

# The PRes

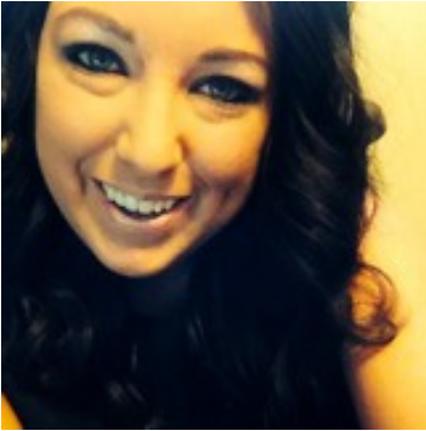
## The Chapter Meeting Newsletter

February 26, 2014

### Upcoming Events

- **March 13–16: PRSSA National Assembly in Charleston, North Carolina**
- **March 28th: Clark Communications Agency Tour**

### Member of the Month....



### Congratulations Tawnney Sayre!!!

Congratulations Tawnney! You are our fourth Member of the Month! We appreciate all of your hard work and dedication to our Chapter! You were chosen as our Member of the Month because of your hard work fundraising, having perfect attendance, and attending agency tours! Thanks again for all your hard work!

Stay tuned for March's Member of the Month!

### Internship Opportunity

Interested in an internship for the spring or summer? Don't forget to use the PRSSA resources that are at your fingertips including the [PRSSA Internship Center](#) and the [Career Resources Manual](#).

### A BIG Thank You!

Thank you to everyone who attended the all of our recent agency tours/fundraisers including: the SeyferthPR agency tour and the Panera Bread fundraiser! Because of your involvement we are able to do great things for the chapter!



### Clark Communications Agency Tour



We will be touring Clark Communications on Friday, March 28. Be ready to sign up at the next meeting (March 12). Spots will fill fast and only 20 are allowed. As usual, please ensure that you are able to attend before taking a spot.

### Graduating Seniors

Are you graduating and making career plans? Consider joining PRSSA as an Associate Member. As a PRSSA member, you are eligible to join PRSSA up to five months before graduation for the discounted rate of \$60. To apply complete the membership application on the PRSSA website.

Also, remember that if you would like PRSSA graduation cords, you must reach at least **250 points if you have been a member the entire year, or 150 points if you were only a member for one semester!!**

# The PReSS Continued

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### Meet Our Guest Speakers From 834 Design and Marketing!

Adrienne Wallace; Project/Digital Director



Adrienne Wallace is an enthusiastic communicator with extensive experience in both the public and private sectors. She currently serves as 834 Design & Marketing's Digital Director, Program Director.

Adrienne is also a visiting professor at GVSU in the [School of Communications](#) where she teaches Public Relations, Argumentative Analysis, Social Media and Emerging Communication Technologies and serves at the will of the GVSU PRSSA chapter and the university's student run PR firm, GrandPR.

Chantell LaForest (AKA Telly); Project Manager



Chantell 'Telly' LaForest is an Upper Peninsula native who moved to Grand Rapids in June 2013 after earning a bachelors degree in public relations from Central Michigan University (Fire Up Chips!).

Telly joined the 834 team in September 2013 as a project coordinator and became our first 'official employee' at the start of 2014. As our project manager, she serves as the in-house writer, event coordinator and "whatever-else-needs-to-be-done'er." She also makes a mean pot of coffee for never drinking a drop.

### Venderbush Leadership Lecture

This event will take place on Monday, March 17 at 2:00pm in the Library Multipurpose Room (LIB 030). This is a great opportunity to hear a community leader share her reflections on leadership! The reception will feature State Representative Winnie Brinks as the keynote speaker. Join us for this inspirational message and to celebrate current GVSU leaders. Register by clicking here: <https://orgsync.com/62944/forms/84746>; Please register by March 14th. If you have any questions, please contact Kate Thome at [thomeka@gvsu.edu](mailto:thomeka@gvsu.edu) or 616-331-2361

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Twitter: [@gv\\_prssa](https://twitter.com/gv_prssa)

Website: [gvprssa.com](http://gvprssa.com)

### Twitter Chat



PRSSA is hosting a national TwitterChat Tuesday, 2/25 @ 9:00 pm. Join in "Branding Success: Becoming the CEO of You" featuring Jason Mollica, president of JRM Comm and the man behind #CEOofYou, by using the hashtag #PRSSA.

### AMA Event: Building Meaningful Brands in the Connection

When: Tuesday, March 11th, 2014

Time: 11:30 AM

Where: Prince Conference Center  
1800 East Beltline SE  
Grand Rapids, MI 49546

Brand builders and marketers today can be overwhelmed with change and choice. We live in an era of rapid change, making it hard to develop clear value propositions and coherent marketing strategies that attract prospects to your products and services. This presentation will address how the marketing landscape has changed, and how to better create a sustainable advantage, with a focus on B2B marketing.