

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

LA PUERTA

HIGHLIGHTS

Board of Directors	2
Member News	2
Upcoming NMPRSA Events	3
News from National	4
Professional Education Opportunities.....	6
Time for PRSSA News	7
Involvement Opportunity	7
Welcome to NMPRSA	8

Message from the President

Dear fellow NMPRSA members:

It seems like the Cumbre Awards happened just yesterday and already, we are in the final stages of planning our annual Fall Conference.

Congratulations to all of our 2003 Cumbre Award winners. The evening awards ceremony included a mix of individuals from companies, nonprofits and agencies – a perfect reflection of our chapter. And while the campaigns and tactics represented a variety of work, the high quality was consistent. Best in Show winners PNM and D.W. Turner Strategic Communications should feel especially proud of their accomplishments.

The NMPRSA board would like to thank co-chairwomen Lynn Melton and Jennifer Riordan for their outstanding work on the Cumbres. The judging went off without a hitch thanks to Susan Bradley and Sam Giammo. The hundreds of other details were handled expertly by Tania Armenta, Corrina Burns, Greg Johnston, Teala Kail, Michael Padilla, and Veronica Valencia. Rod Geer did a wonderful job with this year’s Vista Award, presented to Fred Morgan at the event.

Lynn Melton continues her tireless work for the chapter as she chairs this year’s Fall Seminar. While the details are still be finalized, I can tell you that it will be held on Thursday, Oct. 30 at the Hyatt Regency Albuquerque. The conference will include a junior track and a senior track, all with an emphasis on developing ourselves as leaders within our organizations. You will hear more about the seminar very soon.

I look forward to seeing all of you at the Fall Seminar. As always, if you have any suggestions for the chapter, please call me or any other board member.

Sincerely,
Jacquelyn Campo

Jacquelyn Campo, APR
President, NMPRSA

PNM, D.W. Turner Take Best of Show at 2003 Cumbre Awards

*Fred Morgan, APR, Fellow PRSA,
honored with Vista Award*



*Fred Morgan, APR, Fellow PRSA, and NMPRSA
President Jacquelyn Campo, APR*

Congratulations to PNM and D.W. Turner Strategic Communications, who took Best of Show honors at the 2003 Cumbre Awards. PNM took Best of Show–Tactic for its entry “2003 Community Involvement Calendar,” while D.W. Turner earned Best of Show–Campaign for “Qwest 271.”

Thirty other entrants also took home gold, silver and bronze awards from this year’s Cumbre banquet, held June 20 at the Hyatt Regency Tamaya Resort & Spa. Emcee Monica Armenta of Eyewitness News 4 helped present the awards before this year’s audience of about 85 NMPRSA members and guests.

The 48 entries into the 2003 Cumbre Awards were judged by the Knoxville, Tenn. chapter of PRSA.

The 2003 Vista Award went to Fred Morgan, APR, Fellow PRSA. Now retired and living in Colorado Springs, Colo., Morgan was a United States Air Force public affairs officer for 27 years and also worked as a contractor for the Department of Energy. He is a board member of the Pikes Peak PRSA chapter.

The Vista Award is a lifetime achievement award honoring New Mexico visionaries in the public relations field and celebrates a proven track record of excellence among New Mexico Chapter practitioners.

2003 Cumbre Awards sponsors included the Hyatt Regency Tamaya Resort & Spa, PNM, 100.3 The Peak, Lovelace Sandia Health System, Kilmer and Kilmer Brand Consultants, Affairs to Remember, Rick Johnson & Company Public Relations and Hirst Cordova Public Relations.

Lynn Melton and Jennifer Riordan chaired this year’s awards, with tremendous support from committee members Tania Armenta, Susan Bradley, Corrina Burns, Sam Giammo, APR, Fellow PRSA, Greg Johnston, Teala Kail, Michael Padilla, Maresa Thompson and Veronica Valencia. Rod Geer was chairman of this year’s Vista Award committee.

PHOTOS OF
THE 2003
CUMBRE AWARD
WINNERS ARE
ONLINE AT
www.nmprsa.com.

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NMPSA Member News

Padilla Joins Sandia Labs

NMPSA member **Michael Padilla** has joined the Media Relations and Communications Department at Sandia National Laboratories. His duties include writing for internal and external Sandia Labs publications and serving as a member of the media relations team. Previously, Padilla was a senior public affairs representative at the University of New Mexico for 10 years.

