



National Assembly in Sunny San Diego

Jena Johnson

Between being the first member from CMU elected to the PRSSA National Committee, a fire in the maintenance closet and one “fabulous” motion, National Assembly was a little bit different this year.

Things started out on Thursday with the Day of Competition. Members who signed up for the competition were broken into small groups and given a short case study. They had one hour to prepare a public relations campaign and have to pitch their ideas to a panel of judges. It’s a great way to start the weekend - networking, using critical thinking skills and the winners received \$50 each.

After settling in at the Paradise Point Spa and Resort, delegates and members spent the first half of Friday attending leadership development and chapter growth sessions. Gaining advice about recruitment, fund raising and joining PRSA, members were able to sit in groups and discuss and learn from each others’ experiences. By lunchtime, everyone had made a few friends. The rest of the afternoon delegates spent time traveling and seeing the sights in San Diego.

On Saturday, the Assembly passed a bylaw amendment calling for permanent inclusion of the affiliate program. This program allows

PR students to join PRSSA even if their school does not have a chapter. Affiliate members are required to pay dues and receive access to the PRSSA Web site resources, as well as the ability to attend National PRSSA events as a

minute break while management took care of the problem. Though most of us were not sure what exactly happened, everyone was safe and the problem was contained.

Running for the National Committee was quite an exciting experience for me. It took a lot of hard work, studying, a detailed application and a speech in front of the entire Assembly. Since I was running unopposed, I was the last person to give a speech.



Johnson is currently the CMU PRSSA SGA Representative

member. Next the delegates elected a new National Committee. Things went by smoothly at first, but started to heat up after one delegate announced he had a “fabulous” motion to make. He then made a motion for all delegates to go somewhere together after Assembly was over. This spiked debate between members who felt it was completely inappropriate and unprofessional to talk about “going out” while Assembly was in session and others who felt an opportunity for everyone to exchange business cards would be valuable. The motion ended up passing, but nothing came of it later.

Nearing the end of the day, many delegates noticed a strange smell. In the back of the room, smoke was visibly coming from a closet. Everyone was asked to leave the room for a 10

Opponents who did not win from previous positions were able to drop down and run for another position, so by the time I ran for the committee, I had two people to run against.

I tried my best, and my preparation and hard work paid off. I ended up being elected by a majority vote to become the 2008-2009 vice president of regional activities.

I am looking forward to the beginning of a whole new adventure and am excited to bring new opportunities to our chapter.

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On the Road to Reinvention DeAndra McCain

As the spring semester began to wind down some students were dreaming about summer break, but others were dedicated to public relations and discovering ways to further their career with PRSSA..

CMU PRSSA's sixth annual Spring Conference exceeded all expectations. Held on CMU's campus at Bovee University Center the conference was themed "The Road to Reinvention: Keep the Wheels Turning." Spring conference is a professional development opportunity for PR students or anyone interested in PR to network with professionals and other students. Students were presented the chance to hear professionals within the PR field, experiences and pick their brains.

"I was really impressed with the group of

speakers the committee brought in this year. They really seemed to cover all areas of public relations. I really enjoyed the keynote as well. He really knew how to relate to our audience," Meagan Kur-nat said.

Keynote speaker, Adam Denison, gave participants an exciting speech on how to adapt their skills to get the best out of social media. Denison spoke on the importance of blogging and other social internet network communities. From Facebook to podcasts, Denison had a useful way to implement them in public relations.

Students also had the chance to have their resumes and portfolios critiqued as a bonus session. Participants learned resume and portfolio "do's and dont's" to

aid them in landing a desired internship or job.

CMU alumni joined in on session fun with a helpful panel. The alumni provided helpful hints and tips on how to prepare for life after college and how to get the internship a student really wants. They also shared important opportunities PR students should take advantage of while still in college, such as take as many writing classes as possible and save everything because it could be used in a portfolio.

This years spring conference was definitely a success. Students left with valuable information to help carry them into an exciting near future.

