

# PRAM

MISSISSIPPI BEACH

—Established 1993—

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

# ImPRessions

April 2010

Mississippi Beach Chapter  
Public Relations Association of Mississippi

## President's Letter

Ahoy PRAM members,

As temporary captain of this PRAM vessel, I would like to steer clear of all icebergs until our President Hannah Bell returns from maternity leave. However she has left us on very strong footing and I see clear sailing ahead. With that being said, I'm not familiar with any other nautical metaphors so I'll just congratulate Hannah on her new edition to the Bell family. Mason Gaines Bell was born on March 9 at 1:33 pm and he was 8 pounds 3 ounces, 21 inches long.

Our annual state conference is right around the corner in historic Natchez on April 8-9. If you aren't registered yet, there is still space available to network and hear some of the area's best industry professionals speak on a variety of PR topics. Check out [www.pramonline.org](http://www.pramonline.org) for more information.

On behalf of our chapter, I would like to wish Ron Barnes, APR, our recent Rex Kelly Award Winner, good luck at the conference. Ron will be competing against other PR professionals across the state at the conference to determine who will represent Mississippi at the regional Southern Public Relations Conference later in the year.

Yours in PRAM,  
Keith Guillot

## April is Child Abuse Prevention Month

Every 10 seconds in the U.S., a child is abused, raped or murdered. Each year, more than 24,000 children in Mississippi are abused and/or neglected. The statistics are shocking and can be overwhelming but there is something we can do to help. Saving every child isn't possible, but we can make a difference by raising awareness of this harsh reality by supporting a local agency in need. The Child Abuse Prevention Center in Gulfport was founded in 1988 to prevent child abuse by improving the quality of life for all children and their families in South Mississippi through prevention, education and intervention.

The center helps first-time moms with their Welcome Baby program, an effort that provides assistance and education to needy, at-risk moms and their children. We will be collecting items to donate to the center's Welcome Baby program in our April and May meetings. Items needed are: diapers, wipes, pull-ups, new or used clothing for children from birth to 24 months, and new or used car seats, walkers and high chairs.

You can also make a monetary donation to the center. Donations are tax deductible. Checks can be made out to the Child Abuse Prevention Center. Visit [www.mscpca.com](http://www.mscpca.com) for more information about the center and the efforts they are making locally to bring awareness to this problem.

Book Drive and Utility Bill Assistance Update

Thanks so much to everyone who donated books or made monetary donations to the Red Cross for utility bill assistance in February and March. We are still storing books until the library can accept them, so if you forgot to bring your books to the last meeting, you can still bring them to our April meeting.

### Don't Forget!

State PRAM Conference  
April 8 & 9, 2010

The Natchez Eola Hotel  
Natchez, MS  
[www.pramonline.org](http://www.pramonline.org)

## 2010 PRAM MS Beach Officers

Hannah Bell, President,  
[hannah.bell@unitedway.org](mailto:hannah.bell@unitedway.org)  
(United Way of South MS)

Keith Guillot, Vice President,  
[kguillot@eleyguildhardy.com](mailto:kguillot@eleyguildhardy.com)  
(Eley Guild Hardy Architects PA)

Raemona Seeman, Secretary,  
[rseemann@redcross-msgc.org](mailto:rseemann@redcross-msgc.org)  
(Red Cross - Mississippi Gulf Coast)

Sonja Gillis, Treasurer,  
[sonjag@rpmpizza.com](mailto:sonjag@rpmpizza.com)  
(RPM Pizza, LLC)

Charmaine Schmermund,  
Director - Membership,  
[charmaine.williams@usm.edu](mailto:charmaine.williams@usm.edu)  
(Southern Miss Gulf Coast)

Shelly Becker, Director - Programs,  
[Shelly.Becker@dmr.ms.gov](mailto:Shelly.Becker@dmr.ms.gov)  
(MS Dept. of Marine Resources)

Kathryn Satcher, Publicity Chair,  
[ksatcher@brunoeventteam.com](mailto:ksatcher@brunoeventteam.com)  
(Mississippi Gulf Resort Classic)

April Lollar, APR,  
Community Service,  
[aprillollar@coastepa.com](mailto:aprillollar@coastepa.com)  
(Coast Electric Power Association)

Christen Hartley,  
Scholarships/Awards,  
[christen@mscoastchamber.com](mailto:christen@mscoastchamber.com)  
(Coast Chamber of Commerce)

Melissa Bryant,  
Immediate Past President,  
[melissabryant@coastepa.com](mailto:melissabryant@coastepa.com)  
(Coast Electric Power Association)

Andrea Thompson,  
Website & Newsletter,  
[aphompson@gmail.com](mailto:aphompson@gmail.com)  
(Page Marketing & BSL Little  
Theatre)

Susan Perkins, APR,  
Accreditation Chair  
[Susan.Perkins@dmr.ms.gov](mailto:Susan.Perkins@dmr.ms.gov)  
(MS Dept. of Marine Resources)

## April Speakers Terry Powell & Michelle Rogers Edgewater Mall

### "Surviving Competition During an Economic Downturn"

The MS Beach chapter of PRAM is very excited to have Terry Powell and Michelle Rogers as their speakers for the April meeting. The pair will be discussing their work in operations and marketing at the Edgewater Mall, in a talk titled "Surviving Competition During an Economic Downturn".

Terry Powell was born and raised in Pensacola, FL. He graduated from University of West Florida and then worked for Gayfers Department Store for 17 years. He was the operations manager at the Biloxi store when Dillard's purchased the company in 1998. He worked briefly as the Edgewater Mall operations manager before becoming GM in 2001. He is also a member and past president of Edgewater Rotary Club. Terry and

his wife, Medin, have two sons and live in Ocean Springs.

Michelle Rogers was born in Huntsville, AL and grew up in and around Tuscaloosa, AL. She graduated from Auburn University Montgomery and then worked for Gayfers Department store for 11 years and was the human resources manager at the Mobile store when Dillard's purchased the company in 1998. She worked briefly in college recruitment before becoming the marketing director for Edgewater Mall in 2003. She is currently a member of the Gulf Coast chapter of AdFed and is a member of the advisory council for the marketing department of MGCCC. Michelle and her husband, Lowell, have two sons and a daughter and reside in Gulfport.

**SPRF Lantern Award Deadline: May 28<sup>th</sup>**

## Job Opportunity: SunHerald & Keesler Airforce Base

The SunHerald is looking to hire for the position of Keesler News Layout Technician.

**DESCRIPTION OF DUTIES:** Design and layout Keesler News pages; write story headlines; edit copy within approved KN style; write original material or briefs when applicable; reports to KN Editor and is located on Keesler Air Force Base.

**SPECIAL QUALIFICATIONS:** Knowledge of grammar, writing, and

editing styles; desktop publishing skills a must; good communication skills (oral and written); must learn and adhere to basic military customs, courtesies and protocol; and must pass security background check.

**SCHEDULED HOURS:**  
8:00 a.m. - 4:00 p.m  
Monday - Friday

Contact Jerry Taranto at  
[jerry.taranto.1@us.af.mil](mailto:jerry.taranto.1@us.af.mil)