Kleiman Receives Excellence in Public Affairs Award

Michael P. Kleiman, NMPSA member and public affairs officer for the New Mexico Veterans Affairs Health Care System, received first place in the writing category of the Veterans Health Administration's (VHA) first Annual Excellence in Public Affairs Awards. The awards recognized the most outstanding work of VHA Public Affairs Officers and other VHA officials in nine award categories. Kleiman also serves as a public affairs officer in the Air Force Reserve, assigned to the 377 Air Base Wing, Kirtland AFB, N.M.



MADD Honors AAA New Mexico

AAA New Mexico was recently named Organization of the Year by the Mothers Against Drunk Driving New Mexico State Office. They were recognized during National Crime Victim's Week in April. MADD chose AAA New Mexico for the award because of AAA's support of MADD's crashed-car education program. The family of the victims of a highly publicized crash involving a drunk driver gave the car to MADD to use as an educational tool. AAA New Mexico has helped with transportation of the vehicle and technical advice. NMPSA members **Brenda Yager** and **Dan Ware** work for AAA New Mexico.

Monaghan Named Public Information Manager for MFA

NMPSA Board Secretary **Elisabeth Monaghan** recently became the public information manager for the New Mexico Mortgage Finance Authority (MFA). Monaghan has more than 15 years experience in marketing communications and public relations. Prior to MFA, she worked for BASIS International, and the Silicon Valley-based PR firm the Hoffman Agency.

Butterfield Joins St. Vincent

NMPSA President-elect, **Don Butterfield, APR, MBA**, was recently named director of communication for St. Vincent Hospital in Santa Fe. Most recently, he was with Lovelace Sandia Health System and the former St. Joseph Healthcare where he served as director of public relations and communications. Prior to that, Butterfield spent eight years at the University of New Mexico Health Sciences Center serving as their senior public affairs representative. He received a bachelor's degree in communication and journalism in 1992 from the University of New Mexico (UNM) and completed the Executive MBA Program at UNM's Anderson School of Management in 2001.

NM PRSA

Upcoming Events

Leadership Focus of This Year's NMPRSA Fall Seminar

Mark your calendar now for the NMPRSA Fall Seminar, to be held Thursday, Oct. 30, from 8 a.m. to 4 p.m., at the Hyatt Regency Albuquerque, 330 Tijeras NW.

This year's Seminar features speakers who can help public relations professionals become more effective leaders in their organizations. According to NMPRSA President Jacquelyn Campo, APR, leadership was chosen as a topic because professional development opportunities often focus solely on how to communicate better. "An important topic," said Campo, "But not the only task public relations professionals face on the job."

The Seminar will feature keynote and luncheon speakers and breakout sessions designed for entry-level and senior public relations professionals. Registration forms will be mailed soon to all NMPRSA members and information is also available at www.nmprsa.com. Questions about the Seminar can be directed to Lynn Melton, Seminar chair, at 272-3651.

SAVE THE DATE

Mark your calendar for the NMPRSA monthly lunch meeting on Nov. 20, held one week earlier than usual due to the Thanksgiving holiday. More information on the topic, time and location will be sent to all NMPRSA members via the list serv.

Ackerman to Speak on Ethics in Business

PRSA Proclaims September Ethics Month

In honor of PRSA Ethics Month, the NMPRSA lunch meeting on Sept. 25 will feature John Ackerman, adjunct professor at the University of New Mexico Anderson School of Management. His talk, "Ethics in Business: Where's the Beef?" will focus on his work on the annual New Mexico Ethics in Business Awards and how he involves his students in the nomination review process each year. The talk will also address the role of the public relations practitioner in taking the lead regarding ethical compliance within their companies and organizations.

The luncheon is set for 11:45 a.m. at the Albuquerque Hilton Hotel at Menaul and University NE. Reservations can be made by contacting Leslie Venzuela at 243-7255, or lvenzuela@cabq.gov. The cost is \$17 for

PRSA has proclaimed September 2003 as Ethics Month in order to emphasize the critical role of ethics in the daily practice of public relations and to increase the awareness and understanding of the PRSA Member Code of Ethics.



John Ackerman

NMPRSA members and \$25 for non-members.

Ackerman is former president, CEO and chairman of the board for the Public Service Company of New Mexico. He currently serves as PNM's chairman emeritus and is an adjunct faculty member at the University of New Mexico Anderson School of Management.

Ackerman received his bachelor's degrees in secondary education from the College of Santa Fe and electrical engineering from the University of New Mexico. He has a master's degree in utility management and LLS from New Mexico State University. He has

been honored with the New Mexico Distinguished Public Service Award and the New Mexico Ethics in Business Award.

