



February 2010 E-Newsletter

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January Luncheon Recap

2020: The Future of PR

Three experts were up for the challenge of predicting the future of PR during January's WMPRSA program, including: Jeff Lambert, president/managing partner at Lambert Edwards & Associates; Tom Hanley, director of communications at Helen DeVos Children's Hospital; and, moderator Roberta King, vice president of public relations and marketing for the Grand Rapids Community Foundation.

The panel agreed that 10 years from now, social media, citizen journalists and everyday citizens (critics with a keyboard) will continue to have a direct impact on the images of companies big and small. Lambert said that he believes the change will be in the way that people offer comments or opinions on the Internet, as anonymous posts will diminish and the ability to comment or leave a post will be exclusively for people registered with real names and real e-mail addresses.

In order for the PR profession to survive, Lambert said PR professionals will need a broader spectrum of skills, including expertise in human resources, legal, business management and social media. There is a need to position

February: Meet the Media - Sign Up Now!

PURCHASE THE LUNCHEON SERIES

Even if you missed the January WMPRSA event, you can still save money by purchasing the luncheon series! Purchasing the series saves you \$50 - the cost of two luncheons! If you did attend the January event and would like to purchase the series, the fee you have already paid for the January event will be applied towards the series.

[Click here](#) to sign up for the series today!

Meet the Media Speed Dating

February 18
11 AM - Registration/boxed lunches
11:30 AM - 1 PM - Speed Pitching

Join us for a unique opportunity to meet personally with local media representatives!

February 18, 2010 WMPRSA's annual "Meet the Media" event has always been one of our most highly attended programs. This year, we welcome the return of our popular "speed pitching" format with some added improvements designed to maximize your time and help book those coveted appointments.

Throughout the program, members and guests will actively engage one-on-one with media during timed speed pitching sessions. For a few minutes, you will have the undivided attention of news directors, editors, reporters from local television and radio stations, daily, weekly and monthly publications and online outlets.

The time goes fast! Come prepared (and early) - plan your pitch, bring your media kits and don't forget your business cards.

[Click here](#) to register for the event!

Up Next:

The Art and Science of Media Measurement

March 18 | Luncheon

Katie Jones, of Dow Jones Public Relations and Corporate Communications, will

one's company in a uniform way, so that outsiders get the same message, regardless of who is commenting. PR firms will be better at doing this in 2020, according to Lambert.

As for the killer "app" in 2020, Lambert is hoping the car will drive itself.

Media News

Weekend Sports Anchor Leaves WZZM

David Solano leaves WZZM-TV to take a chance on Houston to find a role in a larger market. Solano, a native of Portland, Ore., started in 2006 after working for 3 1/2-years TV in Macon, Ga. Even though he did not renew his contract with WZZM in July, the network agreed to keep him on board through the rest of 2009 in a multimedia position. Solano shares that he will miss going to Griffins games and Whitecaps games as well as being a part of the community.

Former Press Editor joins Broadway Grand Rapids

Former *Grand Rapids Press* Editor Mike Lloyd takes on the role of executive director at Broadway Grand Rapids. He recently retired from The Press after 42 years in journalism. Lloyd has served in other leadership roles in the area and currently is chairman of the board at Frederik Meijer Gardens and Sculpture Park.

Personnel Changes at WWMT Newschannel 3

Steve Koles, most recently assistant news director for WPRI in Providence, R.I.; has joined WWMT as news director, replacing Cathy Younkin. After three years at WWMT, Younkin took a news director position at fellow Freedom Broadcasting station WPEC in West Palm Beach, Fla.

Evening anchor Tom Van Howe has retired from WWMT. Van Howe joined the station in July 2008, anchoring the 5 p.m., 5:30 p.m., and 6 p.m. newscasts with Judy

discuss the important metrics for public relations, the relationship between traditional and social media and the meaningful measures of success in PR.

MEETING DETAILS

WMPRSA meetings are held at the University Club, located in the Fifth Third Building, 111 Lyon NW, Grand Rapids. Advance registration is requested though walk-ins are accommodated. WMPRSA members benefit from a reduced price.

Chapter News

WMPRSA February Networking Mixer February 25

Mingle with local PR pros and students at the next WMPRSA networking mixer; February 25 at 5:30 p.m. at [Tavern on the Square](#) (100 Ionia Ave SW, Grand Rapids).

