



Message from the President

The board held its third meeting of the new term and good progress is being made in several areas. President-elect Tom Ellis has made plans to attend the PRSA Leadership Rally in New York this June, which I found to be a meaningful experience when I attended last year. In addition, we have set tentative dates for the PR Bootcamp for July 28 and our annual Professional Development Seminar for Sept. 20. Mark your calendars for these key events.

David Grossman from the Grossman Group in Chicago has agreed to speak at the Sept 20 conference. I think it's pretty exciting to have a professional of this caliber willing to speak at this event and it continues something of a tradition of top-tier experts presenting in Springfield over the years.

On another note, Tom Ellis and Ann Elwell have been representing our chapter during monthly conference calls with the PRSA Midwest District in an effort to strengthen ties and provide greater resources to our members. The District is soliciting speakers for its speakers bureau, and I would encourage interested members to sign up. We have many who are well-qualified, and it would be a great way to give back to the profession by sharing your knowledge and experience with others. To participate, please fill out the application form attached to this email.

Finally, although we have made progress in planning to use Skype as a means of sharing programming with Joplin-area and other members, the next couple of months should see us achieve that goal. Thanks to Nicki Donnelson, Becky Lucas and others for taking the lead with this important effort.

Hope to see you at the March 22 meeting.

March 22 Noon Lunch Meeting

Crisis can strike at any time and at any place. It can happen to anyone. Even Herschend Family Entertainment Corporation, owner of Silver Dollar City west of Branson, has had to deal with crisis. Would you know how to respond when the worst happens? Lisa Rau, director of public relations and publicity at Silver Dollar City, will give us some tips on crisis communications at our March chapter meeting. Be there and learn from a pro! Leave with a better understanding of what good crisis communications is all about.

Lunch will consist of chicken salad on pretzel rolls with tomato, cucumber and sprouts; potato soup; spring salad with red wine vinaigrette; assorted desserts; tea and fruit.

RSVP to rsvp@swmoprsa.org by noon Friday, March 18. Cancellations must also be made by noon on Friday, March 18 to avoid being invoiced for the cost of the meeting.

Our regular meeting time is at noon on the fourth Tuesday of each month at the Midtown Library (at the corner of Jefferson and Central), so make it part of your schedule. Please plan to arrive by 11:45 a.m. to network with your colleagues so that we have ample time for programming.

Membership

We'd like to welcome to the chapter our newest member [Donna Barton](#) with Students in Free Enterprise (SIFE)!

And thank you to all the new members who completed the New Member Survey – your input is very valuable and you have been heard! We hope to implement some of your ideas immediately.

Put Your Name in the Hat – and Get Something Back!

For every meeting you attend in 2011, your name will be placed in a hat for a drawing – and at the end of the year, we'll select one lucky winner for a great prize. Don't miss out!

Mark Your Calendar

PRSSA Day will be held on the Missouri State University campus, Plaster Student Union, on March 18. Read the post for all the [details](#) and plan to attend. It's a great way to network for students and to learn something at the same time!

The date for the PR Boot Camp has changed – it will now be held on July 28 at the Springfield Area Chamber of Commerce, and the Professional Development Seminar is scheduled for September 20.

We're in Communications – So Stay in Touch!

Want to know what's going on? Check out our [blog](#), follow us on [Twitter](#), share articles on [Delicious](#) and become a fan on [Facebook](#)! We recently have added the board meeting minutes to the website under "Members" to share the work that is being done to advance this organization.

Have an idea? Share it! Email communications@swmoprsa.org.

Get involved! Join the conversation! Check out our [blog](#), follow us on [Twitter](#), share articles on [Delicious](#) and become a fan on [Facebook](#)!

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