

**PROGRAM ANNOUNCEMENT**  
Chapter Holiday Party

**DATE:**  
December 18, 2003

**COST:**  
PRSA and PRSSA members \$15,  
Guests \$20

**TIME:**  
6:00 PM to 8:30 PM

**LOCATION:**  
Doubletree Guest Suites Hotel  
550 Winter Street  
Waltham, MA

**Holiday Party**  
**December 18<sup>th</sup>**  
**6:00-8:30 p.m.**  
**Doubletree Guest Suites Hotel**  
**550 Winter Street, Waltham**

Join your fellow chapter members at the Doubletree Guest Suites Hotel as we celebrate the holidays together. They'll be plenty of food and drink and laughter - as well as a few surprises.

The holiday party is also a time for the chapter to thank the many members who generously volunteer their time and energy to help make PRSA Boston such a wonderful organization.

The Doubletree is located just off Route 128 on Winter Street in Waltham. We've

**December 2003**  
**News & Views**

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reserved the hotel's dramatic mezzanine for the soiree. There's plenty of free parking. And, for you last-minute shoppers, the Burlington Mall is just up the street.

We hope to see you there! The cost for PRSA and PRSSA members is \$15; guests \$20.

Register online at:

<http://www.opinionpower.com/Surveys/599010368.html> or send your check to Beth Bryant, PRSA Chapter Administrator, 48 Bromfield Street, Watertown, MA 02472. To register by phone, call (617) 926-9595. MasterCard and Visa accepted. Note: No-shows will be billed. Please cancel by December 17th to avoid being billed. <<

## Note from The President

This is my last note to you as president of the Boston chapter, PRSA. Thank you for the opportunity to represent our professional association on your behalf.

I think we've accomplished a great deal, beginning with stabilizing our treasury. This time last year, we knew we had to take steps to cut our expenses. We have both cut expenses and increased net revenues. We achieved this goal by seeking alternate meeting locations and sponsors for our meetings, and watching every expense. In doing so, we maintained dues and registrations at last year's levels. In some case, we reduced the cost for meetings. We will continue to hold the line.

We also raised the visibility of PRSA throughout the Boston area, through speaking platforms and editorial coverage. We have a long way to go here, but we've also come a long way.

The Independent Practitioners Network (IPN) continues to set the pace for affinity groups within PRSA. It was the model both for the new section established by National,

the Independent Practitioners Alliance, and the new section launched by our chapter, the Young Professionals. PRSA National also looked to Boston as a model for what is the newest national section -- for young professionals.

As the year winds down, we've had our first informal gathering of the Past Presidents Club, my predecessors. I am looking forward to joining this group of smart colleagues dedicated to advancing our profession and to finding ways for us to remain engaged in PRSA.

None of this could have been achieved without a very dedicated board of directors, committee chairs and many other volunteers. Thank you, one and all.

You are in good hands with Steve Quigley. He is a pleasure to work with.

Happy holidays.

**Barbara Wellnitz, APR**  
**President, 2003<<**

## Chapter Leadership Elected For 2004

The following slate of chapter officers was elected at the November 20<sup>th</sup> annual meeting to represent the chapter in 2004. Congratulations to our new leadership team!

President -- Steve Quigley, APR  
President-elect -- Kirk Hazlett, APR  
Vice President -- Nancy Sterling, APR  
Treasurer -- Henry Stimpson, APR  
Secretary -- Elise L. Lapham, APR  
Assembly Delegate -- Barbara Wellnitz, APR  
Assembly Delegate -- Bonnie Sashin, APR  
Assembly Delegate -- Paul J. Wetzal, APR

### ***Current Officers Who Will Continue In Office:***

Director-at-large -- Liz Goldsmith, through 2005  
Director-at-large -- Mara Bartucca, through 2006  
Director-at-large -- Hank Shafran, through 2006  
Assembly Delegate -- Ann Getman, APR, through 2004<<

## Larry Weber and Judy Phair Headline Annual Meeting

Larry Weber, chairman of Weber Shandwick, and Judy Phair, president-elect of PRSA, informed and entertained a packed room of chapter members and guests at the November 20<sup>th</sup> annual meeting. Following the election of the 2004 chapter leadership slate, Phair emphasized the three essential goals driving our organization's national leadership team: expanding professional development for members, providing stronger advocacy for the profession, and fostering greater diversity among public relations practitioners. She also updated the group on the organization's financial status and described a few of the new initiatives and member benefits the national leadership team has put in place for the coming year.

Dispensing with his formal presentation, Larry Weber riveted the crowd with an improvised mix of provocative predictions, anecdotes, advice, wisecracks, trend data and hard-boiled observations.

- Asserting that social, economic and technological changes drive the need for

connection, Weber reminded the group that our strength as a professional has always been the ability to foster connection and community.

