



Going Public

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

December 2006

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All Wrapped Up in Serving Others

The PRCA North Alabama Chapter kicked off the Holiday Season with a “We Are PR” service project benefiting the HELPLine for Crisis Services of North Alabama. Tuesday, December 12, PRCA Board Representatives and members met at Parkway Place Mall to man the HELPLine Gift Wrapping Booth which is HELPLine’s main fund-raiser for the year. Rosa Kilpatrick, VP of Projects, coordinated this fabulous service project.

The Gift Wrap booth is equipped with boxes, pretty Christmas paper, gift tags and bows for a one stop gift wrap location! No gift is too small or large for the volunteers to wrap. **See *Serving* page 4...**



Lindsey McMicken, Sonia Robinson, and Debra Valine show off their wrapping skills as they finish with some very special Christmas gifts.

Stay Updated

Check out the new state membership database and update your contact information! Just visit <http://www.prcaonline.org/directory/index.php>

Yes, we said YOU can update your contact information as you change jobs and e-mail addresses!!!

To log on, use the e-mail address you

provided to PRCA. The default password is council. Once you access your entry in the database, you will be able to change your account’s password. You can also make changes to your personal contact info, but do not include commas in any of the fields.

The database at www.prcaonline.com is no longer being maintained.

From the President

Dear PRCA members,

Even though the board has officially only been together for less than three months, we have already accomplished some goals and initiated some new activities.

VP of Professional Development, Melody Tholstrup, is re-introducing our monthly Newshound award. The award is designed to give recognition to a member's unique public relations program, tactic, or plan. You can participate in this process by nominating a fellow member or even nominating yourself. Nominations can be made by e-mailing Melody at melody@durhamadvertising.com by the first Tuesday of each month. We will announce our first Newshound award winner in January.

Rosa Kilpatrick, VP of Projects, coordinated a Holiday gift wrapping service project at Parkway Place Mall to benefit the Crisis Services of North Alabama. In order to prepare for the tedious project, several members met at Carrabba's Italian Grill to build up their gift wrapping strength. Dressed in newly-designed, "We Are PR" T-shirts and wearing Santa hats, approximately 12 PRCA

members volunteered their time to benefit the non-profit organization.



President, Vickye Hester, presents Past President, Louise Heidish, with a service plaque. Louise served as the 2005-2006 PRCA President. She also served as President during 2000-2001.

Webmaster, Lori Miller, is working hard to make some updates to our Web site. The site can be accessed directly at www.naprc.org or through our state PRCA Web site at www.prcaonline.com. When you have a chance, visit our site to get the latest news regarding the chapter.

If you have any ideas for new activities or programs for our chapter, please don't hesitate to contact me or a board member. Remember, we are here to serve you and make your membership a worthwhile investment for your professional development.

We look forward to seeing you at the next membership meeting scheduled for Wednesday, January 17, 2007.

Have a Happy Holiday and New Year!!!

Sincerely,

Vickye Hester, APR
PRCA President, 2006-2007

Membership Meeting Rewind

We have had the opportunity to hear from three dynamic speakers at our past membership meetings. In September, Cynthia Parker, Chair, Big Spring Jam Foundation Board and Executive Director of Land Trust of Huntsville, spoke to us about event planning for one the biggest events in Huntsville, Big Spring Jam. In October, Phil Schmidt, Partner, Fantastic Plastic Entertainment, entertained us with a look at humorous advertising.

And in November our guest speaker was Al Schwartz,

Chief of Public Affairs - Army Aviation & Missile Command.

Mark your calendars for future PRCA Membership Meetings. Join us on the third Wednesday of every month for an hour of networking and learning! See a schedule of our next three meetings on page 4.

Also, do not forget to bring a few extra dollars and business cards for the door prize drawings. For every dollar you donate to MK Simmons Scholarship Fund, you can put an equal number of business cards into the door prize drawing.

