

**NORTHEAST DISTRICT
NEWS**

Save the Date!
PRSA Northeast District
Conference *
Friday, October 6, 2006 /
7:30 am ~ 5:00 pm
The Conference Center at
Bentley College
* Details available in late
summer

Here's June N&V at a glance:

- *From the President*
- *Membership Update*
 - *'Spring Ahead with PRSA' Membership Promotion*
 - *Buy in 'Bulk'! ~ Group Membership Available*
- *Accreditation Tips: Preparing for the Exam?*
- *IPN: Customized Resources for the Sole Practitioner or Small Agency*
- *Member News*
 - *Saluting Professional Standards*
 - *PRSA Boston Beacon Awards PRSA Silver Anvil Awards*
- *Professional Development: Use Your Resume to Help Negotiate a Higher Salary*

FROM THE PRESIDENT, NANCY STERLING, APR

Dear Fellow PRSA Members:

It is hard to believe this month's program will be the last one before our hard-working program committee members take a break for the summer. The June program, to be held at Regis College, promises to be both informative and entertaining and is a great way to kick off the summer by networking with your professional colleagues.

Last month's program, focusing on the many ways technology is rapidly changing the PR landscape, was a blockbuster! Held jointly with the Publicity Club of New England, the topic drew an overflow crowd at the Museum of Science. More than 100 attendees heard all about RSS, blogs, podcasting and viral-marketing and other innovative methods for reaching broader audiences. It was a success on all fronts, and we would consider doing at least one

joint program with the Pub Club as an annual event.

Our webinars/teleseminars will continue during the summer as long as PRSA National continues to provide us with provocative programming and our generous members continue to offer their facilities. If you are interested in a particular webinar topic or would like to have the event at your office, please contact Director-at-Large Jennifer Bien, (617) 787-7092 / jennifer_bien@earthlink.net, who has done an outstanding job of making these low-cost, high-value programs a reality.

On the membership front, Vice President for Membership Julie Lear, APR, (617) 388-8112 / jglear@comcast.net, reports that we are on track with this year's membership goals. Since the first of the year, we have

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MEMBERSHIP UPDATE

From Julie Lear, PRSA Boston, VP Membership

Along with the promise of summer, June marks the mid-point of our calendar year. The first six months of 2006 have been exciting for PRSA Boston membership. Since mid-December, we signed on 47 new members. As our chapter continues to grow 400-plus members strong, so does the remarkable caliber and diversity of our constituents. In the past six months alone, new members joining PRSA Boston herald from local public relations agencies, hospitals, financial institutions, non-profits, universities, museums, and independent practices. It is truly an honor to be a part of such a talented group of professionals.

On behalf of everyone at PRSA Boston, I would like to take this opportunity to formally welcome and introduce our new

members. We look forward to meeting you in person at upcoming programs.

May 1 - June 30: 'Spring Ahead with PRSA' Membership Promotion

Instead of "saving time," save something tangible...MONEY...with PRSA's "Spring Ahead with PRSA" promotion that is running through the end of June.

During this special promotion, you can join PRSA National for \$290 and receive a free, first year Chapter membership; National covers the cost of your chapter dues.

For information on applying for membership, contact PRSA Boston's Vice President for Membership, Julie Lear, APR, (617) 388-8112 / jglear@comcast.net.

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signed on 41 new members. That is an average of eight members per month, about two more new members on a monthly basis than last year at this time. Folks can still sign up through June for the special "Spring Ahead" promotion which allows new members to receive one year of chapter membership free.

The Boston Chapter's Independent Practitioners Network (IPN) is an important part of the offerings to our members. As such, the PRSA Boston Board of Director last month began a dialogue on the future direction of the IPN and its relationship to the larger chapter. You will be hearing more on that topic as the discussion progresses.

