

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

# LA PUERTA

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*Message from the President*

The theme of our chapter lately seems to be leadership. First of all, Lynn Melton and her fall seminar committee deserve a thank you from all of us. Lynn, Tania Armenta, Johnyne Barraclough, Teala Kail, Jennifer Riordan, Lisa Taute and Veronica Valencia, took care of every detail of the day-long seminar from developing topics and finding speakers, to arranging the logistics. Those who attended heard from a variety of local and national speakers about “Stepping Up” and becoming leaders in their organizations.

A great step toward developing that leadership position is becoming Accredited in Public Relations (APR). The new examination process is in place; you can learn more about it in this newsletter. If you will have at least five years of public relations experience in the spring and are interested in taking the APR exam, please contact me and I will sign you up for the upcoming prep course. Having the APR after your name is a mark of distinction, something you can be proud of.

As leaders in our community, it should be our responsibility and honor to share our expertise with others. That’s why we will hold our first half-day seminar for nonprofits in February. A rough draft of the day, as of now, includes topics such as media training, distinguishing your organization from other nonprofits with the media, and the basics of a crisis communication plan. Our target audience is nonprofits who do not have a public relations person on staff, executive directors, and board presidents. If you have ideas for the seminar, would like to present a topic, or would like to volunteer in any other way, please call me. I welcome your input.

Sincerely, *Jacquelyn Campo*  
 Jacquelyn Campo, APR  
 President, NMPRSA

**La Puerta: Electronic or Print?**

*Your Opinion Needed*

La Puerta was created in March 2002 as a way to keep NMPRSA members up-to-date on the latest member, chapter, district and national news, as well as highlight activities of the PRSSA UNM Chapter and promote professional development opportunities. For the past two years, Lovelace Sandia Health System and PNM have provided members with color copies of the newsletter, at no cost to NMPRSA.

The NMPRSA Board of Directors is exploring the possibility of providing La Puerta in an electronic format only, but they need your feedback. Please contact Karen Plyler at [Karen.plyler@lovelacesandia.com](mailto:Karen.plyler@lovelacesandia.com), or 262-3766, by January 30, 2004, and let her know what your thoughts are on this idea.

**2003 Professional Development Seminar**  
*a Success*

**NMPRSA welcomed more than 50 members and guests to the “STEPPING UP” professional development seminar on Thursday, Oct. 30.**

Keynote speaker Elizabeth A. Peci, APR, Strategic Business Planning and Communications Manager with Unisys S&T Supply Chain Operations, kicked off the day with the presentation “Invent Your Future.” It included a case study of her experience at Unisys, and Peci helped attendees brainstorm ways to increase their value within their organization by looking at “unconventional” types of research and communications tools.

Luncheon speaker Tom Curtis, Director of Research Communications with the University of Texas Medical Branch, shared how his department used a variety of tactics to win community support for what would become the first full-sized Biosafety Level 4 Laboratory, or BSL4, on a university campus in the Americas.

Other speakers included Alexis Kerschner, senior account executive with Rick Johnson & Company Public Relations, who helped junior-level practitioners envision their first campaign, and Sam Giammo, director of public affairs at the UNM Health Sciences Center, who gave those same practitioners advice on finding their first jobs.

Media Consultant and Author Mark Mathis showed senior practitioners how to train their clients to talk to the media and NMPRSA President Jacquelyn Campo and Chapter Delegate Chad Perry presented the ins and outs of the new APR exam.

Frederick Bermudez and Don Brown of PNM Corporate Communications wrapped up the day with a presentation of the public relations campaign PNM undertook in the aftermath of the April 2001 explosion in Santa Fe. The campaign was a 2003 NMPRSA Cumbre Awards gold winner.

Thanks to all of the sponsors of this year’s seminar, Southwest Airlines and the Hyatt Regency Albuquerque. NMPRSA members who worked to arrange the seminar were Tania Armenta, Jacquelyn Campo, Teala Kail, Lynn Melton, Jennifer Riordan, Lisa Taute and Veronica Valencia. PRSSA UNM Chapter member Johnyne Barraclough also helped plan the event.

If you have ideas for future professional development seminars, contact Lynn Melton at 348-0362, or [lmelton@hchorizons.com](mailto:lmelton@hchorizons.com).