2006-2007 Slate of Officers and Board of Directors

President

Vicky Hester, APR, Drake State
551-3125
hesterv@drakestate.edu

President –Elect / Programs VP

Monty Vest
(Transitioning to a new job)

Professional Development VP

Melody Tholstrup , Durham Advertising
721-7722 ext.107
melody@durhamadvertising.com

Projects VP

Rosa Kilpatrick, NASA/MSFC
544-0042
Rosa.m.kilpatrick@nasa.gov

Membership VP

Lindsey McMicken, HiWAAY Internet Services
650-4900 ext. 517
lindseym@hiwaay.net

Recording & Corresponding Secretary

Amelia Flanigan, Cumulus Broadcasting
830-8300
Amelia.Flanigan@cumulus.com

Treasurer

Janet Felts, SirsiDynix
704-7116
janet.felts@sirsidynix.com

Fundraising

Cathie Mayne, Huntsville Land Trust
534-5263
Cathie@landtrust-hsv.org

Newsletter

Sonia Robinson, Crestwood Medical Center
880-4560
Sonia.robinson@triadhospital.com

Student Chapter Advisor

Allison Gregg, Leadership Huntsville/Madison Co.
535-2017
agregg@hsvchamber.org

Historian

Lacy Pruitt, The Huntsville Times
532-4176
Lacy.pruitt@htimes.com



The 2006-2007 Board Members were sworn in at the September Membership Meeting and began their assigned duties in October.

Publicity

Cindy Maloney, United Way of Madison County
536-0745 ext.104
Cindy.maloney@uwahsv.org

Hospitality

Georgina Chapman, Huntsville Museum of Art
535-4350 ext. 219
gchapman@hsvmuseum.org

Webmaster

Lori Miller, WHNT-TV
535-9214
Lori.miller@whnt.com

Immediate Past President & President Council

Louise Heidish, Heidish PR Consulting
881-6924
heidish@hiwaay.net

APR Chair (non-voting)

Karen Price Behr, APR, Carleton Co. Public Relations
464-6532
kpb@carletonpr.com

Member at Large (non-voting)

Brad Clasgens, WHNT-TV
535-9224
Brad.clasgens@whnt.com

Member at Large (non-voting)

Dawn Speegle, Redstone Federal Credit Union
722-3736
dspeegle@redfcu.org

Serving Continued...

Support your community crisis line. Let them wrap your gifts this Holiday season. The HELPLine Gift Wrap stations will be open now through Christmas Eve in both Madison Square and Parkway Place Mall.

HELPLine is available 24 hours-a-day, 7 Days-a-week offering emotional first aid and information and referrals for people who need help. To learn more about Crisis Services of North Alabama visit www.csna.org or call 716-4052.



Monty Vest concentrates on getting the gift wrap for this present just right.



Amelia Flanigan is in the gift wrapping spirit and prepares a box for a special gift.

2007 Meetings of the Board of Directors and Membership Meetings

Board Meetings

Location: Redstone Federal Credit Union Training Facility on Wynn Drive

11:30 a.m. - 12:30 p.m. unless otherwise scheduled

Tuesdays

- January 2
- February 6
- March 6

Memberhip Meetings

Location: Redstone Federal Credit Union Training Facility on Wynn Drive

11:45 a.m. - 1 p.m. unless otherwise scheduled

Wednesdays

- January 17
- February 21
- March 21

• **Sympathy to.....**
 • **George Winters**, APR, Winters and Associates, on the death of his father.

• **Congratulations to.....**
 • **Shannon Magers** on her new job with the American Cancer Society.

• **Cindy Maloney** on her new job with United Way of Madison County.

• **Monty Vest** on her new job with NASA. Monty has been with the Boeing Company for three and a half years and will soon take a new position with NASA.

• **Veronica Wilder**, Crestwood Medical Center, who was recently promoted to Director of Guest Relations & Volunteer Services at Crestwood.

• **Lindsey McMicken** who was recently promoted to Marketing Director at HiWAAY Internet Services.

• **Janet Felts** on her new job as Communications Manager for SirsiDynix.

• *Do you have a message of sympathy, thanks or congratulations that you would like to share with the PRCA Membership? Please send message to sonia.robinson@triadhospitals.com.*

Going Public is the official online newsletter produced for members of the North Alabama Chapter of the Public Relations Council of Alabama. Reader input is solicited and welcomed. Editorial contributions and photography from the members is encouraged. Submissions must be made electronically to Sonia Robinson, sonia.robinson@triadhospitals.com. Articles must be in a Word document. Photos must be submitted as JPEG, TIF or PSD files at 300 dpi. Please provide a cutline for all photos. For more information about PRCA visit the Web at www.prcanline.com.



SAVE THE DATE

MARCH 10, 2007



Accreditation Jump-Start Workshop

Saturday, March 10, 2007

10 a.m.—4 p.m.

First Baptist Church of Montgomery
305 South Perry Street
Montgomery, AL 36104

Contact Nan Baldwin, APR, at 205-912-5964 or via email at nan@mdb.org for additional information.