PRSA has proclaimed September 2003 as Ethics Month in order to emphasize the critical role of ethics in the daily practice of public relations and to increase the awareness and understanding of the PRSA Member Code of Ethics. During Ethics Month, PRSA and most of its 116 chapters throughout the country will sponsor numerous professional development activities focused on ethics. The September issue of the Society's monthly publication, *Public Relations Tactics*, features a roundtable discussion on restoring public trust.

NEWS
from national**2003 PRSA International Conference,
Oct. 25-28, New Orleans**

PRSA's 2003 International Conference is set for Oct. 25 through 28 in New Orleans, and NMPSRA leadership has set an attendance goal of 10 NMPSRA members. If you're planning to attend, make sure and register before Oct. 4 to take advantage of the Early Bird Special. You'll save \$100. Go to www.conference-prsa.org to see the entire brochure and online registration form.

**PRSA Mourns the Loss of
W. Howard Chase**

W. Howard Chase, APR, Fellow PRSA, who served as the 1956 PRSA President and was one of the Society's six founding members, passed away on Aug. 19 at Stamford (Conn.) Hospital from pulmonary failure. In addition to serving as president, Chase was also the chairperson of PRSA's first executive committee and was the first recipient of the prestigious Gold Anvil Award in 1948.

**Keep in Touch *Moved? Changed jobs?
New e-mail address?***

Members should update all their PRSA contact information (e-mail, telephone, company and address) at www.prsa.org by using their member ID number and password and clicking on the Member Login icon. After successfully logging in, members can then make changes to their records through My Profile.

Benefits for Members Only

PRSA members are eligible to receive special rates on office supplies, teleconferencing services, car rentals and air freight, plus a members' credit card. PRSA also offers members insurance plans. For more information, visit www.prsa.org/Membership/benefits.

YOU CAN ALSO GET
NATIONAL NEWS
THROUGH PRSA'S MONTHLY
e-newsletter.

It's distributed to all PRSA members, and chapter leadership. If you aren't receiving the monthly e-mail and should be, e-mail Cedric L. Bess at cedric.bess@prsa.org.

**Win Prizes****in Member-Get-A-Member
Campaign**

Recruit a new member to RNMPRSA in September and October and you are eligible to win prizes including travel vouchers and other gifts. In addition, every member who recruits one or more new members will earn PRSA Dollars to be used towards PRSA National professional development programs, services, gift merchandise or publications. Every new member wins, too. They'll receive a \$65 PRSA voucher upon joining. Not valid for Associate or Retired membership. For details and an application, go to www.prsa.org/Membership/main/specialoffer.asp.

New APR Examination*Catching on Across the Country*

The Universal Accreditation Board (UAB) reports that members are responding enthusiastically to the new Examination for Accreditation in Public Relations. Here's what's happening across the country:

The UAB has received more than 50 applications since the Examination was launched in July. Candidates are already going through the Readiness Review process at several Chapters. Chapters are setting up orientation sessions and candidate prep sessions all over the country.

In addition, the UAB is working on an interactive, online candidate prep class for members who may not have access to Chapter preparation classes.

UAB members will lead an in-depth session for APR Chairs at the International Conference in the "Big Easy" (New Orleans) on Sunday, Oct. 26, to review all aspects of the new Examination, including a closer look at Readiness Review.

For more information, visit the UAB Web site at www.accreditationboard.org or contact Kathy Mulvihill at (212) 460-1436, or kathy.mulvihill@prsa.org.

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2004 National Board of Directors Slate Announced

PRSA's Nominating Committee recently met in Chicago and selected the slate of nominees for the 2004 Board of Directors. **Judith Turner Phair, APR**, Fellow PRSA, president of Maryland-based PhairAdvantage Communications, has been nominated as 2004 president-elect and will serve as president and CEO in 2005 if elected.

Joining Phair on the 2004 slate of nominees are public relations leaders from the university, health care, corporate and agency sectors, including:

- **Maria P. Russell, APR, Fellow PRSA**, professor and academic director, M.S. degree program in communications management, S.I. Newhouse School of Public Communications, Syracuse University, Syracuse, N.Y., as treasurer.
- **Rhoda E. Weiss, APR, Fellow PRSA**, president, Rhoda Weiss & Associates, Long Beach, Calif., as secretary.
- **Michael G. Chersonon, APR**, vice president, The Chersonon Group, Livingston, N.J., as a director.
- **Anthony W. D'Angelo, APR**, senior manager, communications, Carrier Corporation, Syracuse, N.Y., as a director.
- **Gary D. McCormick, APR**, program manager, SY Coleman, Knoxville, Tenn., as a director.
- **Sue Bohle, APR, Fellow PRSA**, president, The Bohle Company, Los Angeles, Calif., as a director.

