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FROM THE PRESIDENT, NANCY STERLING, APR

Dear Fellow PRSA Members:

Happy Holidays to all of you. It seems like just a few months ago I was writing my introductory letter as the incoming President of PRSA Boston. Now I am turning over the reins to Mark McClennan and his outstanding leadership team for 2007.

We have had quite a year at PRSA. Thanks to the hard work of our official program committee and assistance from other key members, we have had a number of successful programs which helped to ensure that our finances are stable and we have a good financial cushion for the future. In addition, we hosted the 55th Anniversary Luncheon for the Boston Chapter in the spring, with an outstanding keynote speaker and participation from numerous past presidents of the organization.

In the fall, the Boston Chapter proudly hosted the Northeast District Conference. Hard work on the part of many of our members created an impressive day-long event which really showcased the Boston Chapter's connections, knowledge of the industry and organizational skills. The crowning event of the year was the completely sold out Annual Meeting held last month! Each of these significant events made this year a particularly gratifying and special time to serve as your President. What also made my experience worthwhile is the wonderful group of people who served beside me. I also want to single out our Chapter Administrator, Beth Bryant, who keeps everything on track, negotiates great deals on the Chapter's behalf and brings endless patience and good humor to her role. Without the talent, dedication and resources provided by all of these folks, along with the participation of (and feedback from) our broader membership, the Boston Chapter would not be the vibrant, growing organization it is today.

Thank you all -- and on to 2007!

Best,

Nancy

Pat Pollino, APR, Fellow PRSA, Recipient of 2006 'PRSA Boston Beacon Award'



The Boston Chapter of the Public Relations Society of America has chosen long-time, dedicated member **Pat Pollino**, APR, Fellow PRSA, as its 2006 "PRSA Boston Beacon Award" honoree for Lifetime Achievement in Public Relations. The award was presented during the Chapter's Annual Meeting on November 15, 2006.

In his remarks introducing Pat as this year's Beacon Award recipient, **Kirk Hazlett**, APR, PRSA Boston Immediate Past President, commented, "[In my early days in the Boston area when I was transitioning out of government public affairs], Pat generously gave of his time and expertise to help me get a handle

on the 'real world' of public relations... He is the consummate professional in every respect....People have always known that he is someone in whom they can place their trust...Not only does he 'talk the talk; he truly 'walks the walk'!"

Pat has had a distinguished career in public relations since having graduated from the University of Pittsburgh 42 years ago. He has held public relations management positions with Bell System companies (Western Electric and Southwestern Bell Telephone Company), an investor-owned electric utility (Pennsylvania Electric Company), and several management consulting firms (Arthur D. Little, Temple, Barker & Sloane, and Mercer Management Consulting) before starting his own public relations and editorial services business a year ago.

As a member of the Public Relations Society of America since the early 1970s, Pat has accepted many leadership roles, including Boston Chapter president, assembly delegate for the local chapter, member of the PRSA national board of directors, member of the Society's honors and awards committee, and chairman of PRSA's 1998 international conference, which was held in Boston. He is an accredited member of PRSA as well as a member of its College of Fellows.

PRSA's Boston Chapter consists of nearly 400 members. The chapter's Beacon Award was established in 2004 to recognize individuals for their exemplary contributions to the public relations profession. Previous award recipients were Boston University Professor **Otto Lerbinger**, Ph.D., APR, Fellow PRSA, and non-profit PR counselor **Barry Wanger**, APR, Fellow PRSA, of Wanger Associates.

PRSA Boston extends a heartfelt congratulations to its 2006 "PRSA Boston Beacon Award" recipient, Pat Pollino, APR, Fellow PRSA!

PRSA Boston Awards 6th Annual Scholarship Grant to Bentley College Student

Art Dimond, chair of the PRSA Boston Scholarship Committee, presented the Chapter's sixth annual PRSA Boston Scholarship Grant to **Nicole Pignatello**, a Bentley College student who will be entering her junior year in the fall. The grant amount is \$2,000, double that of previous years. The scholarship was presented as part of PRSA Boston's Annual Meeting on November 15, 2006.

In addition to her exceptional academic record, Nicole has undertaken a diversity of internships, held a variety of jobs, and participated in a study-abroad program that are all relevant to her professional aspirations.

PRSA Boston congratulates Nicole Pignatello on her recognition as the 2006 PRSA Boston Scholarship recipient!

Nicole, a Verona, NJ, native, will be continuing her studies at Bentley as an Information Design and Corporate Communications major, with a concentration in Public Relations, a minor in Marketing, and a professional goal of becoming a corporate event planner. In her application for the scholarship, she said, "I hope... to be able to plan events that people will talk about weeks, even months, after they are over."

Member News

Kirk Hazlett, APR, PRSA Boston Immediate Past President, has joined the Regis College Graduate Communication Program Advisory Board. According to the College's website, Advisory Board members are highly trained specialists in the communication field who have earned advanced degrees themselves and who are committed to ensuring the quality of the educational experience of students enrolled in the Master's degree program at Regis College. In addition to his full-time role as assistant professor of communication and coordinator of the public relations program at Curry College, Kirk is an adjunct faculty member teaching graduate communication courses at Regis.

PRSA Boston Introduces Chapter Leadership Team for 2007

Once again, PRSA Boston is blessed with a team of committed public relations professionals who have sworn to provide the Chapter with excellent member representation and outstanding programs. It is a genuine pleasure to present your 2007 Leadership Team!

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PRSSA News

The Public Relations Student Society of America has seen its ranks grow by two with the formal recognition of the **Bridgewater State College Chapter, PRSSA**, and the founding of the **Curry College Public Relations Student Association**.

PRSA Boston Chapter President-elect **Mark McClennan**, APR, and PRSA Boston/PRSSA Liaison **Kirk Hazlett**, APR, joined Bridgewater State College President **Dana Mohler-Faria, Ed.D.**, BSC Communication Studies Department Chair **Jabbar Al-Obaidi**, Ph.D., and Communication Professor **Tom Mickey**, Ph.D., APR, on November 28, 2006, to celebrate the inauguration of the **Bridgewater State College Chapter, PRSSA**, in its officially recognized status after nearly a decade of enthusiastic involvement by its members in campus and off-campus activities. The chapter is particularly noteworthy, Tom observed in his remarks, for its annual "silent auction" fundraising initiative that has contributed nearly \$5,000 to a Boston-area nonprofit organization. PRSA Boston salutes Bridgewater State College PRSSA!

In addition, thanks to the tireless efforts of a dedicated group of communication students at Curry College, led on by their Faculty Advisor, **Kirk Hazlett**, APR, the Curry College Public Relations Student Association has been established and is in the process of applying for official recognition as a student organization on campus. The Association has elected its Board of Directors and has now embarked on the task of developing its organizational constitution and laying out its programming for the coming semester. Plans are in the works for a "Communications Career Fair" in the late spring as well as a series of monthly meetings with guest speakers from the public relations industry. PRSA Boston welcomes the **Curry College Public Relations Student Association!**