



ImPRessions

FEBRUARY 2009

Mississippi Beach Chapter
Public Relations Association of Mississippi

2009 PRAM MS Beach Board Members

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April Lollar, APR, Accreditation Chair,
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Coast Electric Power Association

FEBRUARY SPEAKER

Our speakers for February will be from Home of Grace--- John Harry, Development Officer, and Shellene Barton, Associate Director. Home of Grace is a recognized leader in providing drug and alcohol recovery. Located on the Mississippi Gulf Coast, Home of Grace has offered a strong faith-based program to those struggling for addiction for over 43 years.

FEBRUARY FOOD DRIVE

Please remember to bring your donation of non-perishable food items to PRAM's February meeting as the chapter concludes its two-month effort to support the Hancock County Food Pantry.

Appropriate donation items include:

- Canned meat products
- Beans, rice, pasta and other dried foods
- Canned fruit and vegetables
- Any non-perishable food item
- Cash gifts to purchase additional food items

Thanks to local donations and volunteers from Pennsylvania's Bucks and Montgomery Counties, the food pantry is located in a new facility on Hwy. 603. Its shelves now need to be stocked to provide food to the growing number of area residents who are struggling to feed their families.

The food drive is the chapter's first community service project of 2009. If you have suggestions for future projects, please call Leah Snyder at 228-806-9481 or via email to eastbeach@cableone.net.

Next PRAM Meeting

12 Noon on Tuesday, February 17
Great Southern Club Sunset Room
(15th floor, Hancock Plaza,
Downtown Gulfport)

PRESIDENT'S MESSAGE



Dear PRAM MS Beach,

I am very excited about the attendance at our January meeting. We had over 50 members and guests attend the meeting last month to hear about the *SunHerald's* partnership with WDSU. What a positive to start off the new year! Plus, we pinned our newest APR, April Lollar, which brought our organization to 11 APR's. That makes us by percentage the chapter with the most accredited members in the state. Congratulations!

As we renew our membership in PRAM this year, it is very important that each of you take a few minutes to update your profiles on the SPRF directory. Log in with your email address and default password "sprf" to begin the updating process. As a member of SPRF, you are part of this directory along with 1,300 other PR professionals. I encourage you to make updates to your profile as needed.

And, if you are not LinkedIn with SPRF, you should do that as well. LinkedIn is the Web's largest business networking site that connects you to people with similar interests and goals. SPRF members can be introduced to other public relations professionals, search for jobs and seek expert advice from peers. The link for our group is <http://www.linkedin.com/groups?gid=140805>.

Information was sent out last week regarding the PRism Awards. I encourage all of you to read over the information and consider submitting an entry. PRAM MS Beach always has great representation and we want to continue that tradition this year. The deadline for entries is Friday, Feb. 27 and the awards will be presented during the Awards' Day Luncheon in Jackson on April 17. Remember, your dues must be paid for 2009 in order to enter the competition as it is only open to PRAM members.

And finally, please participate in our January/February community service project which supports the Hancock County Food Pantry. The pantry recently opened their new facility on Highway 603 and can use our support as they settle in their new location. Our Community Service Chair Leah Snyder will distribute the items to them at the end of this month.

I hope to see each of you at our next chapter meeting on Tuesday, Feb. 17. Keep in mind the date change due to the Chamber's Annual Meeting falling on our regularly scheduled meeting date. I look forward to seeing you and your guests at the meeting.

Yours in PRAM,
Melissa Bryant

PRAM Annual Dues Reminder

Invoices for annual PRAM dues were e-mailed in January and February. Please remember the deadline for discounted lunches is at the meeting on February 17. You can either pay your chapter dues of \$60 or pay for 11 months of discounted lunch meetings plus dues for a total of \$225. The regular monthly cost of lunch meetings is \$17, but the one-time discounted offer is \$15 per meal.

Please be advised that your annual dues must be current in order to submit Prism award entries for PRAM. The deadline for Prism award entries is February 27.

