 9

## Luncheon speakers provide tips to build PR skills

successful, professional visit.

### March 16, 2005

On March 16, Richard Williams, the director of Business Development, Three Springs, Inc., spoke to PRCA members about search engine marketing — how to use key words to get your company to show up on search engines.

“Show your client you can make a difference with your PR efforts,” Williams said. “Search changes everything. The Internet is great, but unless you can find the



Photo by Debra Valine

Richard Williams, left, director of Business Development for Three Springs Inc. talks to PRCA member Brad Clasgens of WHNT-19.

information you want, it doesn't help you at all.”

He explained that you can use a search engine to find a solution to your problem.

“This is huge,” Williams said. “Use of the Internet represents a huge shift in consumer behavior. Now we open our mail over the wastebasket. We've signed up for the 'Do Not Call' list. Many of us have TiVO and Caller ID. We have stopped interruption marketing. It is the start of

enquiry marketing.”

Williams said individuals perform more than 400 million searches a day on the Internet. Each time someone searches, five things happen:

- They recognize they have a problem
- They choose to use the Internet to find a solution
- They choose a search engine
- They choose the key word
- They choose you.

The different search engines share information,

Williams said. When you type in a query, you may get 10 results on the search engine.

“No. 1 is great, but Nos. 2-10 are also important,” Williams said. He explained that there are two types of returns to

a search engine query: organic versus paid returns. “Organic are those that do not pay for placement; paid returns are paid advertisements.

“About 75 percent of consumers will click on the organic result, not the paid result,” Williams said. “Organic has more credibility and it is free.”

For search engines to make a difference with PR Williams said you need to

choose key words wisely, remember that content is key, and provide both internal and external links to more information.

“All of these can apply to a press release, an article you are putting out or content on your Web site,” Williams said. “Make sure you have key words that talk about your company and what you do. Choose key words that are relevant to your company and words you believe will drive qualified traffic to your site. There are no tricks or gimmicks when the search engine selects what it displays. Even a small ranking can make a difference. Think of all the solutions that your product or service provides.

### What is a good key word?

- Product benefits
- Solutions to problems
- Do not be afraid to be technical
- Look it up in a thesaurus
- Talk to your customers
- Put a search feature on you site
- Experiment

### Content is king!

- Choose one primary key word phrase per page and build content to support that phrase
- Key word phrase repetition — repeat the phrase 5-6 times throughout the content
- Ideally, each page should have 200-300 words of content.

Continued on page 10

## Luncheon speakers provide tips to build PR skills

Be sure to test any links, he advised. "Click here for more information does not work. Be specific with content when including link. That is what search engines look for.

"Just think about your customers and how they will find you on the Internet."

### April 20, 2005

Networking is important to everyone, especially people in small business. That was the key message put out by Diane Scanlon at the April membership meeting.

"Networking is a vital part of all our lives. Always have your information handy."

Networking usually has a purpose, she said. Know it. Know why you are networking: to get a job, for support, money. Have something planned. Wear nametags or badges. Always wear it on your right side because when you shake hands, a person's eyes will move up your arm to your name tag. Introduce

yourself. This whole process should take 8-10 seconds. Just say who you are and what you do. Offer your business card if it is appropriate to do so. Sometimes it is better to leave the business card after you finish talking.

Networking never stops. When you go to an event, mingle. Go into a room where all these people are standing around. Go up and make small talk. Stay 8-10 minutes. Move from group to group. "I try to set a goal and meet it before I leave," she said. "Working a table is the same kind of principle. Act like the table is yours. Have everyone introduce themselves. Go around the table.

"Networking is a great way to boost your career, but it can be bad if you are rude."

Scanlon said the first rule is your handshake. There are four components of a handshake:

1. Engage. Engage their whole hand. Your thumb and index finger go all the way to the back of the other person's hand. You can sense a lot about a person from that contact.
2. Pause. Pausing is a key ingredient. Pause for two or three seconds and



Diane Scanlon

then let go.

3. Observe. What type of handshake are you receiving? The pause allows you to observe how a person is shaking your hand.

4. Remember what the handshake was like. Who let go first? What kind of vibe did you get from the handshake.

When you go into a group, shake their hand and then shake their hand again when the conversation is finished.