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## NMPRSA Member News

### Greg Johnston Joins UNM Public Affairs

Greg Johnston has joined the UNM Public Affairs office as a senior public affairs representative. In his new role, he will work with the School of Engineering and the College of Education. Johnston has 20 years of experience in communications and media relations with health care, academic, corporate and non-profit organizations. You can reach him at [gregj@unm.edu](mailto:gregj@unm.edu).

### PNM Website Honored as Tops in Industry

PNM.com was recently recognized with an Outstanding Website Award from the Web Marketing Association. NMPRSA Member Eric Paul, PNM's web administrator, along with PNM information technology staff, developed, and maintain, the site. PNM's site was judged in the energy industry category, and was one of just two sites placed in the second tier of energy sites, just behind an Arizona utility that won the Best of Industry Award. The awards recognize sites for their design, innovation, content, technology, interactivity, navigation and ease of use.

### Compelling Cases Partners with Vocus

Compelling Cases, Inc., a Santa Fe-based customer case study firm, is now the case study partner for Vocus, Inc., a Maryland-based provider of online software for public relations and government relations. According to NMPRSA member Casey Hibbard, president of Compelling Cases, they will interview Vocus' customers and create success stories for use in the company's marketing, sales and PR efforts.

## Involvement Opportunity

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

Volunteers are needed to help plan NMPRSA's half-day seminar for non-profits, set for February. If you can help, contact Jacquelyn Campo, chapter president, at 797-6199, or [jacquelyn.campo@citigroup.com](mailto:jacquelyn.campo@citigroup.com).

## NMPRSA Upcoming Events

### SAVE THE DATE

Mark you calendar now for NMPRSA's January 2004 monthly lunch meeting, set for Thursday, Jan. 29. The meeting will be held at the Albuquerque Hilton, 1901 University Blvd. NE, and begins at 11:45 a.m. Details on the luncheon topic and speakers will be sent to all NMPRSA members via the listserv.

## PNM Launches MACC Line

PNM recently launched its Multi Agency Critical Communications (MACC) Line, which allows PNM and local emergency public information officers to simultaneously notify the media during power outages, fires, natural disasters and other emergency situations. Created by PNM telecommunications experts, the MACC Line allows users to simultaneously call eight local media outlets by dialing a single phone number. Special phones have been installed at PNM's expense in newsrooms at the Albuquerque Journal, the Albuquerque Tribune, the Associated Press, 770 KKO AM, and four Albuquerque television news stations. Each media outlet will pay the monthly bill for its dedicated MACC phone line.

The MACC Line was successfully tested on Thursday, Oct. 30. The very next morning Det. Jeff Arbogast of the Albuquerque Police Department used the system to notify local media that a car with a 6-month-old baby sleeping in the backseat had been stolen from a Northeast Heights driveway. Local television stations cut into regular programming to report the theft and the last known direction of the car. Fortunately, the car thief soon abandoned the vehicle in the parking lot of a nearby restaurant and baby was returned safely to its mother within 30 minutes of the theft. "The system works fantastic," said Det Arbogast. "The media sounds like they are really jazzed about the system."

The MACC Line is the brainchild of NMPRS member Frederick Bermudez, PNM's director of corporate communications, who had access to a similar system during his days as a police reporter for The Arizona Republic. "Being able to notify local media almost instantly during an emergency is something that can really improve public safety in our community. The MACC Line gives PNM an excellent opportunity to further its mission of being a good neighbor and I'm thrilled it's being put to good use," said Frederick.

## Corporate Writers Getting Their Reporter 'Fix

*NMPRS member Geer featured in article in Ragan newsletter*

Do former reporters – print or electronic – who leave that life to become "corporate communicators" or public relations officers feel a loss? Some do, and they describe that in the September 2003 issue of "Corporate Writer & Editor

But some former reporters explain in that article that if you miss reporter-style journalism while working in public relations, it could be because you're not doing your job as a communicator.

One of those quoted in the article is NMPRS member Rod Geer, of Sandia National Labs. Some of his comments:

"Increasingly a core part of the corporate communicator's job includes issues management and crisis communications. In order to be thoroughly prepared to manage issues, the corporate communicator needs to put on a reporter's hat...and the hat of a disgruntled employee. And corporate communicators...must know the issues causing angst for the reporter...and the employee. Next comes the opportunity...for the corporate communicator to ask senior management tough questions. Also, corporate communicators who write for company newspapers must remember the tenets of true journalism or they, their publication and the company they write about all will lose credibility. All that gives me my journalism fix."