- Jousting about our fixation with writing news releases, he wondered aloud why we don't just post video of the CEO making the announcement on the Web.
- Citing mass media fragmentation and declining circulation, Weber questioned the sustainability of rising ad rates.
- Touting increased client sophistication and demands, Weber suggested agencies will move toward even narrower and deeper areas of specialization.
- Underscoring the growing bottom line pressure to influence audience behavior, he critiqued PR pros for failing to embrace meaningful research and evaluation.

And that was the first 20 minutes. Things got even more interesting during the Q&A.  
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## WANTED: Newsletter Editor

Looking for a chance to make a real difference in 2004? This could be your opportunity to step up and make your mark. The chapter is looking for an editor for *News & Views*.

We need a talented volunteer to produce our monthly newsletter. This is a great opportunity to help shape and create newsletter content, design and direction. You'll work closely with each month's guest editor, our Web master and various chapter shakers and movers.

What's involved? Layout and writing, of course, but editing skills are equally important since members contribute most content. Past *News & Views* editors have estimated that each issue takes about ten hours per month to put to bed.

Now's your chance to make a difference. Contact Beth Bryant, chapter administrator, at 617-926-9595 to learn more about this opportunity.<<

## Public Relations Interns

If you are interested in working with a public relations intern(s) from Boston University, please contact Steve Quigley at 617-358-0066 or [squigley@bu.edu](mailto:squigley@bu.edu). For those not familiar with BU's public relations internship programs, here is a brief summary of the two options you may want to consider.

### Public Relations Internship Course

Graduate and senior-year public relations majors intern at private, public and non-profit organizations for at least 15 hours per week for one semester. Sponsoring organizations are required to submit an internship project description and summary of desired qualifications. Intern sponsors are not required to compensate students however most do so. Supervisors are required to complete a thorough intern evaluation at the end of the semester. *To participate, forward an internship project description to Steve Quigley at [squigley@bu.edu](mailto:squigley@bu.edu) or call 617-358-0066.*

### PRLab

Senior-year public relations majors provide services to government and non-profit organizations through a student-run public relations agency. Students have the option of working either 7 or 14 hours per week (depending on number of course credits). Most PRLab students work in teams of two or three students, working on defined projects. *To participate, forward a project description to Steve Quigley at [squigley@bu.edu](mailto:squigley@bu.edu) or call 617-358-0066. A student manager will contact you to schedule an interview and to determine if PRLab can provide the public relations services you need.<<*

## Job Opportunities

### Public Relations Account Supervisor MS&L Boston

MS&L Boston, the regional office of global PR leader Manning, Selvage & Lee, has an immediate need for an account supervisor bringing strong business-to-business communications and business development experience. Ideal candidates will have designed, driven and measured B2B communications programs delivering extraordinary results for clients in technology, professional services, and/or financial services industries. Preferred candidates will bring 5-7 years experience in a PR setting, including prior agency experience. Additional responsibilities will include identifying, targeting and winning

new client business. Candidates must have a passion for delivering superior client service and ability to lead account teams through process, training and mentoring. MS&L is a unit of Publicis Groupe, the world's fourth largest communications services company.

Cover letter and resume via email, fax or mail to Carol Garrity, Vice President, Manning, Selvage & Lee, 745 Boylston St., Boston, MA 02116. Fax 617/267-9801. [carol.garrity@mslpr.com](mailto:carol.garrity@mslpr.com)

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## **Cone Seeks Account Supervisor**

Cone is looking for an accomplished public relations professional with 5-8 years of agency experience who has demonstrated success in consumer public relations, specifically in the footwear and packaged foods industry.

This hands-on, strategic, enthusiastic and highly creative leader is a master at managing account teams, delivering premier results, working within client budgets, and leading the day-to-day activities of active accounts. Proven success at high-level media relations and the ability to serve as respected client counsel is required.

Cone stands for an uncompromising commitment to excellence and creativity. We have a unique culture and supportive environment that energizes, challenges and empowers our employees. Our culture is built on teamwork. We are a smart, driven, creative, respectful, flexible, socially responsible, curious, innovative, fast and diverse team that knows how to have fun.

Join one of the nation's leading marketing and communications firms committed to building superb relationships between our clients and their customers. We are committed to professional development and continuous learning for our talented staff. Cone offers a competitive compensation and benefits program including 3.5 weeks of time off, summer hours, annual bonus program, new business bonus, tuition reimbursement and additional progressive programs.

Please send resume and salary history to:  
CONE  
90 Canal Street  
Boston, MA 02114  
consumercareers@coneinc.com  
617-523-3955 fax

## **Program Associate Consortium for Energy Efficiency Motor Decisions Matter Campaign**

CEE is seeking an enthusiastic individual to provide marketing, communications and public relations support for the Motor Decisions Matter (MDM) campaign on a full-time basis over the next three years. Launched in 2001, MDM is a national campaign encouraging the use of sound electric motor management and planning as a tool to cut energy costs and increase productivity in the commercial and industrial sector. Managed by CEE, the campaign is sponsored by a consortium of motor industry manufacturers and service centers, trade associations, electric utilities the US Department of Energy and Environmental Protection Agency. For more information on the campaign see, [www.motorsmatter.org](http://www.motorsmatter.org).

