

The PRes

The Chapter Meeting Newsletter

March 12, 2014

Upcoming Events

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

Clark Communications Agency Tour



Clark Communication agency tour is 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.

Panera Bread Fundraiser Update



PRSSA Panera Fundraiser Update: Thank you to all who showed up for our Panera Fundraiser on Wednesday Feb 26 before break! We benefited by receiving 10% of the Standale Panera's total sales from 5-8 p.m., and raised a total of \$196.06! Your continued support is always appreciated.

Happy Birthday!!!!

March 5th: Gabrielle Poulin
March 15th: Tawwney Sayre

PRSSA National Conference



The 2014 PRSSA National Conference has been announced! "Intersections: The Meeting Place of Communications and Culture" will take place October 10-14 in Washington D.C., our nation's capital. Join PRSSA members from around the world at this conference and get ready to learn from a wide variety of sessions. Visit PRSSA.org or ask any e-board member for more information about National Conference.

Internship Opportunity



Weber Shandwick's Detroit office, has public relations and digital media internships open to graduating seniors. The internships have the potential to become full-time positions at the end of their internship. Stephanie Rice, a former GVSU PRSSA president, is in charge of Weber Shandwick's intern hiring. See Audra for more details!

The PRess Continued

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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.

Find Your Voice: Empowering Women Entrepreneurs

Edward Jones is hosting a "Find Your Voice" event Friday March 28th, from 7:30am to 11:30am at the L. William Seidman Center Charles W. Loosemore Forum

Entrepreneurial efforts are in full effect in the city of Grand Rapids and more importantly, here at Grand Valley State University. Please join the Center for Entrepreneurship at the Seidman College of Business for this educational conference geared towards women entrepreneurs and empowering them to move forward with their ideas. It will give them the opportunity to network and find a sense of community in a booming city full of entrepreneurial options.

Tickets are free for GVSU students with the code, WES2014 and include parking, breakfast and lunch. To RSVP and purchase your tickets for Find Your Voice: Empowering Women Entrepreneurs please ask Leah or Jessica Yakima for the link!

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Website: gvprssa.com

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 or 616-331-2361

Need Help Finding A Internship?

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](#).

Graduating Seniors

Seniors graduating in April, PRSSA has resources for you! Visit prssa.org to find information on resumes, job hunting, and more. Also, start thinking about joining West Michigan PRSA, our local professional chapter. See Audra for details.

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!**