



# LA PUERTA

NMPRSAs – Opening the door to opportunity and information for New Mexico’s public relations professionals.

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## Listserv Tip

The listserv for NMPRSAs, [nmprsa@yahoogroups.com](mailto:nmprsa@yahoogroups.com) is a convenient way to get a message out to our members with the single click of your mouse. But remember, if you respond to an e-mail from someone through the listserv, make sure and send the e-mail directly to that person. If you automatically hit “reply,” your response will go to everyone on the listserv. A simple way to avoid including the entire listserv in your reply is to hit the “forward” button and manually address the message.

If you aren’t registered to use the listserv and would like to be, contact Chad Perry at 925-8547, or e-mail him at [cperry@unm.edu](mailto:cperry@unm.edu).

## Fellow NMPRSAs Members:

**WELCOME to the inaugural issue of La Puerta!** In addition to keeping you up to date via our web site at [www.nmprsa.com](http://www.nmprsa.com) and through the wonders of email, we heard your suggestion: to bring back a printed newsletter for NMPRSAs members.

We hope you like the result. You’ll find updates on local media personnel changes, tips on how to use the NMPRSAs listserv, news from PRSAs National, details on upcoming NMPRSAs programs, including the 2002 Cumbre Awards, and information on how to get more involved with your fellow professionals and our Chapter.

Take note of several events you won’t want to miss, including our luncheon programs on March 28 and May 30. And plan now to attend the PRSAs National Travel and Tourism Section, which will convene in Albuquerque April 17 to 20. This is a once-in-a-lifetime opportunity to take advantage of a terrific professional development and networking opportunity, right in our own back yard. Watch for information from National in the near future. If you’re interested in volunteering during the event, please contact me at 344-1671 or via email at [cwalther@sandiaprep.org](mailto:cwalther@sandiaprep.org).

Your Board of Directors is here to serve you. We are deeply honored that you have chosen us to lead the Chapter over the next year. Take note of the Board contact list in this issue, and give us a call, talk to us at an event, or drop us an email whenever you have a suggestion, comment, question or an idea. We welcome your involvement!

Thank you for your participation in NMPRSAs. I look forward to serving you and working with each of you as we seek to advance the public relations profession in New Mexico.

Sincerely,

Celeste A. Walther, APR  
President  
NMPRSAs



VISIT OUR WEB SITE AT  
[www.nmprsa.com](http://www.nmprsa.com)

## Cumbre Awards Banquet June 28 March Chapter Meeting is “A Cumbre Primer”

It’s that time of year again. Start watching your mailbox for the Call for Entries for the 2002 Cumbre Awards. The Cumbres are NMPRSAs’s annual awards program to recognize exceptional work by the state’s public relations practitioners. This year’s awards will be presented June 28 at the Hyatt Regency Tamaya Resort and Spa.

The deadline for Cumbre entries is April 19. The call for entries will be mailed to membership in March.

The Cumbre Committee is hard at work making arrangements for an entry collection point and procuring items for the silent auction. The auction made its debut at last year’s banquet and is back by popular demand. If you have questions about the Cumbre Awards, or have a silent auction item to donate, call committee co-chairs Julia Knight at 266-1100, or Lynn Melton at 224-4669.

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## 2002 NMPRSA BOARD OF DIRECTORS

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## Calling for Bronze Anvil Submissions

**Y**ou still have time to send in your entries for PRSA's prestigious Bronze Anvil Awards. You can find more information on the awards, and download the application form at <http://www.prsa.org/awards/bronzeanvil.html>. The deadline is April 5 at 5 p.m.

The Bronze Anvil Awards were created by PRSA in 1969 to recognize outstanding public relations tactics, the individual items or components of programs or campaigns. They are awarded in 39 categories and subcategories. PRSA also sponsors the Silver Anvil Awards, which recognize complete programs incorporating sound research, planning, execution and evaluation. The deadline for Silver Anvil entries was March 1.

Bronze Anvils will be awarded in early summer and featured in the September issue of *PR Tactics*. Winners of Silver Anvil Awards, as well as runners-up (if selected), will be announced on June 6 at the Silver Anvil Celebration Event in New York City.