With the support of the campaign sponsors and CEE management, the individual will be responsible for suggesting, developing and implementing effective marketing and communications strategies to achieve the campaign's objectives. The individual will report to the MDM Program Manager and will be the primary resource for executing the campaign's marketing and communications tactics.

### **Job Responsibilities:**

1. Support MDM's marketing and communications efforts, especially media relations and campaign outreach.
2. Work with CEE staff and sponsors to develop and draft campaign press releases, feature-length articles, and case studies on the benefits afforded businesses that adopt motor management.
3. Represent MDM in public settings, including preparing and delivering presentations.

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4. Help sponsors identify opportunities to integrate MDM messaging into their marketing and communications programs.
5. Help build alliances with key market players (e.g., manufacturers, distributors, associations).
6. Support/facilitate MDM meetings of campaign sponsors to develop, discuss and evaluate the campaign's marketing and communication strategy and tactics.
7. Manage existing media contacts, and develop new contacts within targeted business and financial publications. The individual will also provide marketing and communications support to CEE and its projects as required.
8. Monitor relevant technology, policy, market and other industry developments for inclusion in MDM's marketing and communications strategy.

**Requirements:**

- Bachelor's degree in a relevant field, Master's degree a plus (marketing, business, communications, journalism are preferred but not required)
- 1-2 years of experience in a relevant field (media relations, advertising, public relations, industrial sales or marketing, prior work on business awareness campaigns, familiarity/ understanding of industrial marketing and sales etc.)
- Strong oral and written communication skills
- Strategic aptitude
- Understands and can effectively communicate strategic concepts in a persuasive manner, such as the links

- between motor efficiency, motor management, energy management and economic competitiveness
- Working knowledge of standard office software; desktop layout and publishing skills a plus.
- Willingness to travel on occasion

**Compensation:**

Competitive salary and benefits commensurate with experience. Starting salary in the low to mid \$30s.

**Contact:**

Send resume to:  
Laura M. May  
Office Manager  
Consortium for Energy Efficiency  
One State Street, Suite 1400  
Boston MA 02109-3507  
lmay@cee1.org

*CEE is an Equal Opportunity employer  
October 20, 2003*

**Corporate Public Relations Manager**

This person will develop, deploy and manage global corporate PR programs for a highly successful life sciences technology company in MA. Will be responsible for all media relations, press releases/events, news articles, reports, conferences, corporate events and all interaction with public and industry as they relate to global public relations/communications and driving the company brand and goodwill.

Due to the high visibility of this opportunity, this person must have strong multi-tasking skills, be a high-energy team player who leads by example and have strong creative

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writing and presentation skills. Must be a hands-on manager with a minimum of 7 years experience in PR/Corporate Communications and at least 5 years in PR management. A demonstrated track record in successful project management and team building is required. Life sciences industry experience preferred. Degree in Communications or related area.

**Contact: Joe Calareso**  
**Executive Search Consultant**  
**Office: (978) 897-9242**  
**[jrcalareso@aol.com](mailto:jrcalareso@aol.com)**

#### **VP Corporate Communications.**

Boston-area development stage NASDAQ-traded biopharmaceutical company

- Reports to CFO but closest working relationship with CEO;
- Sits on Company Operations Committee and participates in all product review and strategy meetings;
- Opportunity to grow into broader senior leadership role;

Responsibilities include serving as primary corporate spokesperson to institutional and retail investors, analysts and financial advisors delivering timely, accurate corporate communications; developing and executing a corporate communication strategy; writing business section of the annual 10-K and other SEC documents; organizing and participating in road shows and one-on-one meetings where appropriate; constantly learning and translating scientific and medical information from inside and outside the company.

#### **Qualifications:**

- Five years or more corporate communications experience is required.
- Substantial experience in a publicly-traded biopharmaceutical company is required.
- Outstanding communications skills are assumed and required.
- Hands-on writing experience expected; agency relationship not used.
- Ability to work closely/effectively with other company officers as well as scientific, medical and commercial staff/ outside vendors expected.
- Ability to develop and maintain productive and trusting relationships within and without the Company is required.
- Excellent and unblemished reputation with Wall Street buy and sell side analysts and investment bankers is necessary.
- Willingness to engage in selfless exercise of shaping and delivering the Company's message.

An excellent compensation package including a base salary, annual incentive bonus program and stock options/fringe benefits is offered with relocation benefits available.

Please contact retained search firm in complete confidence by sending resume as a Word attachment to Christina Partners, Inc. Attention Nancy Cote:  
[<<ncote@tampabay.rr.com](mailto:ncote@tampabay.rr.com)