SIX OTHER PR PROFESSIONALS were nominated to serve as delegates-at-large for the 2004 PRSA Assembly, including: **Les J. Goldberg, APR**, principal/owner, Les Goldberg Public Relations, Santa Ana, Calif.; **Rock H. Jenkins, APR**, assistant vice president - public affairs, State Farm Insurance Companies, Bloomington, Ill.; **Laura L. Link, APR**, president and strategist, Strategy LINK Public Relations, Jacksonville, Fla.; **Francis C. McDonald, APR**, assistant professor, Hampton University, Hampton, Va.; **Roy W. Reid, APR**, principal/vice president, Consensus Communications, Orlando, Fla.; **Susan E. Schumacher, APR**, principal, Schumacher Public Relations, Billerica, Mass.

The nominees will be elected in October at the Society's annual Assembly which precedes the PRSA CEO C. Del Galloway, APR, senior vice president, Husk Jennings, Jacksonville, Fla.

2003 College of Fellows Class Announced

PRSA's College of Fellows has elected 16 new members who will be inducted during the 2003 PRSA International Conference on Saturday, Oct. 25 in New Orleans. This will bring the number of members of the College of Fellows to 423, including NMPRSA members **Sam Giammo, APR**, director of public affairs for the University of New Mexico Health Sciences Center, Freg Morgan, retired, of Colorado Springs, Co. (see article regarding Morgan's recent Vista Award on page 1), and **Graham Sudbury**, retired, of Taos.

2003 INDUCTEES INCLUDE: **Fred Bagg, APR**, director of community relations, Saint Francis Hospital & Health Center; **Gail Baker, APR**, vice president, public relations, University of Florida; **Mary Deming Barber, APR**, president, The Barber Group; **Michael Furtney, APR**, principal, Killeen Furtney Group; **Gene Hall, APR**, director of information, Texas Farm Bureau; **Sandra Knoesel, APR**, deputy executive director, The State Teachers Retirement System of Ohio; **Devere Logan, APR**, president, D.E. Logan Public Relations; **Donald Miles, APR**, public affairs officer, U.S. Northern Command; **Elaine Nathanson, APR**, Tucson, AZ; **Mary Phelan, APR**, senior counselor, Patrick Davis & Associates; **Robert Ristino, APR**, principal, Ristino/Peters, Inc.; **Laurie Sherman, APR**, director, external relations, Washington Shakespeare Company; **Donna Stein, APR**, managing director, Brainerd Communicators, Inc.; **Joseph Trahan, III, APR**, media relations expert, Defense Information School; **J. Lindsey Wolf, APR**, manager, public affairs, City of San Jose; **Nancy Wood, APR**, owner/principal, Communications Consultants.

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

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LATEST NEWS.

Professional Education Opportunities

PRSA offers a variety of ways to sharpen your skills and stay ahead of the latest trends. You can view a complete list of upcoming offerings at www.prsa.org/Advancelmain.

TELESEMINARS

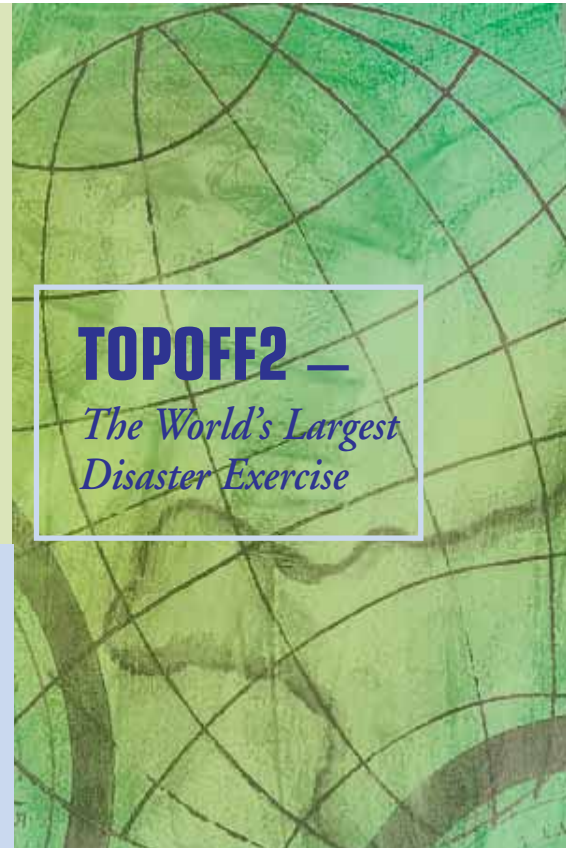
Preparing for the Unexpected: Crisis Communications Lessons for Hospital Public Relations Professionals from TOPOFF2 — The World’s Largest Disaster Exercise Sponsored by the Health Academy