*Bronze Anvils will be awarded in early summer and featured in the September issue of PR Tactics*

*Continued from Cover*

## March Chapter Meeting

The next NMPRSA luncheon will help you prepare your entry for this year's Cumbre Awards. "A Cumbre Primer: Everything You Need to Know to Enter the 2002 Cumbre Awards," features a panel presentation by past judge Sam Giammo, 2002 Cumbre Co-chair Lynn Melton, and experienced entrant Rod Geer of Sandia National Labs. The meeting is March 28, from 11:30 a.m. to 1 p.m., at the Wyndham Airport Hotel, 2910 Yale SE. RSVP to Don Butterfield at [donb@sjhs.org](mailto:donb@sjhs.org), or 727-8725.

## May Chapter Meeting

Join Larry Perrine of Sandia National Laboratories and Jacquelyn Campo of Citibank for a discussion on effective "Employee Communications". Whether you're a seasoned professional managing an established internal public relations program, or you're new to an organization and charged with launching or expanding an employee communication plan, this program will be of interest. The meeting is Thursday, May 30, from 11:30 a.m. to 1 p.m., at the Wyndham Airport Hotel. RSVP to Don Butterfield at [donb@sjhs.org](mailto:donb@sjhs.org), or 727-8725.



## changes in albuquerque media personnel

by Anne Monson, APR

### A number of personnel changes have taken place in the ever-changing media over the past few months:

- **Prime Time** editor and publisher, Arthur Alpert, has sold the senior newspaper to Maria Elena Alvarez, formerly with the Hispano Chamber.
- **KRQE TV13's** crime reporter, Darren White, has left the station and replaced by fellow PRSA professional, Janet Blair. Anthony Yanez is the new education reporter; Sergio Quintana is an open assignment reporter. Shawn Palmer

has also exited the station.

- **KOAT TV7's** health producer, Laurie Volkin, left the station and is replaced by Leslie Ann Garza. Anchor Marisa Maez has left and no replacement has been named at this time; assignment manager, Shane Deitert has also left the station and is being replaced by Cary Schwanitz. Cary has been with TV7 where he has served as a producer for the past several years.
- **KOB TV4's** John McCormick left for Denver; Barbara Wagner is new general sales manager; reporter Heather Lucas has left TV4 to return to San Diego.

- **The Albuquerque Journal** has added Harry Moskos to the business desk staff.

- **The Albuquerque Tribune's** business editor, Sherry Robinson, has left the paper. Nancy Salem will assume her duties until a replacement has been named. Kelly Brewer has been named Editor, replacing Scott Ware; city editor Phil Casaus was named managing editor; and assistant city editor Tim Archuleta is now the *Trib's* city editor.

- **SIMMONS Media:** KQEO's Mike Malony has left the station to pursue other interests.

- **New Mexico Business Journal** has named Nancy Sagui as its new managing editor.

*If you know about changes your PRSA peers might be interested in hearing about, please contact me at [anne.monson@lovelace.com](mailto:anne.monson@lovelace.com) or 262-3640.*

## Albuquerque Hosts National PRSA Travel and Tourism Conference

Focus is on "Travel Public Relations in the New Age"

This year, PRSA National's Annual Travel and Tourism Conference comes to Albuquerque. The Conference, "Travel Public Relations in the New Age," is set for April 17 to 20 at the Sheraton Old Town in Albuquerque, and will focus on terrorism's impact on tourism as seen throughout our country, creating a new age of travel and tourism.

"This conference will include some of the travel industry's top PR strategists and travel media," said Tom Garrity, conference chair and president of Garrity Johnson Public Relations. "Through panels, roundtables and presentations, public relations professionals will learn how to generate effective results in a dramatically changed world."

Gus Whitcomb, managing director, strategic communications for American Airlines, will discuss American's approach to public relations in the wake of landmark tragedies. Members of the national travel media including Veronica Stoddart of USA TODAY, representatives from Outside Magazine and Westways, and freelancers will provide tips on working with media.

Camille Keith of Southwest Airlines will present "Marketing at 30,000 Feet," and Alan Feldman of the MGM Grand Hotel will focus on tourism and gaming. The New Mexico Department of Tourism will provide a case study on how research helped to develop the new 'Spirituality' campaign. Panels will also address regional tourism, crisis communications, and media fam-tour nightmares.