You can subscribe to Corporate Writer and Editor at ([www.ragan.com/cwe](http://www.ragan.com/cwe)).

THE NEW **APR** PROCESS  
*"APR is a mark of distinction for public relations professionals who demonstrate their commitment to the profession and to its ethical practice, and who are selected based on broad knowledge, strategic perspective, and sound professional judgment."*

— UNIVERSAL ACCREDITATION BOARD

The new process for becoming Accredited in Public Relations (APR) is now in place. But, why have the changes been made? Chad Perry, NMPRS member and member of the Universal Accreditation Board, says, "The new examination more accurately reflects the work that public relations professionals do everyday and the process is far more convenient for candidates."

### SOME OF THE CHANGES INCLUDE:

- **Completing a readiness review panel.** Candidates must participate in Readiness Review Panel with three accredited chapter members before taking the exam. The coaching session helps the candidate determine his or her strengths and opportunities, as well as his or her readiness to take the exam. This Readiness Review replaces the old oral exam and includes a portfolio review; expect it to take about two hours.
- **Taking the examination online.** Once a candidate completes the Readiness Review Panel and is notified by PRSA National that he or she

is approved to take the exam, the candidate can take the exam at any time. Candidates now take the exam online at a designated computer lab. In Albuquerque, it's Sylvan Learning Center. The written portion of the exam is a multiple-choice question format and takes about three hours to complete. It will test what public relations professionals do in the 21st century, while maintaining the same high level of quality embodied in the previous examination. This new, enhanced Examination for Accreditation in Public Relations is credible and relevant to today's practitioner and employs current best practices in professional certification testing.

- **Receiving results much faster.** Candidates learn results much more quickly — approximately six weeks, rather than six months.

### WHAT'S NOT CHANGING:

- NMPRS will still offer a preparatory course in the early spring. It is strongly recommended that candidates participate in the course before they participate in their Readiness Review Panels.
- Candidates must still have five years of full-time public relations experience when they sit for the exam.
- The process remains strictly confidential.

**If you are interested in taking the exam, please contact Jacquelyn Campo at [jacquelyn.campo@citigroup.com](mailto:jacquelyn.campo@citigroup.com) or 797-6199. The preparatory class will be held in March. Candidates will have a say in when the classes will be offered, so be sure to sign up soon.**

## PRSA 2003 Assembly Adopts Five Bylaw Revisions

### Assembly Delegate Representation Bylaw Amendment Voted Down

PRSA approved five revisions to its governing bylaws during its annual Assembly in New Orleans on Oct. 25. The Assembly preceded the 2003 PRSA International Conference.

In total, 257 PRSA Assembly Delegates representing 100 Chapters, 16 Sections and 10 Districts, including three delegates-at-large, the Canadian delegate-at-large and a representative from the College of Fellows and the Public Relations Student Society of America (PRSSA), voted on the revisions, which required a two-thirds majority for passage.

The bylaw amendment causing the most intense debate was the removal of the Accreditation requirement for Assembly delegates. The proposed amendment was referred back to the 2003 PRSA Board of Directors for review by the 2002 Assembly. The amendment was voted down by a vote of 64 percent in favor and 36 percent against, two percent shy of the necessary two-thirds majority.

Additional bylaw amendments addressed issues relating to national initiation fees and dues, District Nominating Committee representation, the PRSA Member Code of Ethics and the Universal Accreditation Board.

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 Cedric L. Bess at [cedric.bess@prsa.org](mailto:cedric.bess@prsa.org).*

## PRSA Elects 2004 Board:

PRSA announced the election of 12 new officers and directors for its 2004 Board of Directors on Oct. 25 during its annual Assembly in New Orleans, held prior to the 2003 International Conference.

*Reed Bolton Byrum, APR, PRSA president & CEO, announced the new volunteer officers:*

**2004 president and CEO** is **C. Del Galloway, APR**, partner, Husk Jennings Galloway + Robinson, Jacksonville, Fla.; **Judith Turner Phair, APR, Fellow PRSA**, president, PhairAdvantage Communications, Laurel, Md., will serve as **president-elect** in 2004; **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., will serve as **treasurer**; and Current director-at-large **Rhoda E. Weiss, APR, Fellow PRSA**, president, Rhoda Weiss & Associates, Long Beach, Calif., will serve as **secretary**.