Sept. 25, noon

The terrorist attacks on Sept. 11 stressed emergency response teams in ways we had never seen before on our own soil. Since then, the nation has braced itself for additional attacks, experienced anthrax scares, developed smallpox vaccination programs for medical personnel, heard frequently changing and conflicting government security alerts and felt anxiety waiting for “something” to happen. The Departments of Homeland Security and Justice with several federal agencies recently coordinated a weeklong, international disaster drill - TOPOFF2. In this session you will learn about TOPOFF2, the two years in the making \$16 million exercise and how Loyola prepared for it and other types of mass-casualty disasters. Stephen Davidow, director, Media Services, Loyola University Health System, will share lessons learned about communicating with internal and external publics, which you can apply to your communications plans.

Registration is \$85 for Health Academy members, \$125 for PRSA members and \$225 for nonmembers. For complete details, visit www.healthacademy.prsa.org or contact Heather O’Connor at (212) 460-1438 or heather.oconnor@prsa.org.

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TOPOFF2 —
*The World’s Largest
Disaster Exercise*

Building Community Relationships: Gaining and Maintaining Public Consent

Sept. 25, 11 a.m.

In today’s environment of public suspicion, gaining and maintaining public consent to operate, for most businesses and large organizations, has become an ongoing, top management concern. Community relationships are effectively maintained primarily through engagement with various publics and audiences within the community and your organization. This 90-minute program will outline the key elements that lead to gaining and maintaining public consent: the seven elements of highly effective community relations programs; community communication realities; how

to build community trust; core value sensitivity; messages that kill relationships; how to find out what your publics are concerned about; and 10 ways to lose trust and credibility. In addition, we’ll look at some interesting case examples and talk about how to develop a public influencing strategy—the five axioms of influence, the six realities of audience behavior and the negative power of defensive threats and excuses. For complete details, go to www.krm.com/prsa.

TIME FOR prssa news

By Johnyne Barraclough, UNM PRSSA President

UNM PRSSA members are excited to begin the new school year. In addition to programming and professional development opportunities for new members, the chapter is focused on making incoming students feel welcome and recruiting new members to the chapter. Some of items the UNM PRSSA Chapter is working on this semester include:

- UNM PRSSA was part of Welcome Back Days during the first week of the fall semester at the University of New Mexico. The organization had a booth with information on PRSSA and upcoming events.
- UNM PRSSA is working to raise enough money to send four officers to the annual PRSA International Conference in New Orleans in October. The Associated Students of the University of New Mexico has allotted PRSSA enough money to cover the hotel room cost. Money from upcoming fundraisers will cover the registration fee and travel. We are looking forward to attending the National Conference and representing the public relations students of New Mexico.
- UNM PRSSA is planning agency tours and guest speakers for members. Chapter Officers want to provide members with an opportunity to learn about the different opportunities available in public relations.
- UNM PRSSA has partnered with the American Cancer Society to develop the public relations plan for the Society's Fire & Ice Gala in November. We are excited to be working with such great organization and look forward to the upcoming assignment.
- UNM PRSSA looks forward to being part of the professional chapter's Fall Seminar in October. Increased membership means more public relations students at the event. It's our goal to bring as many students as possible.

UNM PRSSA also thanks Fredrick Bermudez from PNM for donating two tickets to UNM PRSSA students for the monthly luncheons. They are greatly appreciated.

Involvement Opportunity

If you're looking for a way to get more involved with NMPRSA, here's an option:

Lynn Melton needs volunteers to help with the Fall Seminar on Oct. 30. If you can help, call her at 272-3651, or e-mail her at lmelton@salud.unm.edu.

For other ways to get involved in NMPRSA's activities contact Jacquelyn Campo, chapter president, at 797-6199 or jacquelyn.campo@citigroup.com.



Welcome to NMPRSA

the following **NEW MEMBERS:**

- **Eric Paul**
PNM, Albuquerque
- **Jodi Garber-Simon**
New Mexico Credit Union League, Albuquerque
- **Richard Peterson**
Phelps Dodge Corporation, Hurley
- **Larry Gonzales Smith**
PNM, Albuquerque
- **Bernadette Bell**
Webster University, Albuquerque
- **Catherine Carlton**
PNM, Albuquerque
- **Jennifer Hon**
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- **Jeffrey Buell**
PNM, Albuquerque
- **Mary Ruiz**
PNM, Albuquerque
- **Sherri Mostaghni**
PNM, Albuquerque

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