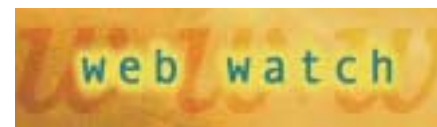
Event tourism will be front and center as Spencer Kinard reveals how the Utah Media Center became a tourism success story during the Olympic Winter Games. Other sessions will feature media panels focusing on meeting and conventions, freelance pitching and niche travel.

Registration fees to attend the four-day event range from \$250 to \$670. NMPSRA Chapter members will receive a discounted rate of \$175 to attend the Thursday events. For registration information visit [www.travel.prsa.org](http://www.travel.prsa.org) or call (800) 350-0111.



This conference will include some of the travel industry's top PR strategists and travel media.

The Travel and Tourism Section of the Public Relations Society of America offers public relations professionals involved in travel-related industries including hotels, airlines, convention and visitors bureaus, travel agencies, tour operators, meeting planners, attractions and rental cars, with ideas and trends related to tourism. The section sponsors seminars and an annual conference, and acts in an advisory capacity to outside agencies and organizations seeking tourism-related professional assistance from PRSA.



The Internet is a crucial part of the public relations tool kit. In each issue of La Puerta we'll give you a link to a new or interesting site you may find useful in your work. This month's site was submitted by Jacquelyn Campo, NMPSRA president-elect.

- NMPSRA member David Geary, PhD, teaches an Introduction to Public Relations 305 class at the University of New Mexico. His class website,

<http://www.unm.edu/~drgeary> provides numerous links to research resources, employment opportunities and more. Just click on "Resources" on the left side of the page. David also does a nice job of encouraging students to join PRSSA and interact with NMPSRA.

*If there's a site you'd like to let NMPSRA members know about, send an e-mail to [karen.plyler@lovelace.com](mailto:karen.plyler@lovelace.com), or call Karen Plyler at 262-3766.*



### New Logo, Member Survey in the Works

The way PRSA national serves its members, and even the way it looks, are changing. Here's what you can expect:

- A new PRSA logo. A sampling of members from across the country will be asked their opinions on the new branding campaign that will be rolled-out in January of next year. The current PRSA look was created in the early 1960s, to the best recollection of national, who decided it was time for the society to present a more modern image.
- A member survey coming sometime this year. The last PRSA nationwide survey was in 1997.
- Member-only benefits, such as job openings and publications, on the national website at [www.prsa.org](http://www.prsa.org).



You can also get national news through PRSA's monthly E-Newsletter. It's distributed to all PRSA members, chapter leadership and PRSA employees. If you aren't receiving the monthly e-mail and should be, e-mail [libby.roberge@prsa.org](mailto:libby.roberge@prsa.org).

### Save the Date for PRSA's 2002 International Conference

Mark your calendars now for PRSA's 2002 International Conference, "Public Relations: Interpreting a World of Change and Challenge," to be held Nov. 16-19 at the San Francisco Marriott. Early-bird package registration fees are \$795 for PRSA members and \$895 for non-members. There is a \$25 processing fee for all registrations. Complete details on how to register will be available on the PRSA website at <http://www.prsa.org> soon.

### PRSA Making 2002 the Year of Vitality and Growth

PRSA kicked off the New Year with its first Board of Directors meeting, held in New York on Jan. 10 and 11. President and CEO Joann Killeen, APR, Fellow PRSA declared that 2002 would be a year of vitality and growth for the Society. While 2001 was a year for strengthening the Society's infrastructure and focusing on managing the Society's resources, in 2002 PRSA will concentrate on building and increasing the value of membership through enhanced benefits, quality products and programs for professional advancement, said Killeen. Building the PRSA brand and continuing to communicate more effectively internally and externally are also top priorities in 2002. While in New York, the Executive Committee also met with editors of the O'Dwyer's newsletters (<http://www.odwyerp.com/0114prsa.htm>) to discuss the Society's initiatives for the year.

### Best Practices Reports Available

Two new reports from Best Practices in Corporate Communications (BPCC), "Event Marketing and Corporate Sponsorship" and "Crisis Communication" are now available at a discount to PRSA members. To order go to [www.bpinc.com/prsalink](http://www.bpinc.com/prsalink).