No pressure, no cover, happy hour drink/appetizer specials.
For more information, contact Derek DeVries at ddevries@grcc.edu.

Use Your Communication Skills to Make a Difference!

The March of Dimes is the leading nonprofit organization for pregnancy and baby health. It is dedicated to improving the health of babies by preventing birth defects, premature birth and infant mortality and needs your help! Divisions across the state are in need of communications volunteers. You can help by joining as Communications chair with a March for Babies event committee or serving as a communications intern with the organization, among many other ways! Volunteering in your community helps build great relationships, it also is a very fun and rewarding experience! Call the Grand Rapids Division office at 616-222-6826 or visit www.marchofdimes.com/michigan for more information about how you can help!

WMPRSA Sponsorships Available

The West Michigan Chapter of the Public Relations Society of America is seeking program/chapter sponsors. Sponsorship of WMPRSA provides access to the membership of West Michigan's premier association for public relations and communications practitioners, representing the regions top corporations, public relations agencies, non-profit organizations and independent practitioners. This group represents key influencers and decision-makers for a variety of services.

Please contact Robin Luymes at (616) 550-6585 or Robin@Luymes.com if you company is interested in sponsoring any WMPRSA events.

Sponsorship levels are listed below. Also, sponsorships of the WMPRSA's annual awards program are available.

Gold Sponsorship -- \$1,000/year

- Company logo featured in all monthly e-newsletters
- Company logo featured in all e-mail program announcements throughout year
- Two (2) tickets to two (2) WMPRSA programs
- Recognition of sponsor at all events, including PProof Awards
- Info (provided by sponsor) displayed at all events
- Table or booth at two (2) events (excluding PProof Awards)
- Logo identifying as Gold Sponsor on front page of WMPRSA website with

Markee. The veteran anchor had previously retired from the field in 2005 after 20 years at WOOD-TV8. WWMT anchor Jeff Varner has replaced Van Howe in this role; in addition to his anchoring the 10 p.m. newscast on sister station CW-7 and the 11 p.m. WWMT newscast with Markee.

Kate Tillotson, the Massachusetts native who joined WWMT in July 2007 as reporter and anchor, was promoted to morning/noon anchor earlier last year. She comprises a morning/noon team with anchor Josh Roe and meteorologist Jeff Porter.

Chicago native Aaron Baskerville has joined WWMT as weekend anchor and reporter. Baskerville replaces Holly Doyle, who left the station earlier in the year. Elizabeth Erwin has left her reporter position at WWMT for KPHO in Phoenix. Joining WWMT as reporters in 2009 were Eric Gemmell and Jessica Wheeler.

Meteorologist Jeff Porter joined the morning/noon team in 2009, replacing long-time personality Ron Boyd, who left the station to pursue other interests. Porter came to West Michigan from WHIO in Dayton, Ohio.

link to sponsor's website

Silver Sponsorship -- \$500/year

- Company logo featured in all monthly e-newsletters
- Table or booth at one (1) WMPRSA event (excluding Proof Awards)
- Two (2) tickets to one (1) WMPRSA program (excluding Proof Awards)
- Logo identifying as Silver Sponsor on front page of WMPRSA website with link to sponsor's website

Program Sponsorship -- \$350/program

- Two (2) tickets to sponsored event
- Table/booth at sponsored event
- Recognition at event
- Logo (including link to sponsor's site) featured in e-newsletters corresponding to event (promoting in advance and covering afterward)
- Logo featured in program announcements event
- Logo featured in program announcement on the front page of WMPRSA website

WMPRSA sponsorships can be customized to meet sponsor needs. Special "naming rights" may be provided for organizations in certain situations as approved by the WMPRSA board.

Call for Professional Mentors

Attention WMPRSA Members: graduating GVSU PRSSA members need you!

Member Spotlight

Craig Clark, Owner of Clark Global a ClarkCom Company

In this real-time, competitive PR environment, students need a professional to share experience and enthusiasm for the industry. This is your chance to give back to the profession by mentoring a graduating GVSU senior during their last semester.

The mentor program can be tailored to each pair's needs, and can include anything from resume and cover letter critiques to internship discussions and job shadowing. You can meet for coffee or invite your "mentee" to a WMPRSA luncheon or mixer, and chat via e-mail or phone.