All PRAM members are welcome to submit news to *Impressions*.
Please email **John McCollins** at johnmc@fapdm.com two weeks prior to our monthly meeting.

The PRAM PRism Awards is Calling Your Name!

Tap your feet to the rhythm of victory at this year's PRism Awards in the City with Soul! It's time gather work that's complete, fill out an entry sheet and send it down the street to Kelly Scrivner. Your work from January 1, 2008 through December 31, 2008 is eligible for the competition. The deadline for entry submissions is **5 p.m., Friday, Feb. 27, 2009**.

To enter, or to learn how to enter, visit www.pramprisms.org. The tutorial posted on the Web site gives step-by-step instructions on how to enter. Please remember to put as much information as possible when completing your online submission. The more information the judges have, the more effectively they can judge the quality of the entry, from the public relations process to final product and results. There is still a binder component to the submission, so please be prepared to submit that also.

The cost for each entry is \$45 per entry for one or two entries and \$40 per entry if you enter three or more. You have the option of paying with a credit card through PayPal or mailing a check to the State PRAM Treasurer, Keith Guillot. His contact information is posted on the Web site.

For more information on the PRism Awards, contact Kelly Scrivner, Vice-President—Awards, 601-573-6720 or pramprisms@gmail.com.

You work hard. You deserve recognition. Visit www.pramprisms.org and enter today!

Know someone who should join PRAM?

Advantages of joining PRAM include:

- As a PRAM member you are automatically a member of the Public Relations Federation (SPRF) – a network of public relations professionals covering Alabama, Mississippi, Louisiana and the Emerald Coast of Florida.
- PRAM and SPRF sponsor annual workshops/conferences and other special learning and social occasions.
- PRAM conducts the Prism Awards and SPRF conducts the annual Lantern Awards, recognizing public relations expertise among its members.
- PRAM sponsors study programs for Accreditation via the Universal Accreditation Board.
- PRAM fosters greater knowledge of the Public Relations field.
- PRAM supports the principles and public relations codes of ethics.

Access to the SPRF directory of members, consisting of approximately 1,200 public relations professionals in the Gulf South.

Meet Your Board Members

Part 2 of 3



Julie Bosley

is the director of business development at Garden Park Medical Center where she has worked since October 1989. Julie currently serves on the board of the American Heart Association, Goodwill, and St. Stanislaus Booster Club and has been involved in a number of other organizations over the years. A graduate of the University of Southern Mississippi, Julie resides in Waveland with her husband and three children.

April Jordan

April Jordan is the public relations coordinator at Beau Rivage Resort & Casino. In this position she conducts media relations and supports all advertising and marketing efforts within the company. April is the current PRAM Mississippi Beach Membership Chair and served as the Publicity Chair for the organization last year. April is married to Chris Jordan and lives in Ocean Springs, where she is the proud parent of two miniature dachshunds, Snickers and Biscotti.



Kristie Aylett

Kristie is a public relations and marketing consultant with more than 18 years of experience. Through her firm, The KARD Group, she provides strategic communications counsel and public relations services to a diverse client base across the United States. She also teaches PR courses at the Biloxi campus of Tulane University. She served as the 2008 president of the MS Beach chapter.

Keith Guillott

Keith has been the Marketing Coordinator of Eley Guild Hardy Architects since 2004. With offices in Biloxi and Jackson, Eley Guild Hardy is one of the largest architecture and interior design firms in the state. Keith handles all of the firm's publicity, sponsorships and advertising and also designs all of the graphics for EGH's ads, website, presentations, brochures and internal communication efforts. Other duties include working with the production staff to submit Response to Request for Qualifications for government design projects. Keith is a graduate from Mississippi State University with a degree in Communication (emphasis in Public Relations and Journalism), and is currently pursuing his Masters in Business Administration from The University of Southern Mississippi Gulf Coast Campus.