### Membership Cards Ready in March

This month, PRSA is introducing membership cards for all of its members. The cards will include the member's name, member ID number, and join date, as well as phone numbers and e-mail address for all PRSA program areas.

As PRSA expands its members-only offerings, members will be required to provide their member ID number in order to access these benefits. In addition to membership cards, PRSA will also be introducing MemberNet to the entire PRSA membership in April. MemberNet is a secure, members-only Web site that all PRSA members will be able to use to update their contact information online and search the directory of PRSA members for real time member listings using their unique member ID and password.

### PRSA Welcomes New Staff

PRSA recently announced Cedric Bess, Gale Spreter and Leighton Watson have joined the Society. Bess will serve as PRSA's Chapter/District relationship manager and is responsible for providing support and communication to the leadership of PRSA's 117 Chapters and 10 Districts. Bess reports to PRSA's chief administrative officer. As PRSA's marketing communications manager, Spreter reports to the Society's chief marketing and sales officer and director of public relations. She is responsible for the management and coordination of the Society's marketing, sales and communications plans. Watson is PRSA's new assistant controller reporting to Wai Cheung, PRSA's Controller and CFO, John Colletti.

*Cedric Bess  
Gale Spreter  
and Leighton  
Watson have  
joined the  
Society.*

#### STRATEGIC SOCIAL RESPONSIBILITY

*encompasses areas such as community involvement and philanthropy business ethics corporate governance and accountability and workplace issues.*

### Strategic Social Responsibility Group Gaining Momentum

Across the country, more than 60 PRSA members involved in the field of strategic social responsibility (encompassing areas such as community involvement/philanthropy, business ethics, corporate governance and accountability, and workplace issues) have come together to share best practices and promote the importance of this burgeoning field. The aptly named Strategic Social Responsibility Group is also pursuing official PRSA Section status. PRSA invites any member working in or interested in strategic social responsibility to become involved in this rapidly expanding initiative. To become a member of the Strategic Social Responsibility Group or for further information, contact Scot Marken, Group Chair, at [Scot@DoWellDoGood.com](mailto:Scot@DoWellDoGood.com), by phone at (305) 759-8235.

## PRSA's *Strategist* Examines New Business Landscape

In case you haven't seen the latest copy of *The Strategist*, the winter issue takes on the new business landscape facing today's public relations practitioners in the wake of Sept. 11. Issue highlights include: "Building a Winning Corporate Personality," by Harlan R. Teller. Teller details what the modern corporation can do to gain the public's trust and support. "Four Views of Crisis Management," by Shane McLaughlin examines the crisis response of four corporations impacted by the terrorist attacks, and includes interviews with the top PR executives at Merrill Lynch and Delta Airlines. In addition, "PR Goes to War," by Maj. Mark Wright outlines the work of a Public Affairs Detachment (PAD), an all-purpose crisis communications organization.

*The Strategist* and the PRSA publication *PR Tactics* recently received honorable mentions from the Association Trends 2001 Publications Contest. *PR Tactics* won for Monthly Tabloid Newspapers while *The Strategist* was honored for Professional Society Magazines. During 2001, *Tactics* won the Gold Award from the Society of National Association Publications (SNAP) and the prestigious APEX 2001 Grand Award. For the record, *Tactics* entered four competitions in 2001 - and came away with four awards, two being the highest awards in the category.

What do you think of PRSA's quarterly publication *The Strategist*? One of our NMPRSA members, Dr. David L. Geary, would like to know. He's one of seven of the magazine's editorial advisors. Last year, to save money, PRSA began to publish *The Strategist*, in-house rather than on a contract basis. "*The Strategist* is changing slowly into a quarterly that deals more with hard-hitting, long-term public relations issues that affect the majority of PRSA members. There are less pundit pieces and personality profiles," said Geary. A redesigned cover is also part of the makeover. Send your comments to Geary over the NMPRSA listserv at [nmprsa@yahoo.com](mailto:nmprsa@yahoo.com). If you aren't registered to use the listserv and would like to be, contact Chad Perry at 925-8547, or e-mail him at [cperry@unm.edu](mailto:cperry@unm.edu).

*The Strategist* and the PRSA publication *PR Tactics* recently received honorable mentions from the Association Trends 2001 Publications Contest.