If you're interested in participating please send your name, contact information and past and present PR specialties to Amy Sawade at asawade@meijergardens.org

Note This mentor call is strictly for the winter 2010 semester, February through April.

Ad Fair West Michigan: February 23-25

To celebrate the world-class advertising and design products created in West Michigan, AD Fair '10 will be launching a series of social, educational and celebratory events slated for February 23-25.

On the second day of AD Fair, February 24, the Advertising and Marketing essentials workshop will be held. This workshop will review the time-tested methods that still work, highlight the importance of consistent messaging and introduce you to the new forms of advertising and marketing.

Bob Fish "Biggy Bob", CEO and Co-Founder of BIGGBY COFFEE will present on



the following:

- Historical view of Biggby Coffee-from single-store café start-up to regional category leader.
- The role promotions-advertising, PR, grassroots networking-have played in Biggby's success to date
- The role advertising and social media will play as an 'engine' for Biggby's continued success in the future

[Click here](#) for more information on Ad Fair West Michigan.

Member News

1. Where do you work and what is your title?

I am the owner of Clark Global, a ClarkCom company. In the United States I'm more commonly known as the owner of Clark Communications, a full-service public relations firm located in downtown Grand Rapids.

2. What is your main objective in that role?

To push off as much work as possible to my employee Jennifer Luth. When I can't do that, I tend to focus on helping connect my clients story with target audiences using traditional and super-cool new PR tactics.

3. How long have you been a member of WMPRSA?

Off and on (I forget to pay my dues on occasion) since about 1999.

4. Why did you join WMPRSA?

Originally, it was to start filling in the blanks under the "Professional Development" section of my resume. Years later, I found the monthly luncheons to be enlightening and fun, as well as to be part of the PR community in West Michigan.

5. If you could have a job anywhere in the world, where and what would it be?

This is what I spend most of my day thinking about! It would probably be serving as the announcer and host of the World's Largest Musical Fountain, which is situated along the Grand River in Grand Haven (I really love the Sinatra nights!)

Entrepreneur of the Year Award

Ernst & Young is seeking Michigan's exceptional entrepreneurs. Nominations for the Ernst & Young Entrepreneur Of The Year® 2010 Awards in Michigan and Northwest Ohio are being accepted until March 19, 2010, with the awards ceremony scheduled Thursday, June 10, 2010 at the Ritz-Carlton Hotel in Dearborn, Michigan.

Awards are given to entrepreneurs who have demonstrated excellence and extraordinary success in such areas as innovation, financial performance and personal commitment to their businesses and communities. Self-nominations are encouraged, and there is no fee. To be eligible for consideration, the nominee must be an owner/manager of a private or public company who is primarily responsible for the recent performance of the company and an active member of top management. Additionally, the nominee's company must be at least three years old.

Ernst & Young's Entrepreneur Of The Year is the world's most prestigious business award for entrepreneurs. The award makes a difference through the unique way it encourages entrepreneurial activity among those with potential and recognizes the contribution of people who inspire others with their vision, leadership and achievement. As the first and only truly global award of its kind, Ernst & Young Entrepreneur Of The Year celebrates those who are building and leading successful, growing and dynamic businesses, recognizing them through regional, national and global awards programs in more than 135 cities in 50 countries.

For more information and nomination forms contact: Lisa Bower, Program Manager, Ernst & Young Entrepreneur Of The Year Michigan and Northwest Ohio Awards, at (313) 628-8212 or lisa.bower@ey.com.

Information is also available at www.ey.com/us/eoy.

Lambert, Edwards & Associates Adds New Managing Director in Financial Communications/Investor Relations

Lambert, Edwards & Associates (LE&A), Michigan's largest investor relations firm and a top-10 PR agency in the Midwest, today announced the appointment of Kenneth J. Zak as Managing Director and head of the firm's Financial Communications practice.

Zak joins LE&A following a 25-year career with Fortune 500 Companies such as Masco Corporation, MascoTech, Inc., and LEAR Corporation, where he held leadership positions in Finance, Strategic & Business Planning, Corporate Communications and Investor Relations. In addition, he has provided investor relations counsel to a number of pre-IPO and small and mid-cap public companies.

