

Letter from the President

Welcome to a new year of public relations opportunities, challenges and fun. We've got 12 months ahead of us, each a blank page for success, and the Southwest Missouri chapter of PRSA is dedicated to helping you fill those pages.

Many people start the New Year with resolutions that will guide them going forward. I've never been interested in that, but it isn't beneath me to suggest resolutions for others. So here are some New Year's resolutions that you are free to use, ignore or just laugh at.

In 2012, I vow to:

- *Make my clients/customers/publics happy, not enraged (think Netflix, Bank of America and Verizon).*
- *Make life simpler for my clients/customers/publics instead of more complicated (think Netflix again).*
- *Stop worrying that I'm not a social media guru. I can't know everything.*
- *Come to terms with the fact that I don't know everything about PR. If I'm new or relatively new to the profession, I've got time to learn. If I've been in the profession longer than I care to admit, I understand that I never stop learning.*
- *Expand my professional network. This helps me develop relationships with the people who are proficient in the areas where I am not so strong. They can help me with social media, for example.*
- *Become more involved with my PRSA chapter by volunteering to serve. My network is guaranteed to expand.*
- *Never, ever burn bridges. You never know who you will end up serving with on a PRSA committee. Or who your next boss will be.*
- *Take a few deep breaths when that new project seems too much to handle, chop it up into pieces, prioritize each piece, establish a timeline and tackle it step by step. If this was springtime, I wouldn't wash all the windows at home this weekend. I would do the front windows first, the back windows the following weekend, etc.*
- *Stop being nervous around reporters. They're just people, too.*
- *Ignore emails, IMs, texts, etc., after 7 p.m. (or earlier). I deserve a private life. Many CEOs do this. Why not me?*
- *Think twice at work before posting that company tweet or Facebook status update. Why do so many companies and professionals shoot themselves in the foot online? Don't they ever stop to think?*
- *Knuckle down and prepare a crisis communications plan (now, not later!).*
- *Find a short block of time every day to just be calm.*

Forget about the Mayan calendar. This will be a great year all the way to Dec. 31!

— Tom Ellis

New officers, new goals!

The new year is here, and the new board is already planning another spectacular year.

The following members have been selected for the 2012 board of the Southwest Missouri Chapter of PRSA.

- President: Tom Ellis
- President-Elect: Lori Marble
- Immediate Past President: Don Hendricks
- Secretary: Becky Lucas
- Treasurer: Tamera Heitz-Peek
- Chapter Liaison Director-at-Large: Regina Waters
- Membership Director-at-Large: Paula Ringer
- Communications Director-at-Large: Jill Finney
- Assembly Delegate: Andrea Mostyn

These new board members met on Jan. 12 and began making plans for the year. Chapter goals for 2012:

- Offer PRSA webinars to the community as a membership recruitment tool and to create the potential to generate new revenue
- End the year with at least 50 members (we are currently at 46).
- Create a Speaker's Bureau to share chapter members' expertise with the community.
- Strengthen student chapter relations.

Public Relations Defined

Here's an update on the national PRSA "Public Relations Defined" initiative. This collaborative, industry-wide advocacy campaign aims to modernize the definition of public relations. Initiated last year, the initiative is moving into its final stages — the presentation of three candidate definitions and a public vote.

After careful consideration and significant feedback from many chapters, as well as the National PRSA Board and partner organizations, PRSA has decided to take a refreshed perspective and implement a slightly modified direction for [#PRDefined](#); one that will allow for greater input from local chapters in a manner befitting the project's stature.

Recently, PRSA announced the three candidate definitions that were developed in conjunction with partner organizations. You can find those draft definitions [here](#).

Chapter members can also add their opinions of each definition [here](#). Members are also encouraged to tweet your thoughts at [#PRDefined](#) or be one of the [dozens of people](#) who have shared their opinions by blogging about it.

Your input will prove invaluable in ensuring the candidate definitions meet the profession's need for a modern definition for the new era of public relations.

Join us for our January monthly meeting

Josh Marsh, news director and morning News Watch host for Joplin's KZRG radio station, will speak on the 24/7 coverage provided to the community following the May 22, 2011, tornado. KZRG and the other Zimmer Radio simulcast stations were the lifelines that kept vital information flowing and citizens encouraged following the deadly storm.

Topics will include: lessons learned; working with public relations professionals in a disaster situation; efforts since the storm regarding emergency preparedness; crisis communication; and working with and through a major, natural disaster.

Join us at **noon on Jan. 24** at the Great Southern Bank Operations Center, 218 S. Glenstone (just south of St. Louis Street). Please RSVP to rsvp@swmoprsa.org by **noon Friday, Jan. 20**. Cancellations must also be made by noon that day to avoid being invoiced for the cost of the meeting.

Members cost \$12, students cost \$8 and first-time guests are free. Subsequent meetings for non-members cost \$17.