## Time for prssa news

### PRSSA Students Take on Travel Client

PRSSA's annual Bateman Case Study Competition is in full swing. More than 60 universities, including the PRSSA chapter from the University of New Mexico, are participating in this year's case study sponsored by Contiki Holidays, the world's largest travel company for 18 to 35-year-olds. Sarah Maestas, local PRSSA member, is the chairperson of the UNM Chapter's Bateman committee.

PRSSA members are creating and implementing a campaign targeting college students to strengthen general interest in international travel. In addition, the campaigns will address how to help change the negative perception of motor coach tours and group travel, increase brand awareness for Contiki, and position the company's tours as the alternative to Eurail and backpacking. After the entries are judged at PRSSA Headquarters, three teams will be chosen to present their campaigns to a group of PRSA and Contiki representatives in Honolulu. The finalists will also participate in a Contiki motor coach tour throughout the islands. If you are interested in judging this year's entries or would like to find out more about sponsoring next year's Bateman Case Study Competition, please contact Jeneen Garcia at (212) 460-1466 or e-mail [jeneen.garcia@prsa.org](mailto:jeneen.garcia@prsa.org).

### PRSSA Announces New Award

PRSSA is offering the Lawrence G. Foster Award for Excellence in Public Relations recognizing an undergraduate student who demonstrates an understanding and commitment to achieving excellence as future public relations professional. The Award is named in honor of Lawrence G. Foster by The Penn State College of Communication and the Penn State Chapter of PRSSA.

Foster, who graduated from Penn State in 1948, worked for Newark News, New Jersey's largest daily newspaper, for 10 years before going on to Johnson & Johnson, where he later became corporate vice president of public relations and a leader in the profession. He and his associates received national recognition for their management of the Tylenol tragedies. PRWEEK named Foster one of the 10 most influential public relations professionals of the 20th Century. After 33 years with Johnson & Johnson, Foster retired and wrote Robert Wood Johnson: The Gentleman Rebel. For more information, contact Jeneen Garcia at (212) 460-1466.

### PRSSA to Hold National Assembly in San Diego

PRSSA's 2002 National Assembly is being held at the Sheraton San Diego Hotel & Marina, March 21-24. More than 150 students from across the country will participate in this year's event, where the 2002-2003 National Committee will be voted into office. To date, 18 candidates have been nominated for national positions. Attendees will also receive leadership training and participate in PRSSA Chapter development workshops.

## Professional Education Opportunities

*PRSA offers a variety of ways to sharpen your skills and stay ahead of the latest trends.*

### Teleseminars

■ **“Effective Financial Communications: Successfully Communicating Plans, Processes and Results,”**

*Brought to you by the Financial Communications Section*

Wednesday, March 20, noon to 1 p.m.

Fees per site are \$65 for section members \$65, \$80 for other PRSA members, and \$90 for non-members. For more information, contact Heather O'Connor at [heather.oconnor@prsa.org](mailto:heather.oconnor@prsa.org), or (212) 460-1438. Details and registration info is posted on [www.prsa.org/fincom/](http://www.prsa.org/fincom/)

■ **Smarter Surfing: Effectively Using the Internet,”** featuring Sreenath Sreenivasan, journalism professor and on-line media expert at Columbia University.

*A Counselors Academy members-only teleseminar*

April 9, 2002, at noon

The fee per site is \$130. For more information, contact James Abel at (212) 460-1422, or [james.abel@prsa.org](mailto:james.abel@prsa.org). Details and registration are posted at [www.prsa-counselors.org](http://www.prsa-counselors.org).

■ **“Client Management Techniques for Senior Level Practitioners: Making the Right Calls for Your Client,”** featuring Tripp Frohlichstein, President, Media Masters, Inc.

*A Counselors Academy members-only teleseminar*

May 14, 2002, at noon

The fee per site is \$130.

For more information, contact James Abel at (212) 460-1422, or [james.abel@prsa.org](mailto:james.abel@prsa.org). Details and registration info is at [www.prsa-counselors.org](http://www.prsa-counselors.org).