DOW Chemical Tour—A Look Into Corporate PR Shanna Williamson

Dow Chemical offers graduating public relations students several opportunities for entry-level positions. The Dr. Diane S. Krider chapter of the Public Relations Student Society of America was invited to participate in a shadow day; an opportunity for seven students to explore Dow Chemical and its Public Affairs Development Program.

Erin Kuhl, a current Dow Chemical public affairs employee and Central Michigan University alum, contacted the chapter to set up this informational and beneficial opportunity. "We want to make the shadow day an annual event, it would be great if we could do it once a semester with CMU PRSSA students," Kuhl said.

The seven participating students attended Dow Chemical on a Friday afternoon where lunch was included with an opportunity to have an open discussion with current Dow Chemical public affairs employees; three of which were CMU alumni. The afternoon continued with a tour of the building and three sessions with Dow employees, each one covering a different aspect of public affairs. The shadow day concluded with a resume

workshop, each student received one-on-one time with a Dow employee in either public affairs or human resources.

A major aspect of the shadow day also included an informational session about Dow's newest reputation campaign, Human Element. According to Stacy Siler, Public Affairs Recruiting and Training Leader, Dow started the Human Element campaign to show how influential people are in the world of chemistry.

Dow started using the 'Hu' symbol as its periodic abbreviation, showing that the most significant element in chemistry is not found on the Periodic Table of Elements, but in the people around us.

"I was very impressed with the responsibility Dow has taken as a major corporation to improve human conditions around the world through their Human Element campaign," Kayla Hengesbach, senior, said.

Whether the PRSSA students realized Dow Chemical may be the place for them

to work or not, each one of them got an inside look to what it would be like working in corporate public relations at such a large company. "Dow did a great job in allowing us to see what corporate PR is really all about. It gave me a new perspective on the benefits in working with a corporation, rather than an agency," Hengesbach said.

Students found the shadow day overall very insightful and helpful in deciding future decisions about internship and career choices. "I'm glad I took the opportunity to tour a piece of corporate America. One can read so much about PR, but sitting in class or reading about something doesn't always give a clear view, so I'm pleased I got to see an inside view of the corporate/public affairs aspect of PR. I feel better informed and the experience will definitely weight into my decision for possible internships and jobs in the future," Jenna Frye, junior, said.

PR Central: A Hands-On Opportunity Lacy Quinlan

There are endless reasons to join PRSSA. One of the most exciting reasons is the opportunity to join PR Central, CMU's student-run public relations firm. PR Central members are divided up into teams and assigned a nonprofit business in the area. This semester, PR Central teams worked with the Mt. Pleasant Housing Commission, Mt. Pleasant Community Foundation, Isabella County Recycling Center, Michigan Humane Society and Michigan Wrestling Association.

The red team, led by account executive Kelly Lewis, worked with the Mt. Pleasant Community Foundation. The team also included assistant account executive Lacy Quinlan and consultants Lauren Irwin and Jena Johnson.

The Mt. Pleasant Community Foundation wanted this team to determine a message to communicate about the foundation's Access to Recreation grant. This message was communicated through a slogan and mission statement for the grant created by the red team, and by producing a video describing the foundation's vision for their project.

Lewis felt her expectations for PR Central were exceeded this semester. "My team and I were given creative freedom and in the end, I think everyone involved will leave with a sense of accomplishment, as well as a great portfolio piece."

The green team included account executive Jon Christens, assistant account ex-

ecutive Shanna Williamson and consultants Erin Barnes and Andrew Roe. The team worked to create multiple communication lines for the Mt. Pleasant Housing Commission, which previously communicated very little with the public.

A website design, brochures and a promotional video were created by the team, as well as several fundraising efforts. The fundraisers included placing donation canisters at local businesses and planning a basketball tournament/barbecue for local citizens.

"It has truly opened my eyes to the possibility of working at a non-profit business," Christens said.

PR Central "Mangeant" Raises the Temperature Meagan Kurnat

PR Central hosted a beauty pageant with a twist on February 12 at The Cabin to raise funds for The Michigan Humane Society (MHS). This 'mangaent' gave the ladies a rest by turning the evening-wear, swimsuit and talent competition over to the boys. The four brave souls put their egos aside for the evening and came together to raise money for The MHS's annual telethon held on Valentine's Day.

