



## 2007 PRAM Mississippi Beach Officers

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## Mobile's Deborah Geiger, APR, to speak in March

### *Looking for an Edge? Try adding three initials after your name: APR*

Accountants have their CPA. Architects have their AIA. Formal credentialing processes exist throughout the medical, real estate, financial and other industries. As a public relations professional, you have the opportunity to sharpen your skills and distinguish yourself by achieving the Accreditation in Public Relations (APR) credential.

Find out more about accreditation at PRAM's March meeting from PR pro Deborah Geiger, APR, who earned her APR in 2005. The meeting will begin at noon on Monday, March 12, at The Blow Fly Inn in Gulfport.

Geiger is the communications director at White-Spinner Construction, one of the country's top 400 general contractors. She is involved in corporate employee communications, marketing, crisis media communications and public relations for the Mobile-based company.

With more than 15 years experience in public relations and marketing, Geiger has worked in non-profit public relations, marketing, and investor relations for various public and private companies in Colorado

Springs, New York City, and since 2001, in Mobile. She has experience in crisis media relations, managing corporate visibility at trade shows such as Internet World and Comdex and presenting to the public, national media and prominent New York investment banks.

Prior to joining White-Spinner last year, Geiger worked as the public relations director for the Mobile Area Chamber of Commerce and Pixallure Design. She is currently a board member for the American Red Cross Blood Services of the Alabama and Central Gulf Coast Region and president-elect for the state board of the Public Relations Council of Alabama and a board member for the Southern Public Relations Federation.

SPRF is one of 10 organizations participating in the Universal Accreditation Board, which oversees the Accreditation in Public Relations program. Membership in a participating organization is required for any PR professional wanting to earn the internationally recognized APR credential, and PRAM members are eligible through SPRF.

If you're interested in joining the ranks of APR-credentialled public relations professionals, contact Kristie Aylett, APR at 826-5650 or by e-mail at [ka@kardconsulting.com](mailto:ka@kardconsulting.com).

## President's Letter

Dear PRAM Mississippi Beach,

It is with great pleasure that I send out the first edition of ImPReSSions for 2007. On behalf of the board of directors I would like to thank members Judy Day Isbell and Charmaine Williams from USM for agreeing to put together the newsletter for us to enjoy. It is my hope that you will find the information contained in ImPReSSions informative and educational.



Our next chapter meeting is scheduled for Monday, March 12, 2007 at the Blow Fly Inn in Gulfport, 12:00 noon. Our guest speaker will be Debra Geiger, APR. Those three letters attached to Debra's name have real meaning in the public relations field. I hope that you will make every effort to attend and hear about how you to can become accredited in the field of public relations.

I am also pleased to announce that our Webmaster, Jerry Taranto, has made final arrangements for a new and improved PRAM MS Beach web site that will be launched soon. Finally, don't forget that our membership drive continues and we always welcome your guests to our monthly meetings.

Yours in PRAM,

Ron Barnes

# PRAM Board Minutes from February 12 Meeting

- Board agreed that minutes will be recorded and reviewed via e-mail rather than at subsequent meeting
- Keith will send reminder e-mail to non-paid PRAM members and will update board at next meeting
- Keith was given P.O. Box key from Jim and will check box regularly
- Melissa received speaker gifts (Keith paid bill on 2-14-07)
- Melissa – March speaker will be Debra Geiger from Mobile discussing benefits of becoming Accredited in Public Relations; April – Robert Morris
- Board agreed that Melissa will promote the next month's speaker at each PRAM meeting
- Jerry via Ron – PRAM MS Beach will have AGJ Systems create the new chapter web site and webmaster will update.
- Keith sent \$35.00 refund check to DesignSouth (former web designer) for domain renewal refund on 2-14-07
- Kristie will write press release about new officers of PRAM MS Beach; picture was taken by Melissa and will accompany release.
- Ron will inquire to Tom about receiving template for ImPReSSions chapter newsletter. Ron sent e-mail to board members on 2-16-07 confirming that Judy Isbell and Charmaine Williams will be the new newsletter designers.
- Jim- Membership Drive – Jim will continue to spread word about membership drive.
- Hannah – Will contact libraries to see if they could use donated books for a possible PRAM sponsored book drive.
- Hannah will get list from Jerry about whom to send letters for deployed military card signing.
- Jim mentioned about possibly participating in Red Dot Drive
- Board agreed PRAM needs to get more press about its community service.
- Ron via Lynn – USM and Tulane would like to have scholarship plaques to display. Board discussed having scholarship chair responsibility to have winners names engraved on plaque yearly.
- Kristie – Endorsing 15-year PR practitioner Debra Geiger to speak to membership next month about benefits of becoming accredited. Kristie would like to have the chapter's APR members sit at different tables for the meeting encouraging those at the table to become accredited.
- Ron mentioned maybe having some handouts telling the benefits of becoming accredited in PR
- Kristie said about 15 people attended teleseminar and some mentioned via survey that they would be interested in paying for a similar seminar.
- Ron raised the question of if we should/could have a similar teleseminar/webinar as a program after a meeting? Should a fee be charged or should it be sponsored by the chapter?
- Kristie mentioned that a recording could be purchased and played at the convenience of the membership
- Ron discussed whom should be nominated for the Rex Kelly Professional Achievement award; told board members to send him suggestions.
- Ron said Great Southern Club should be ready by April.
- Kurt agreed to serve as MS Beach PRAM State Chapter representative

Minutes taken by Keith Guillot, PRAM Beach Chapter Secretary 2007