



ImPRessions

APRIL 2009

Mississippi Beach Chapter
Public Relations Association of Mississippi

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APRIL SPEAKER

Mark C. Romig, APR, Vice-President, Marketing and Public Relations of HCA Inc. – Delta Division will be speaking on "Public Relations - From Katrina to Gustav. Lessons Learned".

A native New Orleanian, Mark joined HCA-Delta Division in 2008. HCA is one of the nation's largest healthcare providers, operating hospitals in 20 states and England, and employs more than 180,000 people. HCA's Louisiana and Mississippi operations include 12 hospitals and one surgery center, including the partnership with Tulane University at Tulane Medical Center and Tulane-Lakeside Hospital in Metairie, and employs approximately 7,400 people. As the Division Vice-President, Mark is responsible for coordinating the communication activities for HCA's facilities and initiatives in Louisiana and Mississippi.

Mark is a graduate of the University of New Orleans. He currently serves as Chairman of the Board of the Idea Village and is a member of the Board of Trustees for Xavier University of Louisiana. He also is a member of the board of directors of the Emeril Lagasse Foundation, North-American Interfraternity Conference (NIC), Fontainebleau Improvement Association, Brothers of the Sacred Heart Foundation, St. Andrew's Village, Longue Vue House and Gardens, Sugar Bowl Committee and the TKE Educational Foundation. Mark also serves as member of the City Park Board of Commissioners and the Executive Leadership Council of the American Cancer Society (New Orleans area).

Next PRAM Meeting

12 Noon on Monday, April 6
Great Southern Club – Sunset Room
(15th floor, Hancock Plaza,
Downtown Gulfport)

PRESIDENT'S MESSAGE



Dear PRAM MS Beach,

Thank you to everyone who attended our March meeting. We had a great group with many new faces in the crowd. Our chapter is steadily growing which should not be a surprise to any of us. We have a spectacular group of professionals who continue to excel in their careers and community.

There is a lot going on in the public relations world in April. For those of you considering Accreditation, it is actually a great time to make that decision. April is Accreditation Month at the Public Relations Society of America (PRSA). I encourage each of you to visit www.praccreditation.org for more details about upcoming Accreditation Month events and how you can take your first step toward Accreditation.

Best of luck to all chapter members who made submissions in the Prism Awards' Competition! Awards will be presented at the April 17 Awards' Luncheon in Jackson at the Hilton. In addition to the awards, PRAM members will also have the opportunity to hear from recently accredited APRs through an APR Panel Discussion prior to the luncheon.

Speaking of awards, if you had the opportunity to read your SPRF newsletter, you may have noticed that the SPRF board has created a new "Chapter of Distinction Award" to be handed out at the SPRF Annual Conference in Tunica, October 4-6. The rules are set, the procedures are being ironed out and we should be receiving more details soon for entering. PRAM MS Beach has an exceptional chapter that definitely qualifies for this award. So over the next few months we will be making preparations to enter this prestigious competition. Keep reading *Impressions* for more information.

Also, this is the final month to bring in your donations for the Humane Society. It is through our tremendous group efforts that PRAM makes the impact that it does in our community. Thank you in advance for your support.

I look forward to seeing you on April 6. Have a great month!

Yours in PRAM,
Melissa Bryant

Save the date: Lunch and Learn, April 29

As part of Accreditation month, PRSA is offering a free Webinar that will show you how to accelerate your public relations career, even when job opportunities are scarce. The Webinar, *Accelerate Your Career Path in Public Relations: Steps You Can Take Now to Prepare for Your Future*, will feature Kenneth D. Makovsky, APR, Fellow PRSA who is the president of Makovsky & Company, one of the top 25 public relations firms in the United States; Helen Vollmer, APR, CEO of VOLLMER; and Jenny Schade, president of JRS Consulting, Inc. \

Please join us from 11:30 a.m. -12:30 p.m., Wednesday, April 29 at Coast Electric's office on Hwy. 49 in Gulfport. Bring your lunch and enjoy networking with your colleagues while learning valuable information about our profession. Contact April Lollar at (228) 363-7212 or by e-mail at aprillollar@coastepa.com for more information.

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.

Lanterns Deadline Set for June 30

Are you getting ready for this year's Lantern Awards competition? Now is the time to plan your submissions, and your Lantern Awards team has some dates to make that planning easier! First, with the SPRF Conference in its later slot of Oct 4-6, we've set a slightly later submissions deadline for Lanterns this year. You have until June 30. So, not only do you have a bit more time, you also have a wider window of eligibility — we've extended the window for eligible work to span materials from May 1, 2008 through the month of June 2009. That gives each member some bonus time and perhaps bonus eligible entries.

Join PRAM's LinkedIn group

PRAM recently created a new group on LinkedIn, the web's largest business networking site that connects you to people with similar interests and goals. PRAM members can get introduced to other public relations professionals, search for jobs, seek expert advice from your peers and request personal recommendations. You can also join the LinkedIn group for all Southern Public Relations Federation members. Click here for a link to the PRAM group:

<http://www.linkedin.com/groups?>

You, APR



April is Accreditation month and there is no time like the present to face the challenge! When polled, 94 percent of APRs say they would go through the process again and 96 percent say they would recommend the Accreditation process to their colleagues. Professionals list being able to better solve ethical dilemmas, developing professional skills and feeling a sense of pride as just a few of the benefits of Accreditation. If you are considering becoming Accredited, please contact April Lollar, APR at (228) 363-7212 or by e-mail at aprillollar@coastepa.com. Start now and you can start signing your name: You, APR!

April Community Service Project

For its April community service project, PRAM will collect dog food and cat food to be donated to the Humane Society of South Mississippi.

PRAM members who are interested in supporting the project should bring small bags of pet food to the April PRAM meeting. Name brands are preferred for their higher nutritional value, and the need is greater for dog food than cat food. Cash donations to purchase food are also appreciated.

HSSM will distribute the food to pet owners through its new Wag-n-Train outreach program, which helps pet owners solve problems before their bond with their pets is damaged and before it becomes necessary to surrender the pet or for Animal Control officers to issue citations.

"The program is a vitally important tool in helping HSSM to achieve our mission of creating a happy and healthy community for companion animals and humans alike," said Misty L.S. Velásquez, APR, HSSM director of development and a PRAM member.

Each year, more than 16,000 pets are voluntarily surrendered by the owners to the Humane Society, with the hopes of finding them a new home. In many cases, the problems that cause animals to come to the shelter could be solved with a few tools and a little know-how, and the lives of thousands more animals could be saved every year.

Through the Wag-n-Train program, HSSM goes to a neighborhood and delivers a variety of services free of charge to the pet owners there. The Wag-n-Train program is made possible through a grant from the American Society for the Prevention of Cruelty to Animals' (ASPCA) Mission: Orange initiative.