### Types of hand shakes

**All American:** It says I am self-confident. I can do this. Fully engage the person's hand. Two shakes and then drop. You engage their hand and their face. People who shake hands this way generally have good people skills.

**Lingering:** Look the person in the eye and deliver a nice,



Photo by Debra Valine

PRCA members practice shaking hands following the presentation by Diane Scanlon at the April 20 luncheon.

Continued on page 11

## Luncheon speakers provide tips to build PR skills

firm handshake. The person who lingers too long usually has something up their sleeve.

The best handshake combines the All American and the Lingering handshake techniques.

The rest are no-no's.

**The Push Off:** Can be warm, but the end denotes rejection. Usually is a stand-offish person who doesn't have good people skills.

**The Pull In:** This person shakes your hand while trying to lead you someplace. They are trying to manipulate you. They are controllers. That person is usually not a good team player.

**Two-hand shake:** The further they go up your arm, the more they want to control. This is the favorite handshake of politicians. It implies sincerity that is not there.

**Topper:** Person goes into the handshake OK but then they turn your hand over. Implies you will do their bidding. Kind of like arm wrestling.

**Finger squeeze:** This kind of hand shake will hurt your hand.

**Bone Crusher:** This shake can kill you.

**Palm Pinch:** Offers two-three fingers. Shows a fear of intimacy. Usually the person is not good with a lot of people.

**Twister:** The people shaking hands go in as equals, but one

tries to come out on top. This is deceitful. They will have their own agenda.

**Dead fish:** This kind of person is better working with machines or talking to people on the phone. Do not ever put somebody like that out in front, working with people. A lot of human resources people are looking at things like hand shakes because they have been misled on resumes.

### May 18, 2005

It is good to feel confident about doing presentations, but it is also good to learn more about how to do a good presentation, according to Deborah Boswell, the May luncheon speaker.

"There are five non-negotiables when giving a presentation," Boswell said. "You want to be remembered. But how do you go about that?"

- You need to know your audience. You walk around and introduce yourself. Get to know people. Ask them what they do. Think about what you want to know about your audience before you speak.
- Know what interests them. You need to know what they want to know about you. You have to let them know what is in it for them.
- Know the audience's prejudices and cultural differences. You do not want to tell an offending joke.
- It is also a good idea to know the audience's socio-economic status and some additional background.

"You also have to know yourself," Boswell said. "Have you connected with who you are? As a presenter, if you are not happy with who you are, you will not come across as a good presenter. Strengthen the things you like about yourself. Work on changing or accepting those things you cannot change."

She said presenters need to be interesting.



Deborah Boswell

"If all you do is work, eat, go to sleep and get up, then do it all over again, you need to get a hobby," Boswell said. "What do you do that makes you interesting? Read a book, start a new hobby."

- Grab your audience's attention. Within the first two minutes, you have either grabbed the audience or not. In three seconds, you make an impression. After that, they either support you or not.
- You must know your content. Keep in mind that the first two minutes are very

Continued on page 12

## Luncheon speakers provide tips to build PR skills

important. Use a story or an anecdote to start your presentation. You can ask a rhetorical question or provide shocking statistics.

“Also Ensure you have a good closure,” Boswell said. “Tie the ending back to the beginning. End with a quote. Keep a file of interesting things you might be able to use as a story at the beginning or end of the presentation. I call it my A-HA file and I go back to that file to look for something appropriate to the audience. Tell the story that ties into your topic and helps you make a point with your presentation.”

### June 15, 2005

Dr. Mary Jane Caylor gave a sneak preview into the efforts that are under way for Huntsville’s Bicentennial Celebration at the June 15 membership luncheon.

“It is going to be a

spectacular summer for the city because of the efforts of a lot of people,” Caylor said. “It is our hope that people will go to all the events. They are scheduled so that people from all areas can go into each of the districts.

“We asked the planners of Armed Forces Day to move their event up a week to July 18 for one of our events, which they agreed to,” Caylor said. “That event will then be followed by fireworks.