**Elected to serve three-year terms as a director are:** **Michael G. Cherson, APR**, vice president, The Cherson Group, Livingston, N.J.; **Anthony W. D'Angelo, APR**, senior manager, communications, Carrier Corporation, Syracuse, N.Y.; **Sue Bohle, APR, Fellow PRSA**, president, The Bohle Company, Los Angeles, Calif.; and **Rosanna Fiske, APR.**, principal and managing partner, Communiqué Group, Coral Gables, Fla. Fiske was elected after successfully running from the floor as a candidate by petition.

**The six newly elected volunteers** will join 2004 President & CEO Del Galloway, APR, and the eight directors who remain on the Board in 2004, including **Cathryn Gibbs Harris, APR, Fellow PRSA**; **Jeffrey Julin, APR**; **Steven Lubetkin, APR, Fellow PRSA**; **Debbie Mason, APR**; **James McCall, APR**; **Cheryl Procter-Rogers, APR, Fellow PRSA**; **Sherry Treco-Jones, APR, Fellow PRSA**; and **Tom Vitelli, APR, Fellow PRSA**.

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Board

# PRSA

## Southwest District News

### Southwest District Makes Impressive Showing at International Conference



*NMPRSA members Karen Plyler, APR, Anne Monson, APR, Susan Wilson, and Chad Perry, APR, at the 2003 PRSA International Conference Closing Night Party at the New Orleans Hilton Riverside. The 2004 International Conference will be held Oct. 23 through 26 in New York City, and the Closing Night Party reflected the New York theme.*

The Southwest District PRSA reception, held Oct. 27 at the PRSA International Conference in New Orleans, gave members from throughout the district a great opportunity to network.

According to Chad Perry, NMPRSA member and newly-elected president of the Southwest District, PRSA National was “surprised by the Southwest District’s generosity this year.” Because the International Conference was held in the Southwest District, the District board chose to sponsor the conference instead of holding a District conference.

The District set an International conference attendance goal of 10 percent of District membership – or 200 members. “The goal was almost met. We had 199 district members attend the conference,” said Chad. “The chairs of the International Conference informed me that the Southwest District set precedence by sponsoring the conference, as well as setting an attendance goal. Look for other districts to have a little pressure put on them if the conference is held in their back yard.” Eight NMPRSA members attended the Conference.

### District Board Elected in New Orleans

*At the Southwest District board meeting, held in New Orleans on Oct. 26, the following people were elected to office for the 2004 term:*

- Chair - Chad Perry, APR (New Mexico)
- Chair-elect - Kim Spears, APR (Greater Fort Worth)
- Treasurer - Karen Halvorson, APR (Oklahoma City)
- Secretary - Michele Glaze, APR (Austin)
- National Nominating Committee - Carol Cassil, APR (Arkansas)
- Alternate for National Nominating Committee - Blake Lewis, APR (Dallas)
- District Nominating Committee chair - Elise Mitchell, APR (NW Arkansas)

According to Chad Perry, the board will develop and implement a strategic plan for the district during 2004, and will expand the district listserv and electronic newsletter.

### MARK YOUR CALENDAR FOR 2004 DISTRICT CONFERENCE

The Dallas and Fort Worth chapters are teaming up to host the 2004 Southwest District professional development conference, set for March 25 and 26 in Arlington, Texas. NMPRSA members will receive more information about the event as details are finalized.

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

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VISIT OUR  
WEB SITE AT

[www.nmprsa.com](http://www.nmprsa.com)

FOR ALL THE  
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](http://www.prsa.org).

## TELESEMINARS

### Measuring the Power of Reputation

Thursday, Jan. 15, 2004, 1 to 2 p.m. MST

Today, a good reputation is a competitive necessity. It helps you attract and keep the best talent, affects your bottom line and can influence shareholder value. This teleseminar addresses the best way to assess a company's reputational strengths and weaknesses.

The relevance of measuring corporate reputation as a vital strategic tool for managing positive growth will be demonstrated using the Media Reputation Index (MRi) a tool that provides detailed information about the performance of America's 100 largest companies.