And last, but not least, we are again planning a summer soiree social gathering in August. Last year's event was so successful we may just repeat our lazy summer evening at the Marriott Long Wharf. If you have other ideas, please feel free to contact Program Committee co-chairs Karen Kennedy, (617) 789-2032 / karenkennedy100@yahoo.com, or Tom Nutile, (617) 695-9555 / tom.nutile@comcast.net.

Happy Summer and I hope to see you at the June program!

Nancy Sterling, APR
President, PRSA Boston

New Members – Dec. 19, 2005 through May 31, 2006

Diane L. Arseneau, Winstanley Association
Richard L. Averbuch, Beth Isreal Deaconess Medical Center
Jonathan D. Bloom, Graham Communications
Kimberly D. Brothers-Caisse, Mount Wachusett Community College
Jane Carpenter, Lois Paul & Partners
Mark Cybulski, MassMutual Financial Group
Christine O. Dunn, Savoir Media Company
William Durling, Nortel
Mary K. Fallon, Garvey Communication Associates, Inc.
Theresa Ann Frueh, Health Dialog
Naomi Funkhouser, Emerson Hospital
Michael Gannon, AIR Worldwide Corporation
John J. Garvey, Garvey Communications Associates, Inc.
Lisa M. Gesner, MSCPA
Susan J. Getgood, GetGood Strategic Marketing
Allison K. Gillis, Mount Holyoke College
Anna Gonski, Children's Hospital Boston
Karen P. Guy-Dyer, American Healthcare Radiology Administrators
Jeff R. Hall, 1199SEIU United Healthcare Workers East
Nicole L. Higgins, American Heart Association
Molly A. Horton, Rasky Baerlein Strategic Communications
Corinne J. Kovalsky, Raytheon Company
Betty M. LaBaugh, Presstek, Inc
Julianne LaMay, Museum of Science
Andrea Maria Larrumbide
Paul Stuart Lieber, Emerson College
Michael Lurie, University of Maryland Baltimore County
Steven Marchant, Brodeur
Timothy Munroe, PAN Communications
Tiffany A. Nagle, American Cancer Society
Christopher M. Nahil, Nahil Communications Group, Inc.
Lauren Rose Nolan, Gray & Rice Public Relations
Lucy Jackson Norvell, American Camp Association New England
Stephanie Michelle Pachucki, BCGI
Phil Pennellatore, Schneider Associates, Inc.
Billie Jean Potter
Sara M. Radkiewicz, Thomson
Gabrielle Richard, Medialink
Christina Maria Sciammacco, Fallon Community Health Plan
Steven Singer, Dana-Farber Cancer Institute
Lauren Siracusa
Antonette Louise Tamaro
Julia Tanen, Julia Tanen Public Relations
Colleen Turner, Burnieika Turner Communications
Christie Turriziani
Kay Bronwen Wilson, Prompt Communications US HQ
Dana Zemack

INDEPENDENT PRACTITIONERS NETWORK

IPN – 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.

To become a member of the IPN, you must:

1. Be a member of PRSA Boston (which requires membership in PRSA national)
2. Practice public relations 50% or more of

the time

3. Have a practice of one to two principals and up to two full-time employees.
4. 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:

1. Receive emails sent to the Network containing business leads, resource information, meeting materials, and other info of relevance to independent PR professionals.
2. Opportunity to be listed in the online directory for a set up and maintenance fee of \$50. (See <http://www.prsaboston.org/ipnDirectory.asp>)
3. No charge to attend monthly meetings.
4. Opportunities to network, collaborate, and form relationships with other independent PR professionals.

How? For more information on attending a meeting or joining the Independent Practitioners Network, please email IPN Administrator Beth Bryant, APR, at bbwrites@comcast.net, or call her at (617) 926-9595.



ACCREDITATION TIPS



Consider the APR Online Study Course, designed specifically for this task. The multimedia course offers candidates the opportunity to review the knowledge, skills and abilities covered in the Examination for Accreditation in Public Relations. Course content is broken down into 10 modules narrated by Accredited public relations professionals.

