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January 03 News & Views

Congratulations. We made it. For many of us, 2002 called upon every ounce of energy and optimism and skill we could muster. Now we welcome a brand new year. Here's to bold beginnings.

Here's what you'll find in this month's issue:

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TECH2003 CONFERENCE SCHEDULED FOR NEW YORK CITY THIS WINTER

The Technology Section of the Public Relations Society of America (PRSA) holds its annual conference on March 3, 2003 at the Embassy Suites in New York City. The title of the conference is "Reclaiming The Dream: The Search For Leadership, Accountability and Innovation."

For details go to http://www.prsa.org/_Networking/Technology/conference.asp?ident=tech1.

Approximately 300 technology communications professionals from agencies and corporations are expected to attend. Almost half of the Technology

Section members are senior practitioners with at least 10 years of experience and the largest segment features corporate professionals.

If you work in a technology agency, corporation, serve as sole practitioner, provide services to PR professionals, or rely on technology to do your job, the PRSA Tech2003 conference is one of the most important professional development and networking programs of the year. Go to http://www.prsa.org/_Networking/Technology/tech2003prog.asp for an overview of the entire event. «

The future belongs to those who believe in the beauty of their dreams.
- Eleanor Roosevelt

JANUARY 14TH PRSA CHAPTER MEETING

NETWORK AT THE NATIONAL HERITAGE MUSEUM AND LEARN ABOUT “ENTERPRISING WOMEN”

We're kicking off the year with something new - please join PRSA and Pub Club members at the Museum of National Heritage in Lexington to enjoy a private viewing of its special exhibit "Enterprising Women: 250 Years of American Business" (<http://www.enterprisingwomenexhibit.org/>). Don't miss the chance to network with your peers while catching this important exhibit while it's still in Boston. We'll also have the chance to learn about the challenges involved with promoting such an exhibition.

As you tour “Enterprising Women: 250 Years of American Business”, you'll get a whole new perspective on “Women's' Work.” This major national exhibition reinterprets the history of American women and of American business, telling their compelling stories from the colonial era to the present. This very visual show includes models that rebuild some “firsts” in women's history - the iron mill run by Rebecca Lukens (1794-1854), the office Olive Ann Beech (1903-1993) who co-founded Beech Aircraft, and the workshop of the brains behind the Maiden Form Brassiere Company, Ida Rosenthal (1886-1973), among others. All women who work -

and the men who work with them! - should make this meeting a priority.

The exhibition premieres in Lexington. After that, it travels to the Atlanta History Center; the Detroit Historical Museum; the Los Angeles Public Library; the National Museum of Women in the Arts, Washington, D.C., co-sponsored by the Smithsonian Institution's National Museum of American History; the New-York Historical Society; and The Women's Museum: An Institute for the Future, Dallas.

WHEN: Tuesday, January 14, 2002, 6-8 p.m.,

WHERE: National Heritage Museum, Lexington, 33 Marrett Rd/Route 2A, 781-861-6559

COST: PRSA members: \$40; Nonmembers and guests: \$55; Students \$20. Advance registration is required before end of day Friday, January 10. Register online at: <http://www.opinionpower.com/Surveys/14302736.html> or, send registration information to Paul Wetzel, 45 Broad Street, Boston, 02109 or fax to 617-423-7812 or e-mail wetzel paul@msn.com. Master Card and Visa accepted. NOTE: no-shows will be billed; please cancel by January 10, to avoid being billed.«

Sometimes they write what I say and not what I mean.- Baseball Player
Pedro Guerrero on reporters

NIRI Program

The Boston chapter of the National Investor Relations Institute will hold a monthly program meeting on “Building Visibility: What Works and What Doesn't,” Tuesday, January 14th, at 5:30 p.m., at the Doubletree Guest Suites Hotel, 400 Soldiers Field Road, off Storrow Drive in Boston. Speakers

include Meg Pier, vice president and director of public relations for Eaton Vance; Anthony Silva, Boston radio and television reporter; Svea Herbst-Bayliss, business reporter for Reuters; and Steven Syre, business writer and commentator for the Boston Globe and WLVI-TV. The non-member cost is \$65. For more information contact Paulette Johnson of NIRI at pljadmin@attbi.com. «

Though no one can go back and make a brand new start, anyone can start from now and make a brand new ending.
- Anonymous

Letter From The President: A Time For Resolutions

By Barbara Wellnitz

The end of December typically is a time for New Year's Resolutions. So, I thought I'd share with you the goals I'd like to meet during my term as your president.

There are three:

- Increase membership by 10 percent, through retaining our current membership, enrolling new members, and encouraging former members to join again. In this economy, the only way to achieve this goal is to focus on benefits of membership, and we will do so.

We began with our first-ever new member orientation program in November. We've scheduled another for our February chapter meeting. And, we're looking for ways to involve more and more of our members, from discrete projects to membership on the board of directors.

- Launch two affinity groups, following the model of the Independent Practitioners Network. We'll establish a Young Professionals group in the next couple of months. Next, we'll establish one for

our members in the non-profit/education sectors and/or an affinity group for senior management of agencies. Please let me know if one of these groups — or another one — is especially appealing to you.

- Institute a "PR for PR" outreach program. We began with an announcement of the new chapter leadership team and will follow it with timely, advance notices of our programs and an announcement of our re-launched web site when the site goes live. I also hope to work with the National organization to set up a list of PRSA national and local resources on specific topics.

Thank you for this opportunity to serve as chapter president for 2003. It truly is an honor.

The goals are all derived from our 2002 membership survey, which many of you took the time to complete. Thank you.