#### YOU'LL LEARN:

- Which companies climbed the reputation index in 2003 vs. which ones fell
- What stories were key influencers
- Which best practices can be adopted to change media and public perceptions
- How increased market share impacts news coverage
- How companies can rebound from an onslaught of negative coverage

**SPEAKERS:** Mark Weiner, chief executive officer, Delahaye Medialink Worldwide, an international firm that provides a variety of media analysis, and survey research services tailored to meet the special requirements of professional communicators around the globe.

**COST:** \$150 – PRSA Member  
\$250 – Non-member

**HOW TO JOIN THE CALL:** Register by Jan. 8. Only one registration per site is required. Your registration entitles you to one telephone connection to the seminar. Visit the Professional Development section of [www.prsa.org](http://www.prsa.org) for a registration form, or call Palisades Convention Management at (800) 350-0111.

### Kick It Up a Notch: Techniques for Enhancing the Speeches and Presentations of Your Executives

Thursday, Jan. 22, 2004, 1 to 2 p.m. MST

Help your CEO and senior executives take their presentations from average to outstanding. Join executive coaches as they reveal the secrets for effectively connecting with audiences, promoting ideas and improving the overall delivery skills of your speakers. This teleseminar gives you useful tools and techniques, helpful for any presentation, including your own.

From keynote speeches to internal meetings, help your executives learn to:

- Determine the goal of a presentation and outline a strategy for getting there
- Manage difficult audiences through body language, strategically placed verbal cues and transitional phrases

Incorporate interactivity into presentations, why it can be useful and how to do it effectively

Identify presence builders and breakers to improve influence and credibility

**SPEAKERS:** Karlyn Lothery, training manager, The Communication Center/Susan Peterson Productions Inc.; and Jeff Strei, trainer, The Communication Center/Susan Peterson Productions Inc.

**COST:** \$150 – PRSA Members  
\$250 – Non-member

**HOW TO JOIN THE CALL:** Registration deadline is Jan. 21 at 1 p.m. MST. Only one registration per site is required. Your registration entitles you to one telephone connection. Visit the Professional Development section of [www.prsa.org](http://www.prsa.org) for a registration form, or call Palisades Convention Management at (800) 350-0111.

### Demystifying Corporate Culture: Bottom Line Impacts of an Aligned Corporate Culture

Wednesday, Jan. 28, 2004, Noon to 1 p.m. MST

Sponsored by the Corporate Professional Interest Section

For today's organizations living through corporate culture change as a result of a mergers and acquisition, reorganization or relocation, downsizing or layoff, or a shift in priorities due to a leadership change is becoming standard operating procedure. Employees find themselves surrounded by mixed messages of their own importance to an organization as a direct result of these "strategic" business decisions. These mixed messages then carry themselves to the outside and impact how an organization is received and supported by its external audiences including customers and shareholders. Many public relations and corporate communication staffs desire the ability to incorporate into their day-to-day environment ways to truly assess barriers to culture change and measure the behavioral outcomes of a corporate culture program.

#### YOU'LL LEARN:

- How to distinguish potential barriers to culture change by asking the right questions
- Ways to identify barriers and opportunities for alignment using a culture assessment program
- Two specific employee-based programs to shift the culture from talk to the walk
- Steps to move the organization forward by spotlighting and rewarding behavior change
- Participants will understand how to measure their own short and long term successes of a culture change program by identifying bottom line benefits such as employee retention, employee motivation and increased productivity.

**SPEAKERS:** Patrick McGee, APR, Fellow PRSA, senior counsel, McGee Consulting Group, Manchester, NH; Robin Schell, APR, senior counsel, Jackson, Jackson & Wagner, Amesbury, MA; Gail Winslow-Pine, APR, senior counsel, Gail Winslow-Pine Public Relations, Brentwood, NH

**COST:** \$85 – PRSA Corporate Section Members

\$125 – PRSA Member  
\$225 – Non-member

**HOW TO JOIN THE CALL:** Register by Jan. 21. Only one registration per site is required. Your registration entitles you to one telephone connection to the seminar. Visit the Professional Development section of [www.prsa.org](http://www.prsa.org) for a registration form, or call Heather O'Connor at (212) 460-1438 or [heather.oconnor@prsa.org](mailto:heather.oconnor@prsa.org).