6. Name a favorite Web site and explain why you like it?

Bing.com/maps. I am addicted to aerial map searches. This caters to my need to know what everything looks like...everywhere. Seriously, it is very useful, especially when I'm doing work for my commercial real estate clients. I also love peeking in on the messages boards at [mibuzzboard](#). If you work with news media in Michigan, then you might want to check this out.

"We are extremely pleased to have Ken join the LE&A Team," said Jeff Lambert, President and Managing Partner of Lambert, Edwards & Associates. "Ken brings with him an excellent track record of experience and expertise, which will help us better serve our publicly traded clients and help them navigate complex issues and leverage opportunities to tell their story to the investment community."

Most recently, Ken served as Chief Operating Officer of Softech, Inc., a leading practice management and clinical software development and hardware solutions company serving the dental industry across the U.S. Zak earned his bachelors degree in Business Administration from the University of Michigan where he majored in Accounting and Economics.

PRSA News

Quick Links

[WMPRSA Facebook Page](#)

[WMPRSA Twitter Page](#)

[WMPRSA Web site](#)

[PRSA Web site](#)

[Join Our Mailing List!](#)

Recapping the PRSSA National Conference

More than 1,000 students traveled from across the country to attend the PRSSA 2009 National Conference. There were several sessions held for students and professionals to collaborate on different topics surrounding the public relations profession. There were several emerging themes worth noting, some of which are: Collaboration Is Key, Social Media Are Everywhere, and The Future of the Profession Is Bright. To read more, click [HERE](#).

Distinguish Yourself by Winning a Silver Anvil Award

Enter your best work for a chance to win a Silver Anvil, the icon of the public relations profession. Don't miss this opportunity to demonstrate your excellence and be recognized among your peers - not to mention your potential clients. Save \$75 per entry! Enter before the Feb. 12, 2010, early deadline and take advantage of extra savings.

Important Silver Anvil Entry Deadlines

Early deadline and pay-by-check deadline: Friday, Feb. 12, 2010, 5 p.m. EST (in-hand).

Final/late deadline: Friday, Feb. 26, 2010, 5 p.m. EST (in-hand)
For more information on the Silver Anvil Awards, click [HERE](#).

Interested in Presenting at International Conference?

This year's conference, "Powering PRogress," will take place Oct. 16-19, at the [Hilton Washington](#). PRSA is seeking subject matter experts - including public relations and communications professionals, academics, economists, social scientists, futurists, technologists, management consultants, journalists, bloggers and others - to present at its [2010 International Conference](#) in Washington, D.C.

Currently, PRSA is offering a "super saver" rate for individuals who register to attend the 2010 Conference by March 1. To take advantage of this special offer, download the [Conference registration form](#).

PRSA Offering Financial Hardship Plan

PRSA is offering a financial hardship plan to members who are unemployed or temporarily disabled. Members wishing to take advantage of the hardship plan should contact a Member Services representative at membership@prsa.org or (212) 460-1400.

Take Advantage of the PRSA Quarterly Membership Payment Plan

Thinking about renewing your membership, but don't want to pay the fee all at once?

PRSA members have the option of renewing their memberships with a payment plan. Your National dues will be automatically charged to your credit card each

SUGGESTIONS?

EMAIL THE EDITOR!

We are always looking for interesting new content for the WMPRSA newsletter.

Please email any ideas or submissions for the newsletter to Rick Jensen at rick.jensen@davenport.edu

LIKE WHAT YOU

READ?

SPONSOR THIS NEWSLETTER!

WMPRSA's monthly newsletter is a way for businesses to get their names in front of hundreds of professionals from across the region by being a sponsor.

Sponsors are spotlighted with each edition of the newsletter, as well as with each program notice and on the WMPRSA Web site.

If you're interested in learning more about being a sponsor, please e-mail Andrea Clark at andrea.clark@amway.com



P.O. Box 230292
Grand Rapids, Michigan 49523

quarter (sorry, no checks or wire transfer payments, and PRSA cannot defer any charges).

Your Chapter, Professional Interest Section, and/or Affinity Group dues, plus a \$10 annual service fee, will be charged in full in the first payment. Members cannot renew online if they have opted for quarterly dues billing.

PRSA will continue to bill for quarterly dues until notified to do so otherwise by the member. A bimonthly e-mail is sent to members who have opted for quarterly payments to remind them how it works.

To sign up for this program, contact Member Services at 212-460-1400 or e-mail membership@prsa.org.