

Here's January N&V at a glance:

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From the President

Here we are in the beginning of the new year -a time when resolutions are newly minted and hopes are high. In January, it still sounds plausible to commit to 3 times a week at the gym!

My presidency is also newly minted and I wanted to reach out to all of you, to say both "happy new year" and express how honored I am that you have selected me to be president of this wonderful chapter. Under the strong leadership of my predecessors, with substantial help from a committed Board of Directors and a strong membership at large, we have revitalized the Boston Chapter in the last few years. We have experienced membership growth, substantial and varied programming and financial stability. Yet there is still much more to be accomplished.

In the coming year, I hope to forge a stronger relationship between PRSA national and our local chapter, taking full advantage of the numerous services and support national provides to regional members. We hope to be able to offer some of their seminars as sessions at Boston-area locations to allow for group participation which will significantly reduce costs for attendees.

I would also like to do a better job in an area we all know well-communications. With Immediate Past President Kirk Hazlett at the helm, the Communications Committee will be looking for better ways to get the word out about our chapter both internally and to the outside world. Ideas and suggestions would be most appreciated, as would committee volunteers. Please feel free to contact Kirk or me.

As part of that outreach, I would like to invite you and your colleagues, clients and staff members to become more involved in our chapter. Bring a client to a relevant program, suggest your favorite vendor for the "Tools of the Trade" show, volunteer to participate in a committee or just develop an idea for a single program. This is YOUR chapter and we welcome your participation. Please contact me or any board member and let us know how you would like to increase your involvement. The greater the participation, the stronger the chapter and the better return on investment for everyone involved.

Best - Nancy

Nancy Sterling, APR
President, PRSA Boston

PRSA Boston Introduces “Leadership Team” for 2006

BOARD OF DIRECTORS

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New Year...Resolution Time... Accreditation Time!!!

Getting your APR designation has never been easier! Better than those pesky resolutions you make and then promptly “forget,” achieving the designation “Accredited in Public Relations” requires just four simple steps. And, once you’ve taken those four steps, you’re eligible to join a elite group of public relations professionals who proudly include the initials “APR” after their names...the Accredited members of the Public Relations Society of America.

Here’s all you have to do:

Step 1 – Go to www.prsa.org and look under the pull-down “Professional Development” for “Accreditation.” Fill out the online application form.

Step 2 – Study for the on-line exam. PRSA Boston’s Accreditation Committee co-chairs – Elise Lapham, APR, and Diego Sanchez,

APR – are standing by to assist you. Their contact information is at the end of this article.

Step 3 - Participate in a "readiness review" with local PR professionals. Convenient schedules are available to accommodate your time constraints.

Step 4 - Take the Exam!

Questions? Contact either Elise Lapham, APR, at 781-914-1222/ elise.lapham@sbgj.com, or Diego Sanchez, APR, at (617) 450-1524 / dsanchez@aac.org.

(Leadership Continued from page 2)

Independent Practitioners Network (IPN)

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Beth Bryant	617 926-3013	bbwrites@comcast.net
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PRSA Boston Welcomes New Chapter Members

Juliana Lear, APR, Vice President-Membership, provides this recap of membership recruitment for 2005. We are delighted to publicly welcome these 73 new members to PRSA Boston!!

Tracy L. Anderson	Middlesex Savings Bank
Siobhan M. Arnold	Houghton Mifflin Company
Judith K. Azanow	Harbor One Credit Union
Jessica Rae Babich	
Theresa Mitchell Barbo	Provincetown Center for Coastal Studies
Sophie G. Beauvais	Vinfen Corporation
Lindsay Better	Skanska USA Building Inc.
Kathleen Elena Bosse	Sun Life Financial
Karen L. Bouchard	Racepoint Group, Inc.
Richard P. Burke	Fallon Community Health Plan
Lauren G. Coppola	Wilmer Cutler Pickering Hale & Dorr LLP
Troy A. Daniels	
Timothy Davidson	Boston Scientific
Courtney Lynn Davis	Oldways Preservation Trust & Exchange Trust, Inc.
Robert S. Dietel	Families First Parenting Programs
David A. Dohen	Brodeur
Kathleen Donlin	Devine & Pearson
Margaret R. Dragon	Health Care Compliances Association
Christopher D'Souza	Avici Systems Inc.
Eric M. Dube	Gradient Corporation
Stephanie A. Fennelly	Allegro MicroSystems, Inc.
Sean T. Findlen	Weber Shandwick Worldwide
Jennifer A. Fiorentino	Dean College
Brenna Fitzgerald	
Kyle F. Flaherty	Porter Novelli
Virginia Racann Foley	Blackwell Publishing
Julie A. Ganong	The Provident Bank
Jennifer L. Hamel	New Balance Athletic Shoe, Inc.
Mark Princi Hannah	V. Fluence Interactive PR
Caroline Hardy	360 Public Relations
Margaret Hayes	Tufts University
Justin T. Herman	
Denise Hutchins	Triumvirate Environmental
Douglas J. Jensen	BrassRing LLC
Christianne Marie Johnson	Schwartz Communications, Inc.
Craig Kevghas	CPR Marketing, Inc.
Elizabeth N. Kitchener	ASML
Jon Kniss	Boston University
Sriya Kodial	Text100 Boston