"I'm really glad I got the chance to make a fool of myself while helping a good cause. I have never heard of a 'mangaent' before, and I think it was a really creative idea," participant Chris Daldine said.

The competition began with the four boys strutting down the runway looking date ready in their eveningwear. After a brief introduction and a quick wink to the crowd, the contestants hurried backstage to prepare for the talent portion of the event.

Brad Neumann wooed the crowd with his peanut butter and jelly sandwich making abilities. JR Ross kept all the ladies on the edge of their seats by singing a ballad by Bobby Brown. Reece Bartlett kept the competition on edge by smashing an en-

tire case of glass bottles with his bare hands. Chris Daldine along with a guest, Steve Addington showed off their dance skills with their take on the classic "Thriller."

"My favorite part of the show was when Chris and Steve came out to do the Thriller dance. You could really see they had put a lot of effort into learning the dance and the crowd loved it," senior Cassandra Koshorek said.

Following the talent portion of the evening, the guys were put through the ringer during the question and answer competition. Contestants then had to impress a couple of the ladies from the crowd with their favorite pick-up lines. In between segments, prizes donated by local businesses were raffled off to the crowd.

After everyone showed their support for their favorite contestant by donating money in each contestant's respective buckets, a winner was decided. The winner, JR Ross, donated his prize money to The MHS instead of accepting it. The MHS and PR Central were extremely lucky to have such gracious contestants, making the evening fun for fans all while raising money for a great organization.

"It took a lot of preparation to get this event underway, it was fun to see everything fall together. I definitely learned that planning can never start soon enough," PR Central account executive Amy LeMieux said.

PRSSA Seniors Gain Valuable Advice in Chicago Jon Christens

The windy city of Chicago was this year's destination for eight students who went on the PRSSA senior trip. Attendees were able to network with Chicago-area public relations professionals and tour through five unique organizations.

The trip started off in Battle Creek with the students traveling by rail to Union Station. Upon arrival they were greeted with the bustle of the big city. IPR Alumnus Allan Schoenberg organized a trip itinerary for the group that included touring his employer, the Chicago Mercantile Exchange (CME) and three other area firms: Reputation Partners, Hill & Knowlton and Ruder Finn.

Members were able to get a first-hand look at CME's final day of trading at its current location. Traders engaged in "open outcry trading," in which they would stand in pits and yell out to make offers to other traders. Currently, the Chicago Board of Trade and CME are in the process of merging and are closing the CME trading floor to move it to the Board of Trade. Students were very excited to have the opportunity to see the last day of floor trading in the CME

building. Currently, the old trade room is being converted into office space.

Schoenberg handles corporate and media relations for CME and took the time to explain his role in the company. Getting CME noticed by large financial publications and broadcast media is his biggest goal. Schoenberg has gotten the company publicity in leading financial mediums including Forbe's magazine and on MSNBC. He does this by organizing media tours, producing fact sheets and creating other promotional materials.

Reputation Partners (RP) was the first stop on the list of agency tours. This boutique style firm has 12 employees, three of whom took their time to show students a powerpoint presentation about the organization's work. Account Coordinator Erin Serkaian, a Central Michigan University alumnus, gave students a unique perspective of her journey towards working for RP. PRSSA President Shanna Williamson said, "My favorite part of the trip was definitely the agency tours. Specifically Reputation Partners because we received one-on-one time with an alumnus." Serkaian ended the session with

interview tips that proved to be very helpful to students.

Hill and Knowlton (H&K), the largest firm on the tour, was the next destination for the group. H&K handles clients in a wide variety of industries and has multiple international offices. Some of its more recognizable clients include McDonalds, Motorola, Adidas and Proctor and Gamble. Human Resources Manager Kimberly Miller, answered questions and gave examples of case studies. "I was impressed with their niche departments such as sports marketing, media communications and digital communications," Zach Ribble said.

Ruder Finn (RF) was the last firm visited and while it is a large international agency, its Chicago office had a very personal feel. Assistant Account Executive, Lisa Stern gave group members an idea of Ruder Finn's approach to PR and told of her experiences with the firm. RF has clients in many sectors of business and some of its larger accounts include VitaminWater, Snapple and Subway.