Participants learn through self-study, group discussions, assignments and Web conferences with other participants. Candidates can complete the course at their own pace and tap technical and

subject matter assistance as needed. The Online Study Course is one of the most valuable tools available to candidates sitting for the Examination for Accreditation in Public Relations.

For information about the APR Online Study Course, please review <http://www.online2learn.net/APR/>.

Your PRSA Boston Accreditation Co-Chairs are Diego Sanchez, APR (617) 450-1524 / dsanchez@aac.org, and Elise Lapham, APR (781) 914-1222 / eliselapham@verizon.net).

SALUTING PROFESSIONAL STANDARDS

PRSA BOSTON BEACON AWARD

Beacon Award Committee Chair Steve Quigley, APR, (617) 358-0066 / stevequigley@comcast.net, advises everyone to “Put on your ‘thinking cap’ and start reviewing the accomplishments of that individual...business leader or public relations professional...who you feel represents the ‘best of the best.’”

Yes, time’s drawing near for nominations for the “PRSA Boston Beacon Award” and PRSA Boston’s third annual recognition of someone who has furthered the standing of the public relations profession through professional practice and personal relations as well as through betterment of the community.

The nominee for the “PRSA Boston Beacon Award” will have demonstrated excellence in one or more of these areas: impact of entire career; significant contribution to the public relations profession; significant contribution to the community as a public relations professional; significant contribution to individuals by education or mentoring; advancing the careers of others and exemplifying professional standards.

This excellence will have been demonstrated through one or more of the following:

- Building relationships that earn trust which contributes to an organization’s effectiveness;
- Advancing the common good, not just concern for the success of the movement or the organization;
- Personal and professional qualities that serve as a role model for current and future public relations practitioners.

The nominee’s work will have had a major impact on the practice of public relations in the Boston membership area and have some clear connection with the PRSA Boston membership area, although he or she does not have to be a permanent resident of the area.

Details and nomination forms will be available in early September. Accredited members of PRSA Boston will review all nominations and cast their ballots for this year’s recipient. The award will be presented at PRSA Boston’s Annual Meeting in November.

PRSA SILVER ANVIL AWARDS PRESENTATION HELD IN NEW YORK

It’s that time of the year again...that frantic, frenetic time when public relations professionals across the nation prepare for the Public Relations Society of America’s annual “Silver Anvil Awards Evening” and presentation of the prestigious “Silver Anvil” and other awards recognizing outstanding work on behalf of employers and clients in the previous year.

The Silver Anvil, symbolizing the forging of public opinion and awarded annually, recognizes organizations that have successfully addressed a contemporary issue with exemplary professional skill, creativity and resourcefulness. In the 50-plus years that these citations have been made, more than 1,000 organizations have been awarded Silver Anvils for excellence in public relations.

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Silver Anvil Awards recognize complete programs incorporating sound research, planning, execution and evaluation. They must meet the highest standards of performance in the profession.

A quick and totally unsophisticated search of the PRSA archives reveals that more than a dozen organizations and public relations firms have been awarded a Silver Anvil. (There may be more, but we couldn't find them!) Here is a listing, along with the name of the program for which the Anvil was awarded:

1978	Sweetheart Plastics	"Bingo for Employee Morale"
1980	Lesley College	"Lesley College"
1987	Clarke & Company	"Faneuil Hall Marketplace 10th Anniversary"
1987	Cone, Inc./Rockport Shoes	"Walk for the Health of It"
1995	Salvation Army	"Christmas Kettle Campaign"
1996	BayBank	"Sponsorship of the 'Head of the Charles' Regatta
1996	Schwartz Communications/	"National Launch of the Uterine Balloon Therapy Gynecare System"
1999	National Fire Protection	"Fire Drills: The Great Escape" Association (NFPA)
2000	NFPA	"Fire Drills: The Great Escape"
2001	Cone, Inc./ConAgra	"ConAgra's Feeding Children Better"
2001	Brodeur/Fidelity Investments	"Powerstreet"
2002	Clarke & Company/Carpet One	"The Carpet One Magic Carpet Time Tour"
2002	Schwartz Communications/	"MAP"Checkfree
2002	WGBH/Clear Blue Sky	"The Evolution Project" Productions/Weber Shandwick
2004	Schwartz Communications/	"Checkfree" Checkfree
2005	KOGS Communication	"Krisukkah"