### Getting to the Table: How to Develop the Mind of a Strategist

Thursday, Jan. 29, 2004, 11 a.m. to 12:30 p.m. MST

Strategy and being strategic are among the most mysterious concepts in management, especially from a staff point-of-view. The goal of this program is helping you decode the mystery and focus on the powerful, motivational, and personal value of being a strategic player. Jim Lukaszewski will help you look inside yourself to see what you have to accomplish to become an effective strategist and, perhaps, how much of a strategist you may already be. You will learn the seven attributes of a strategist, and the behaviors and attitudes that attract management attention and get you invited earlier in to the decision-making process.

#### This program will answer several important questions:

- How do you get to the table?
- What does it mean to have real influence?
- If you do get to the table, what do you do?
- What issues and questions will be discussed?
- What is strategy?
- How do you judge if an idea or concept is truly strategic?
- How do you know if you are being strategic?
- How do you stay at the table once you get there?

**SPEAKER:** James E. Lukaszewski, ABC, APR, Fellow PRSA

**COST:** \$250 – PRSA Member  
\$275 – Non-member

(If you register by Jan. 21, you'll receive a \$25 discount)

**HOW TO JOIN THE CALL:** Register online at [www.prsa.org](http://www.prsa.org), or call (800) 775-7654.

## TIME FOR prssa news

By Johnyne Barraclough, UNM PRSSA President

### UNM Chapter Joins Bateman Competition

The PRSSA UNM Chapter is participating in the annual National PRSSA Bateman Competition. Three PRSSA UNM Chapter teams will submit case studies to Ford Motor Credit Company at the end of March.

The Bateman Competition was established by PRSA in 1973 to allow members of PRSSA an opportunity to exercise the analytical skills and mature judgment required for public relations problem solving. This year's Bateman case study will focus on developing an educational program on the concept of credit for high school seniors and college students.

Three finalists will be invited to give their presentation to a group of Ford Motor Credit Company representatives and PRSA judges in Detroit in May. The teams will be recognized at the 2004 PRSSA National Conference Awards Dinner in New York City next October. You can find out more about the competition at [www.prssa.org](http://www.prssa.org).

### UNM Chapter Member Graduates Cum Laude

John Serafin Weisgerber, PRSSA UNM Chapter member, graduated cum laude in Dec. 2003 from the University of New Mexico, with a bachelor's degree in Journalism and Mass Communication with an emphasis in Public Relations, and a minor in Computer Science.

#### **A few of his experiences and accomplishments as a college student include:**

As an intern, served as PR team lead for AAA New Mexico's 2003 Car Care Month campaign.

Assisted ESPN2 in the nationally televised broadcast of the UNM vs. Colorado State football game on Nov. 7, 2003.

Assisted as illustrator for a book by Dr. Dirk Gibson, associate professor, University of New Mexico, called "Clues from Killers."

Served as vice president of the UNM Chapter of the Public Relations Student Society of America in 2002-2003.

Co-authored and was profiled in Public Relations Quarterly article, Spring 2002.

Inducted into Golden Key National Honor Society 1999.

John would like to find an entry or mid-level position in Albuquerque. "I've made Albuquerque my home since getting out of the Air Force and starting school. I believe I can make a positive impact and I am open-minded," said John. "Besides, there are some PR practitioners here I'd like to learn a thing or two from."

### Student Firm Welcomes New Client

The PRSSA UNM Chapter student firm, A+, recently welcomed a new client, the African American Museum and Cultural Center of New Mexico (AAMCCNM). AAMCCNM is a nonprofit organization dedicated to the progression and awareness of the African American community. According to Javier Guzman, PRSSA member, A+ will develop a campaign to help align AAMCCNM's goals with community needs.

### *PRSSA Membership Numbers UP*

The PRSSA UNM Chapter welcomed 22 new members in fall 2003, bringing their total membership to 33. For more information on PRSSA membership, contact Johnyne Barraclough at 463-5881.



## Welcome to NMPRSA

the following *NEW MEMBERS*:

- **Elizabeth Slown**  
US Fish & Wildlife Service  
Albuquerque
- **Michelle Waller**  
Hyatt Regency Tamaya Resort & Spa  
Santa Ana Pueblo
- **Karl Hill**  
New Mexico State University  
Las Cruces
- **Luke Frank**  
University of New Mexico Health Sciences Center  
Albuquerque
- **Cynthia Stoy**  
St. Vincent Hospital  
Santa Fe

### *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](http://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.*

VISIT OUR WEB SITE AT

*www.nmprsa.com*



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