■ **Environmental Section's Spring 2002 Teleconference Series**

In April learn about the EPA, in May hear a panel discussion on activism, and in June, look at media views on current environmental policy direction. A summer teleconference is also being planned on Environmental Litigation. Keep an eye on the Environmental web site at [www.environment.prsa.org](http://www.environment.prsa.org) for more information, or contact Christopher Tearno at [chris.tearno@prsa.org](mailto:chris.tearno@prsa.org), or (212) 460-1420.

### Web Casts

*Hour-long, archived presentations focusing on one topic with video streaming included, delivered via the Web.*

■ **“Public Relations Impact On The Bottom Line: Demonstrating PR Value Through Measurement”**

Available on-demand (original airdate: 11/7/01)

This hour-long webcast will bring you up-to-date on the latest developments in PR measurement and evaluation. It discusses the differences between measuring PR at the output, outgrowth, and outcome levels ... offers tips on how to measure in the most cost-effective manner possible ... and, also, features a number of real-world case histories of PR effectiveness, including several that have won PRSA Bronze Anvil awards for excellence in PR measurement.

■ **“Cut Through the Clutter -- How to Make Every Piece you Write Easier to Read and Understand”**

Whether you're a beginning writer or a pro, you'll walk away from this session with easy-to-apply tactics for making your next piece clearer and more concise. You'll learn:

— How to edit by the numbers: How long should your lead paragraph be? Your sentences? Your words?

— How to avoid an irritating practice that's become the biggest pet peeve of editors, readers and business people

— A “funnel system” for editing copy that will make the process more efficient and effective

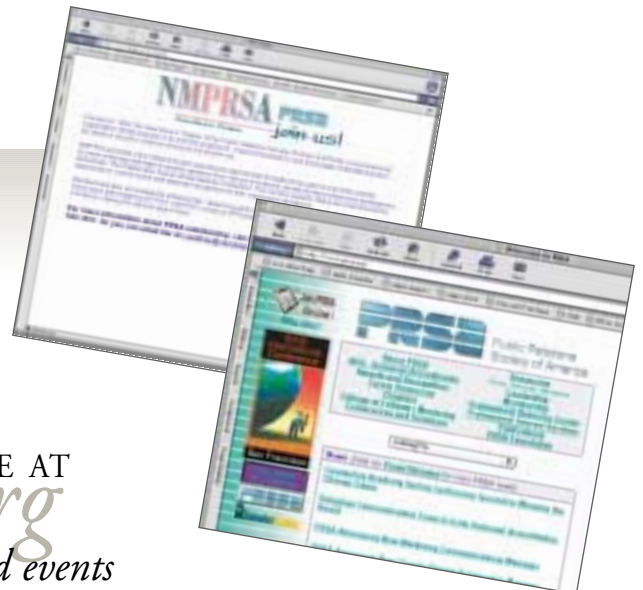
— Why it's essential to write the way you speak ... and one easy way to make your copy more conversational

The cost for both web casts is \$150 per location. For information, visit <http://www.digevent.com/events/client/prsa/overview/>.



VISIT THE LOCAL WEB SITE AT  
*[www.nmprsa.com](http://www.nmprsa.com)*  
*for all the local news and events*

VISIT THE NATIONAL WEB SITE AT  
*[www.prsa.org](http://www.prsa.org)*  
*for all the national news and events*



## Professional Interest Sections Events

PRSA's Professional Interest Sections offer networking and professional development opportunities for specific practice/market areas. Sponsorship opportunities are available for all Professional Interest Section Conferences. For information contact Christopher Tearno at [chris.tearno@prsa.org](mailto:chris.tearno@prsa.org) or (212) 460-1420.

■ "Ensuring Public Confidence: Challenges and Opportunities in Health Care Public Relations"

April 11 and 12 in Washington, DC, with a pre-conference seminar at the National Institutes of Health on April 10. Health Academy Section member package registration fees begin at \$475. Visit [www.healthacademy.prsa.org](http://www.healthacademy.prsa.org) for registration information and updates on the program or contact Heather O'Connor at [heather.oconnor@prsa.org](mailto:heather.oconnor@prsa.org), or (212) 460-1438.

■ "Visions of Enchantment" Travel and Tourism Section Conference

April 17 through 20 in Albuquerque

Registration fees begin at \$425. Complete conference details and registration are available at <http://www.travel.prsa.org>. See page 3 of this edition of *La Puerta* for all the details.