It is entirely possible someone was missed in compiling this list. If so, we apologize and would be happy to hear from you!

PROFESSIONAL DEVELOPMENT TIPS

Use Your Resume to Help Negotiate a Higher Salary

By Deborah Walker, CCMC, Career Coach ~ Resume Writer

Most job seekers believe salary negotiation starts once they have an offer in hand; nothing could be further from the truth. In fact, your *resume* can make the difference between negotiating at the top end of the salary range—or the bottom end—in your next job offer. If that sounds strange to you, consider the following points:

A prospective employer's first impression of you is created entirely by your resume. The employer's first impression of you will assign a value and build a level of urgency for the employer to contact you—before someone else does.

First impressions are nearly impossible to change.

If your resume sells your skills short, then you can't expect to receive offers at the upper end of your salary scale. Your current resume could be losing you thousands of dollars in income power. By making a few key changes in your resume now, you can position yourself for higher salaries in the future.

Here are three resume strategies for promoting high salary negotiation success:

1. Show that you are a “high return on investment” with quantifiable results. ~ Many job seekers use the phrase “results oriented,” but they don't to back it up with concrete evidence—leaving the reader to conclude otherwise. You may feel you have no quantifiable evidence of your value in previous jobs, but every job has quantifiable results that can better reflect your worth on

your resume. Revenue, sales dollars and material costs are not the only results that use numbers.

Consider using the number of man-hours saved in process improvements, the percentage of repeat customers, or the number of peers helped by a particular efficiency to help reflect your abilities. Every employee is hired to solve problems, and most problems have some quantifiable element at their core.

2. Illustrate the *breadth* of your experience. ~ Notice the use of the word “breadth” rather than “length” of experience. Just because a candidate has been doing a job for a long time does not necessarily mean he is worth more. Breadth of experience focuses on *quality, not quantity*.

You can express breadth of experience in two key ways:

Industry knowledge ~ Since industry expertise is usually in high demand, you can show your value through insider understanding of industry issues.

Transferable skills ~ If your career spans many industries within the same occupation, highlight the transferable skills that have enabled you to bridge the gaps from industry to industry.

3. Make the reader want to know more about you. ~ Job seekers often assume that the job of their resume is to inform the reader. Not so! Your resume's ONLY job is to make the reader want to know more about you.

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What that translates to is an understanding of what to include and what to leave off your resume. Too much detail can distract the reader and lose his interest; not enough information, and the reader will wonder what you have been doing with your life. A proper balance between detail and result will leave the reader saying, "I have to call this person for an interview today!"

A professional resume writer can create a

resume that sells you as a high return on investment. By portraying you as someone with great breadth of experience and a wide range of critical skills, potential employers will see you immediately as someone of high value, building their vision—and your self-confidence—of you in the upper end of the salary scale.

Find more job-search tips and resume samples at: www.AlphaAdvantage.com
<http://www.alphaadvantage.com/>; Email: Deb@AlphaAdvantage.com

MEMBER NEWS

Stimpson Communications, headed by Henry Stimpson, APR, recently landed Cambridge Leadership Associates, a top leadership-consulting firm, as a public relations client. In addition, Henry's article on poet Franz Wright recently ran in *Poets & Writers*

magazine, and his article on his great-great grandfather Daniel Stimpson is in the current issue of *New England Ancestors* (http://www.newenglandancestors.org/publications/NEA/7-2_011_Stimpson.asp)