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Alan H. Kravitz
Charles S. Larrabee
Laura E. Macris
Patricia A. Mahon
Frank Marafiotte
Larry Marchese
Jeremy Marin
Seth Newman Penn
Emanuel E. Nneji
Michael L. O'Brien
Christina Pappas
Kathleen S. Pontius
Rachel Pugh
Terry E. Reeves
Michael J. Reilly
Kate E. Renyi
Joseph Rigoli
Tim Rossi
Jennifer Rothenberg
Kevin Joseph Rvane
Lorrie A. Secret
Jason Shniderson
Mona Singh
Lorelei Marie Skillman
Wendi C. Smith
Elizabeth Anne Sprouse
Nicole Ann St. Peter
Kristen A. Sullivan
Tracy Denise Sullivan
Anne R. Sweeney
Donna M. Tambascio
Jodie Wennemer
Mary Beth West

The Infinite Inkwell
Raytheon Integrated Defense Systems
Public Strategy Group, LLC
Navigant Consulting Inc.
Emerge Communications
Arnold Worldwide
Sierra Club
Hill Publications
Worcester State College
M.L O'Brien Communications, LLC
Open the Door, Inc.
Osram Sylvania
Children's Hospital Boston
Dippin' Dots Inc.
Reilly Communications
New Balance
PAN Communications
USTA New England
Thomson Financial
Text 100 Public Relations
Raytheon Integrated Defense Systems
Synergy Network, Inc.

Charles River Development
Digitas Inc.
CDM
Boston Police Department
New Balance Athletic Shoe, Inc.
Altova, Inc.
Matter Communications Inc
Wellesley Centers for Women
Wellesley Centers for Women
Porter Novelli

Independent Practitioners Network – Customized Resources for the Sole Practitioner or Small Agency

Who? Seasoned, self-employed public relations professionals and small agencies.

What? A forum for effective partnership and the creation of specialized task teams to meet specific client needs. Monthly meetings that feature speakers on relevant topics or a panel of member experts relaying best practices, as well as the opportunity to network with other members.

Why? To facilitate partnership, enhance professional growth, and provide clients with a full range of strategic and tactical public relations services to meet their needs.

When & Where? IPN meetings are held around the third week of each month, and meeting sites are at various locations around metro Boston.

How? For more information on attending a meeting or joining the Independent Practitioners Network, please email IPN

Administrator Beth Bryant at bbwrites@comcast.net, or call her at 617 926-3013.

To become a member of the IPN, you must:
Be a member of PRSA Boston (which requires membership in PRSA national)
Practice public relations 50% or more of the time

Have a practice of one to two principals and up to two full-time employees.
Contribute to the cost of a paid administrator for the group (\$10 per month, six months in advance).

Benefits of membership in the IPN include:
Receive emails sent to the Network containing business leads, resource information, meeting materials, and other info of relevance to independent PR professionals.

Opportunity to be listed in the online directory for a set up and maintenance fee of \$50. (See <http://www.prsaboston.org/ipnDirectory.asp>)

No charge to attend monthly meetings.
Opportunities to network, collaborate, and form relationships with other independent PR professionals.

Online Dues Renewal...

Online renewal is now available. It's quick, easy, and it's 24x7!

Renew your National, Chapter, Professional Interest Section and/or New Professionals Affinity Group dues online with just a few clicks of your keyboard. If your membership is active and you have received a renewal invoice, you can renew online (credit card payments only). You can also change or add to any of the above membership information.

To renew online visit www.prsa.org, click on "[MemberNet](#)," and select "My Billing" from the menu. Don't know your login or password? Click the option to have it e-mailed to you. Questions or problems with MemberNet? E-mail the PRSA Help Desk at member-net@prsa.org.

Notes from National

Educational Opportunities Abound...PRSA offers a plethora (your editor has *always* wanted to use that word!!) of ways for you to expand or enhance your knowledge of public relations, most available through conveniently scheduled teleseminars allowing you to participate without leaving your office! Here is a sampling of programs offered for January.

January Teleseminars and Programs *

1-12 Big Results on a Tight Budget: A Public Relations Challenge

1-17 The New Realm of Digital Influencers: The Importance of Analyzing Consumer-Generated Media

1-18 Taking a Bite of the Obesity Epidemic Through Effective Communications

1-19 Anatomy of a News Release, Pitch

and E-mailed Releases

1-24 Getting the Rewards – and Awards – That Your Work Deserves

1-24 Getting the Rewards – and Awards – That Your Work Deserves Teleseminar

1-24 Meaningful Measures for Web Sites and Intranets

1-26 Hispanic Public Relations: Responding to Growing Market Demands

1-26 How to Develop the Mind of a Strategist: How to Be Strategic

1-31 Emerging Online Tools: Tagging, Social Book Marking, Folksonomy, and More...

1-31 Making Accounting Happy Teleseminar

* To view the entire schedule as well as dates and times, visit www.prsa.org and click on “Professional Development” in the center column.

DID YOU KNOW??

Through the PRSA partnership with DHL Express, members can save up to 25 percent on air express and ground shipping. More importantly, members can rely on DHL’s commitment to guaranteed on-time delivery and customer service 24 hours a day, 7 days a week. To enroll and start

saving, call 1-800-MEMBERS today to speak with a dedicated Member Service Representative, or visit www.1800members.com.