■ "Public Relations Senior Summit: Counseling in an Uncertain Environment"

April 25 through 27 at the Radisson Plaza Warwick Hotel, Philadelphia, PA

This conference will address the critical roles higher education will play over the next several years; strategies for both communicating with students and including them in the institution's public relations effort; working collaboratively with admissions and enrollment management professionals, and risk communications. Counselors to Higher Education Section member's registration fees begin at \$425. Visit the website for more information at [www.che.prsa.org](http://www.che.prsa.org). Contact Heather O'Connor at [heather.oconnor@prsa.org](mailto:heather.oconnor@prsa.org) or 212-460-1438 with questions.

■ "Winning the Change Game"

May 5 through 7 at the Hilton Palacio del Rio in San Antonio, Texas

This PRSA Counselors Academy Spring Conference will address how to manage change more effectively for yourself and for your clients. Several keynotes, ranging from change managers to psychologists, will share with you their own unique perspectives on the topic. Fees for Counselors Academy Members are \$675 before March 31, and \$775 thereafter. For updates and registration information, visit [www.prsa-counselors.org](http://www.prsa-counselors.org). Contact James Abel at [james.abel@prsa.org](mailto:james.abel@prsa.org), or (212) 460-1422 with any questions.

*Information on all PRSA and professional interest section events can be accessed through the online calendar at <http://www.prsa.org/calendar.html>.*



*PRSA's Professional Interest Sections offer networking and professional development opportunities for specific practice/market areas.*

## Involvement Opportunities

*If you're looking for a way to get more involved with NMPSRA, there are plenty of options:*

- The annual Cumbre awards committee needs a few volunteers. Contact Lynn Melton at 224-4669 or [lynnm@tvi.cc.nm.us](mailto:lynnm@tvi.cc.nm.us), or Julia Knight, APR, at 226-1100 or [jknight@rjc.com](mailto:jknight@rjc.com).
- The fall seminar isn't that far away, and the planning has begun. To get involved, contact Veronica Valencia at 272-3651 or [vjvalencia@salud.unm.edu](mailto:vjvalencia@salud.unm.edu), or Amy Miller, APR, at 266-7220 or [amiller@garrityjohnson.com](mailto:amiller@garrityjohnson.com).

*For other ways to get involved in NMPSRA's activities, contact Celeste Walther, NMPSRA President, at 344-1671 or [cwalther@sandiaprep.org](mailto:cwalther@sandiaprep.org).*

*La Puerta* is a quarterly publication of the New Mexico Chapter of the Public Relations Society of America.

Chapter President: Celeste Walther, APR, Sandia Preparatory School

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Design: Debi Kline, Signal Creative

If you have story ideas or suggestions, please send them to Karen Plyler at [karen.plyler@lovelace.com](mailto:karen.plyler@lovelace.com), or call her at 262-3766.



**In recognition of their donation of food during the 2001 holiday season, the members of NMPRSA received this letter from the Roadrunner Food Bank of New Mexico.**

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**Dear Friends:**

We appreciate so very much your donation of 44 pounds of food to Roadrunner Food Bank. Your generous gift has never been more needed as we are facing increased need for emergency food at the same time that our food donations have been declining. The need for food in our state has always been large, but, as our country faces new and disturbing challenges, so do organizations that are working so hard to feed our country's hungry people.

The face of hunger in New Mexico continues to be mostly the faces of children, the elderly, and more and more, the working poor. Hungry people are people who are working, playing by all the rules, and just don't have enough money to put food on the table for their families every day. Hungry people are children who can't grow and develop properly and who can't learn in school because they aren't getting enough to eat. Hungry people are the elderly on fixed incomes that aren't always enough to pay for utilities, medicine, and food.

This year at Roadrunner Food Bank we have begun to distribute food to many more pantries, shelters and soup kitchens. We have delivered food to more rural communities around the state. Through our Food for Kids program, we have established food pantries in public schools to provide emergency food to children. And we have continued to distribute produce to low-income elderly people. None of this would be possible without the generosity of people like you. Thank you so much for caring about your neighbors and for joining us in the fight against hunger. Together, we are hunger's hope.

Sincerely,  
Melody Wattenbarger  
Executive Director



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