

Now's The Time... Study for Accreditation

If you've ever thought about earning your "Accredited in Public Relations" (APR) designation, now's the time to act.

The Central California Chapter is running a series of study sessions to help members who would like to earn accreditation. These study sessions are free to members, and will guide you through the topics of study to prepare for the accreditation exam.

The first study session is Saturday, July 14 and will continue on Saturdays through August 11.



Even if you haven't completed your formal paperwork to get in exam mode, this is a great, no-cost opportunity to jump start your studying and your thinking about the process.

The purpose of accreditation is to unify and advance the profession by identifying those who have demonstrated broad knowledge, experience and professional judgment in the field. The program seeks to improve public relations practice. The designation Accredited in Public Relations (APR) signifies a high professional level of experience and competence.

For more information on the study sessions or on pursuing the accreditation process, contact Brenda Smith, APR, at brenda.smith.auo4@statefarm.com or Liz Hudson, APR, at lizh@fcfb.org.



Visit our Website

Members can find out about PR jobs, events and activities by visiting our PRSA Central California website.

www.prsacentralcal.org

Powerful Presentation Skills

Lunch and Learn Program
Thursday, July 19 – Noon

\$20 students/members
\$25 non-members
Lunch included

Beef up your communications skills! In this 90-minute seminar, you will learn how to conquer nervousness when you have to present your ideas or plans and "find your voice" so that your ideas are heard.

Presentation skills are essential for delivering presentations that get results, whether it's a one-on-one meeting or a group of people. Learn to persuade, educate, and motivate better. This seminar will increase your confidence and sense of control.

Betsy Hays, APR, will provide you with the tips and techniques to gain confidence and skill in your presentations.

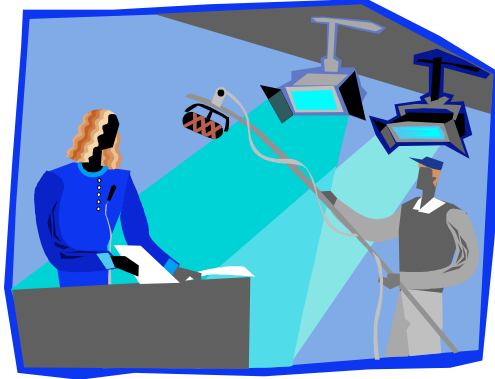
To reserve your spot, contact Vickie Williamson by email at vickie.williamson.a7b8@statefarm.com or call 559-446-3541.

View the program flyer at www.prsacentralcal.org.

Upcoming Event – August 24

Veni, Vidi, Video

(I came. I saw. I learned everything I need to know about video production).



PRSA Central California presents a hands-on session to teach you everything you need to know about video production, whether you are planning on producing a video yourself or will be working with a professional video company.

Hosted by the video production group at KSEE Channel 24, you'll learn how to determine if video is the best medium for your project, as well as scriptwriting, planning, shooting, lighting, audio and editing. More details on this exciting event will be available following the July 19 Lunch and Learn program.

Welcome New Members

In the time since our last newsletter, we have a number of new members to welcome. We hope you'll enjoy meeting other members and participating in chapter events:

Shirley Armbruster
Director of News Services
California State Univ., Fresno

Mark Aydelotte
Assoc. VP, University Communications
California State Univ., Fresno

Kristine Ballecer
Marketing Consultant

Kathleen Brennan
Corporate Communications Manager
LRN

Shanna Marie Goodman
PR/Corp. Sponsorship Coordinator
Big Brothers, Big Sisters

New Members (cont.)

Elizabeth Isabella
Director of Public Relations
SwitchPlanet.com

Sydney Jackson
Communications Coordinator
California State Univ., Fresno

Carla Jackson-Tucker
United Way of Fresno County

Erica Lynn Jones
Director, Marketing Communications
American Cancer Society

Betsey Keller
Ketchum Public Relations

Lanny Larson
Senior Writer/Editor
California State Univ., Fresno

Alisa Manjarrez
Director of Church Consulting
CharestCorp

Greg Sherlock
Public Affairs Specialist
State Farm Insurance

Cindy Suryan
Project Manager and Med Watch
Host
Community Medical Centers

John Teves
Public Information Officer
Kern High School District

Tom Uribes
Public Affairs & Media Relations
California State Univ., Fresno



Congratulations

We congratulate past president **Toni LaSalle** on the birth of her son Sam, born May 30.

Image Awards Winners Honored for Outstanding Work

We would like to congratulate all of the Image Awards winners who were honored at the Image Awards luncheon in May:

Professional of the Year

Amber Chiang
Bakersfield College

Rookie of the Year

Michael Carroll
State Farm Insurance

Campaign of the Year

Award of Excellence
Cohen Communications
New Valley Times

Award of Merit
Marcomm PR
Marcomm PR Navigates Plastic Jungle for National Launch

Award of Excellence

Verdin Marketing Ink
Teach AG Program

Public Affairs

Award of Excellence
Fresno County Farm Bureau
Agricultural Quality Management

Award of Merit
State Farm Insurance
2006 California Campus

Community Service

Award of Excellence
State Farm Insurance
Legislative Partners

Award of Merit
State Farm Insurance
2006 Philanthropy Giving Book

Special Event

Award of Excellence
Jeffrey Scott Advertising
Chukchansi Park Announcement

Award of Merit
Fresno County Farm Bureau
Fresno County Farm Nutrition Day

Newsletter

Award of Excellence
State Farm Insurance
California Retiree Newsletter

Award of Merit
West Hills Community College
Newsletter

Magazine

Award of Excellence
Fresno State
Fresno State Magazine

Award of Merit
Pelco
Pelco Press

Brochure

Award of Excellence
Astone
Successful Homeownership

Electronic Publication

Award of Excellence
Fresno State
University Journal



Image Awards chairperson Toni LaSalle (l) presents an award to Fresno State's Shirley Melikian Armbruster. View more photos at prsacentralcal.org under "events".

Poster

Award of Merit
Fresno Philharmonic
Lang Lang Poster

Opinion Piece/Editorial

Award of Merit
Fresno State
We Write the Chapters of Our Lives

Article

Award of Merit
Fresno State
Fresno State Magazine Article

Website

Award of Excellence
Fresno State
Campaign for Fresno State

Video

Award of Excellence
Optimal Hospice Care
Video

Media Kit

Award of Merit
Cohen Communications
The Big Fresno Fair

Annual Report

Award of Merit
Fresno State
New Century Publication