The board and I will discuss ways to achieve these goals when we meet in mid-January. In the meantime, please call (508-698-3374) or e-mail me (bwellnitz@ryanwellnitz.com) with your thoughts on how we might achieve our goals, what affinity groups you'd like to see, the programs that would be especially compelling to you and — very important — how you would like to get more involved with your professional society.

Thank you for this opportunity to serve as chapter president for 2003. It truly is an honor. I also think we'll have a lot of fun together.

Happy New Year!«

WANTED: News & Views Editor

Looking for a chance to make a real difference in 2003? 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 member to work with the communications committee 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 eight hours per month to put to bed.

Now's your chance to make a difference. Contact communications committee chair, Steve Quigley at stevequigley@attbi.com or 781-944-3636 to learn more about this opportunity.«

HOLIDAY PARTY BRINGS TOGETHER OLD FRIENDS AND NEW ALLIANCES



PRSA/Boston joins forces with Publicity Club for a night of networking, wine and live jazz

"Come, come, good wine is a good familiar creature if it be well used; exclaim no more against it."
--William Shakespeare's *Othello*, Act II, Sc. 3, line 293

Like Shakespeare's good wine, about 70 familiar creatures -- public relations professionals from PRSA and the Publicity Club of New England -- came together at Les Zygomates on December 9 to mingle, dine and sample some smooth wines and "exclaim no more against" the rocky year behind us.

The tone of this year's party was light, thanks to fantastic food, live jazz in our own private room, and a balloon raffle for such prizes as Starbuck's coffee samplers, NASCAR prize packs, free membership to the Children's Museum, passes to the Isabella Stewart Gardner Museum, and much more — thanks to the hard work of Pub Club member Marlo Fogelman of CM Communications. (Thanks also to Marlo for securing Les Zygomates for us, a client of CM Communications.) The balloon raffle raised funds to offset costs of the party and to help support both organizations' scholarship funds.

Jeff Seideman gave some heartfelt remarks before passing the mantle over to incoming PRSA chapter president Barbara Wellnitz. Together, they thanked the many PRSA volunteers and committee heads who made 2002 a successful year for the organization. Many thanks also to Julie Dennehy, who worked so hard to make the party such a memorable event.

Stephanie Torpy, Publicity Club president, and Jeff Seideman expressed interest in strengthening the alliance between PRSA and the Publicity Club that has already helped to reduce programming costs and increase benefits and value to members of each organization. (We will continue to offer reciprocal member rates for programs.)



Most importantly, the party talk was optimistic and light, with most professionals looking to a better 2003.

Many thanks to the holiday party committee of both groups, who are already seeking new ways to collaborate in programming during 2003.«

I haven't failed, I've found 10,000 ways that don't work.

- Thomas Edison

"Where there is plenty of wine, sorrow and worry take wing."

- Anonymous

Professional Connections

Allied Domecq Quick Service Restaurants, owner of Dunkin' Donuts, Baskin-Robbins and Togo's Sandwiches, is looking for a Manager, Global Communications. The ideal candidate will have 8-10 years of marketing communications experience, with a clear competency in public relations; experience in developing and implementing major public relations programs for major brands; and

experience developing and implementation an overall integrated marketing program including advertising, public relations, database marketing, the internet, collateral and trade shows. For more information contact Marie Fortuna at Allied Domecq, (781) 961-4020 x2131, mfortuna@adrus.com «

Have you ever noticed? Anybody going slower than you is an idiot, and anyone going faster than you is a maniac.
- George Carlin

PUBLICITY CLUB OF NEW ENGLAND PRESENTS: "CORPORATE GOVERNANCE FOR THE COMMUNICATIONS PROFESSIONAL"

WHAT: A panel discussion geared for senior-level communications professionals about corporate governance, the changing rules of corporate management, and the increasing need for internal accountability across management and external accountability via communications strategists. Jeff Seglin, New York Times business columnist, will moderate.

WHEN: Tuesday, January 28, 2003
6:00 p.m. – 7:00 p.m. – Reception and Networking
7:00 p.m. - 8:30 p.m. – Panel Discussion and Q&A

WHERE: Royal Sonesta Hotel
5 Cambridge Parkway
Cambridge, Mass. 02142

In the wake of accounting irregularities and in the aftermath of the high-profile bankruptcies of several major companies, the rules of corporate management are changing and the need for accountability has sharply increased. Companies are scrambling to comply with changing federal mandates and streamline internal processes through ethics and/or audit committees.

This panel discussion will examine the contributing factors that led to new regulations and address how

these new rules affect public relations, investor relations, and corporate communications professionals. Panelists will also debate associated matters of ethics and some methodologies and strategies for communications professionals. The panel of experts includes:

- Winthrop Swenson, director, ethics and compliance services, Integrity Interactive
- Gabor Garai, co-managing partner, corporate & securities law, Epstein, Becker & Green, P.C.
- Joe Gavaghan, director, public relations, PTC
- Nancy Moss, executive managing director, Northeast, RFBinder Partners

Pub Club and PRSA members pay \$70 and Non-Members pay \$90. Space is limited, so reserve today. Call Kelly Mello Woodsum at The Pub Club at 978-499-9192 or e-mail Kelly@pubclub.org. You can also go online to www.pubclub.org to reserve your space and pay via credit card. If you are paying by check, promptly mail your contact information with your check to The Publicity Club of New England, PO Box 187, Newburyport, MA 01950. No shows will be billed. No refunds after registration deadline. Registration deadline is Thursday, January 23, 2003. «

Good communication is as stimulating as black coffee, and just as hard to sleep after.
- Anne Morrow