The tours rounded off with a stop at the Chicago Tribune where members were



PRSSA seniors at the Chicago Tribune to sit in on the meeting for page of the newspaper on the following day.

able to sit in on a page one editor's meeting. This opportunity showed students how reporters choose stories to publish, providing some inside knowledge with media relations. Nicole Barnes said, "My favorite part of the trip was definitely the editor's meeting and having the chance to tour the beautiful Tribune building."

Overall this year's trip was a success and provided opportunities to network with professionals, get inside advice about multiple careers in pr and enjoy the many activities Chicago has to offer. The lessons learned will no doubt serve graduating seniors well as they begin their journey

towards the professional world.

Study Abroad—Ireland Angela Hernandez

We have all heard of “the luck of the Irish,” but after visiting Dublin, I have truly seen the pot of gold at the end of the rainbow. Beautiful rolling hills, miles upon miles of the greenest grass I’ve ever seen, and structures older than almost anything found in the United States are just a few of the memories that stick out from my adventure in Ireland.

As part of my involvement in the CMU Honor’s Program, I enrolled in HON321T during the spring 2008 semester. The course was an honors Irish dramatic experience class, which included a weeklong field study in Ireland over the university’s spring break.

We stayed at the Central Hotel located in downtown Dublin, which was just a short walk from many major historical and tourist sites in the area including O’Connell Street, Temple Bar, St. James’ Gate and much more. Each day of our trip was packed full of adventure. Below is just a short glimpse at some of our daily activities.

Day One: Our first day was mostly dedicated to checking into our hotel and recovering from the seven and a half hour flight.

Day Two: We took a walking tour of Dublin, which included stops at Dublin Castle and Trinity College campus. We were able to see inside the Old Library

and visit the Book of Kells exhibit.

Day Three: We took a visit to Kilmainham Gaol, a former jail famous for being the home and execution site of many leaders of the Irish independence movement. Later that day we toured St. Patrick’s Cathedral, and got a behind-the-scenes look at some of the ancient grave tombs housed in the church.

Day Four: We walked over to the National Museum of Ireland and spent most of the morning exploring the country’s history. One of the most interesting displays featured “Bog People,” which are bodies of people preserved by the Irish peat bog that date back to the Celtic Iron Age.

Day Five: We took a day trip out to County Wicklow. There we visited Glendalough, a sixth century monastery community filled with remains of stone churches, graves and Celtic crosses.

Day Six: We had the day free to explore the city on our own. I spent most of this time shopping with friends from the class



Hernandez in Ireland standing in front of St. Patrick’s Cathedral.

and getting a taste of the Irish culture. In the evening, we walked to the Project Arts Center in Dublin to watch the performance of *100 Minutes*.

Day Seven: We enjoyed our last breakfast at the hotel and checked out of our rooms. Afterwards, we took a day trip out to Boyne Valley, a beautiful place tucked away in County Meath. The location is the home of Newgrange, a Neolithic chamber tomb estimated to be over 5,000 years old.

After a final night Ireland at the Newgrange Hotel, we were on our way back to the United States.

Spring Banquet Kalena Chapel

PRSSA had its spring banquet Thursday, April 24 at Centennial Hall, downtown, Mt. Pleasant, where they recognized PRSSA students’ involvements and achievements throughout the year.

Katie Alexander, PR director for CMU PRSSA and chair for the member networking committee, organized the event and facilitated the program for the night.

“I was really happy with how smooth things went and the amount of students, faculty and alumni that were in attendance. Everyone who attended seemed to like how things turned out,” Alexander said.

Roughly 50 people attended the event including CMU faculty, the IPR Council and Allan Schoenberg, the associate director of the Chicago Mercantile Exchange, who donates a non-need based annual scholarship of \$2,000 to deserving IPR students.

After a buffet style dinner the program started with PRSSA President, Shanna Williamson recognizing the current and future e-board members.

Steevy Griffin, PR central president, recognized her hard working team with certificates for all the work they did with their clients.

