

# PRAM

MISSISSIPPI BEACH

—Established 1993—

[prambeach.org](http://prambeach.org)

# ImpReSSions

September 2008

Mississippi Beach Chapter  
Public Relations Association of Mississippi

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## Erin Moseley of Oak Crest Mansion Inn to Speak on September 8

As a successful young professional, with a multifaceted career in the defense industry, Erin Moseley has certainly faced her share of challenges. From her early position as Staff Vice President at General Dynamics to the present owner of Oak Crest Mansion Inn, Erin has just completed one of her biggest accomplishments!

The multi-million dollar transformation, one that takes years at the hands of skilled artisans and craftsmen, has been completed in a mere seven months. The majestic estate is in the final stages of becoming a renewed coast treasure.

What has resulted is an elegant 10,000 sq ft. antebellum mansion located on twelve tranquil acres in northern Pass Christian.



## From the Treasurer...

At the August board meeting, your board voted to reduce chapter dues for the remainder of 2008 for new members. The pro-rated dues are \$30 (regular \$60) for any new member who joins the Mississippi Beach Chapter of PRAM between now and December 31, 2008. New members who join at this reduced rate for the rest of 2008 will be subject to standard dues renewal in January 2009.

Please use our pro-rated dues as encouragement to any colleagues you know who may just want to try out PRAM to see what we're all about!

With a fully integrated conference room and meeting space, she can now host seminars and business functions of all types.

Erin is excited to be hosting this year's annual "Chefs of the Coast". Along with weddings, receptions and other social events, Oak Crest



Mansion Inn (circa 1920) provides countryside relaxation plus all the excitement of the Mississippi Gulf Coast.

Please join us on Monday, Sept. 8, at the Great Southern Club to welcome Erin and learn more about the Oak Crest Mansion Inn.



## Next PRAM Meeting

12 noon

Monday, September 8

Sunset Room

Great Southern Club

(15th floor, Hancock Plaza,  
Downtown Gulfport)

## President's Letter

Dear PRAM members,

Praying for the best; Preparing for the worst. It's not a meaningless cliché; it's a Gregorian chant being repeated on the airways and under our breaths all along the Coast.

As I write this, all eyes are on hurricanes Gus and Hanna as they churn off shore. Local PRAM members are putting their emergency plans into action and deciding their next steps based on the forecast and the clock.

By the time we meet Sept. 8, I hope that we will all be breathing a sigh of relief and resuming business as normal. Our speaker will be Erin Moseley, a newcomer to the area who shares our optimism that the future looks bright for the Coast. She's opened Oak Crest Mansion Inn in Pass Christian and is turning the antebellum home into a destination in and of itself.

With the frenzy of preparations, the festivities of last month's celebratory meeting have become a pleasant but distant memory. SPRF President Sabrina McLaughlin, APR, and PRAM President Jarrod Ravencraft joined us to celebrate our chapter's 15th anniversary. Everyone who attended took home a great present – a metal card case and keychain set with the PRAM logo on them. If you weren't there to pick yours up, we'll have more at our September meeting, just in case. If you need it mailed, please send me an e-mail and we'll get yours to you.

I hope to see you at our Sept. 8 meeting and our Sept. 19 Lunch 'n Learn seminar on measuring media outcomes. May the next few days bring peace to our minds and stillness to the waters off our shore.

Yours in PRAM,  
Kristie Aylett, APR



## Fall School Supplies Drive to Fill Students' Backpacks

About 20 members of our Mississippi Beach Chapter participated in our Summer Pocket Flag Project. Many of you had fellow employees or family members join in on the folding of the flags. All 300 miniature flags have been folded and packaged with a special note for our troops. As soon as information is received on what unit to ship the flags to, they will be sent off. Keesler Air Force Base has also been contacted to see if there may be a local military unit who has either shipped out or is preparing to ship out and would like to receive the pocket-size flags.

In September and October, we will be collecting school supplies for students in grades K-5 who attend Pass Road Elementary, Central Elementary and Gaston Point Elementary Schools in Gulfport. According to Dr. Jane Stanley, director of the Nourishing Place in Gulfport, a non-profit organization

that assists low-income, at-risk children and families, about 97 percent of the children enrolled in these schools are free-lunch qualified.

Members are asked to please bring in a donation of school supplies for students in grades K-5 to our September 8 and October 6 PRAM meetings. The list of needed supplies includes such items as: #2 pencils, crayons, white school glue, glue sticks, spiral bound notebooks wide-ruled, notebook paper wide-ruled, kindergarten writing tablets and book bags. Also needed are \$10 and \$15 Wal-Mart and K-Mart gift cards, to provide to mothers with children in special education classes who sometimes need to purchase special items not on the basic supply list.

If you have any questions about this or other upcoming service projects, please e-mail Lauren at [lauren.thompson@dmr.ms.gov](mailto:lauren.thompson@dmr.ms.gov).

## Learn How to Demonstrate PR Success at Lunch 'n Learn Sept. 19

The next in our series of Lunch 'n Learn teleseminars will feature a panel of research gurus discussing how to connect media coverage with business results. Angela Jeffrey, APR, vice president, Editorial Research at VMS; David Kistle, senior vice president at Padilla Speer Beardsley; and David Rockland, Ph.D., partner and global director of research/chairman at Ketchum will speak on "ROI and Proof-of-Performance Metrics That Demonstrate Success."

Citing several IPR Commission on Public Relations Measurement and Evaluation white papers, this research-based session takes a laser-sharp approach to generating proof-of-performance and ROI metrics connecting media relations

with business results through specific formulas, case studies and "how-to's."

The seminar will be held from 11:30 a.m. to 1:30 p.m. on Friday, Sept. 19. This session was originally scheduled for Sept. 26 so be sure to change the date on your calendar.

The Lunch 'n Learn seminars are provided free of charge to PRAM members and Tulane students. The fee for non-members is \$5.00. Participants are welcome to bring a lunch to the seminar. Tulane University's School of Continuing Studies is co-sponsoring the series, and all sessions take place at its Biloxi campus located in Edgewater Mall.

## Don't Sit the Bench for the PRCA Conference!

*Have you made your hotel reservations?*

Time is running out to make your room reservations at the reduced conference rate of \$129 at the Renaissance Montgomery. The last day for this special rate is Sept. 1.

After this date, the rate will go up CONSIDERABLY! Log on to [www.prcaonline.com](http://www.prcaonline.com) today, and reserve your hotel room online.

If you have comments or questions, please e-mail the Conference Committee at [conf08@prcaonline.com](mailto:conf08@prcaonline.com).