There will be trolley tours over two weekends that will go into the downtown areas of the city, Caylor said. “You will start to see inserts about the bicentennial events in the Huntsville Times. We also have 36 historical markers that will start showing up in various places around the city.

“I know this is a group that does a good job for their clients,” she said referring to the PR practitioners at the luncheon. “You prepare them



Dr. Mary Jane Caylor

and sit back and hope for the best.”

Caylor used humorous anecdotes from personal experience to provide some advice for successful event planning:

- Be careful what you say
- Proofread everything
- Plan thoroughly
- Set realistic budgets and be prepared to negotiate for the best prices
- Have a backup plan
- Follow through.



Photo by Debra Valine

### *Silent Auction*

A silent auction held in conjunction with the June membership luncheon raised more than \$800 that will be used to support the PRCA State Conference Sept. 15-16 at the Huntsville, Ala., Marriott.

## Who you going to call? 2005 Conference Chairs

<b>Conference Chair:</b>	Stephanie Kelley, APR kelley-ssa@mindspring.com	651-8880/885-1679 hm
<b>Treasurer:</b>	Karen Yarbrough karen@keypublicrelations.com	519-5907/509-2235 cell
<b>Secretary:</b>	Janet Felts jfelts@hiwaay.net	564-6592
<b>Sponsorship Chair:</b>	Kathryn Cataldo stratacom@comcast.net	881-2855/797-0995 cell
<b>Facilities/ Logistics Chair:</b>	Melissa Bullard, APR melissa.bullard@hsvcity.com	427-5006
<b>Programs/ Speakers Chair:</b>	Brad Clasgens brad.clasgens@whnt.com	535-9224/682-1002 cell
<b>Publicity Chair:</b>	Vickye Hester, APR hesterv@drakestate.edu	551-3125
<b>Promotions Chair:</b>	Lynn Temple lynn@mcwhorteronline.com	256-351-0560
<b>Hospitality Co-Chairs:</b>	Veronica Wilder veronica_wilder@yahoo.com	653-2154
	Debra Dombrowski-Hendrix prmarketing@shoalschamber.com	256-764-4661
<b>Medallion Awards Chair:</b>	Marianne Higgins, APR marianne.higgins@avocent.com	217-1221/256-366-0958 cell
<b>Awards</b>	Lacy Pruitt lacy@stoneriverinc.com	468-8961
<b>Registration Co-Chairs:</b>	Louise Heidish heidish@hiwaay.net	881-6924
	Shannon Magers smagers@panoply.org	519-2787
<b>Transportation Chair:</b>	Elizabeth Garcia egarcia@hiwaay.net	426-5128/830-9599
<b>Student Liaison:</b>	Coriamber Rodriguez crodriguez@regionsmortgage.com	653-6956
<b>Evaluations Chair:</b>	Paul Crandon pcrandon@una.edu	256-765-4941



**Public Relations**  
**Council of Alabama**

**2004-2005**

**Meetings of the Board of Directors  
 and Membership Meetings**

**Board Meetings**

Huntsville Convention & Visitors Bureau  
 500 Church Street – upstairs  
 11:30 a.m. – 12:30 pm. unless otherwise scheduled

**Membership Meetings**

Trinity United Methodist Church  
 Airport Road  
 11:45 am. – 1 p.m. unless otherwise noted

**TUESDAYS**

**July 12** (2<sup>nd</sup> Tues of month)

August 2

**September 13** (2<sup>nd</sup> Tues of month)

**WEDNESDAYS**

**July 20** (evening social)

August 17

***NOTES: July and September Board meetings will be held on the second Tuesday of the month to avoid conflicts with Holidays. September will serve as the Board transition meeting in addition to the regular Board meeting.***

*Going Public* is the official online newsletter produced for members of the North Alabama Chapter of the Public Relations Council of Alabama. The editorial style applies the industry standard Associated Press Stylebook. Reader input is solicited and welcomed. Please direct letters and comments to Debra Valine via e-mail at [shortt55@aol.com](mailto:shortt55@aol.com). For more information about PRCA visit the Web at [www.naprc.org](http://www.naprc.org).