The chairs of the parents’ brunch, professional development, fundraising and

member networking committees recognized their members for all their hard work and dedication this past year.

Between each speaker there was also a raffle to win prizes donated by, SBX bookstore, Bennigans, PRSSA, The Wet Monkey and wrestling tickets donated by Lisa Patterson.

Angela Hernandez and Jena Johnson gave out senior gifts to all the seniors graduating in May as well as December of this year.

The program came to an end and all the guests enjoyed cake and dancing for the remainder of the evening.

PRSSA Hosts Annual Battle at the Bin' Chrissy Kunde

CMU students came out April fool's night this year to support their choice of six performers participating in PRSSA's third annual Battle at the 'Bin at The Cabin.

This fundraiser was started three years ago to raise funds for the PRSSA chapter at CMU and this year the tradition stayed strong. Funds raised during this event help give members more professional development opportunities and pay for overall operating expenses for the chapter.

With the help from a very involved fundraising committee, approximately \$200 was raised at this fun and exciting event.

A wide variety of performers were showcased at the event. The first performer, Dave Isakson, was joined with back-up

from his friend to play original songs about stories in their past. The winner of the night was sophomore Mike Myczkowiak, who won a grand prize of \$50 from his bin.

Our only girl performer of the night, Alisha LeFevre, rocked the crowd with some country favorites and a hint of rock at the end. Joe Vercellino closed out the night with a great performance that would make any girl swoon.



PRSSA members Lauren Irwin, Shanna Williamson, Jena Johnson, Chrissy Kunde, Katie Alexander and Angela Hernandez at the 2008 Battle at the 'Bin.

Siblings Weekend 2008 Kristen Pelkki

Siblings of CMU students crowded campus the weekend of Feb. 8, 2008 for the 45th annual Siblings Weekend themed, "Welcome to the Jungle."

Many activities were available to participants such as PRSSA's booth, Valentine's for Veterans. Kids made valentines for local veterans in hospitals and nursing homes using markers, glitter glue, stickers and many other things. Lauren Irwin, PRSSA secretary, said "Everyone that made it over to our table seemed like they were having a blast."

Not only was the booth fun, but Angela Hernandez, PRSSA historian, said "Siblings Weekend is a great opportunity for our members to get out into the community. It's also a really fun way to interact with kids."

There was one moment that stood out in Irwin's mind during the weekend. A little boy made a crazy valentine with crazy designs and pieces of paper hanging off it that made her laugh, she said.

Other events at Siblings Weekend in-

cluded rock climbing at Finch Fieldhouse, a carnival, an all-you-can-eat pancake breakfast, bowling, swimming, ice skating and more. International juggling champion, Mark Nizer, and ventriloquist, Lynn Treffzger performed. Tyler Hilton also sang live in concert.

"I think we have the best siblings weekend out of a lot of schools and if I was a little kid at it, I would never want to leave," Irwin said.

Siblings Weekend began at CMU in February 1963.

PRSSA Agency Tour Lindsey Noel

The weather forecast called for snow but a few PRSSA members braved the cold for the first agency tour of the year. Five members traveled to Grand Rapids for a day of learning, networking and lunch.

The tour began at the Helen DeVos Children's Hospital where a former member of the chapter, Anne Veltema and her associate, Heather Johnston, gave a glimpse of their typical day in health PR. They described their careers as, "A true integration of a series of disciplines." With the building of a brand new hospital

in the process, their typical day is far from boring. Both ladies were very insightful and passed along some good advice before sending members off to the next stop. Veltema warns, "The politics and different people you experience in class are nothing compared to what you will experience in the real world."

The next stop was scheduled to be lunch, but after a slight detour where members toured the lovely city of Grand Rapids, they were a little short on time. Lambert, Edwards & Associates was next on the

list. It was casual Friday at LE&A and we were greeted with friendly smiles and the smell of pizza in the air. We munched on some customized LE&A M&Ms in the conference room while waiting for a few associates of the firm to gather in and share their knowledge. "Everyone was really friendly and I think it was beneficial to see the difference between agency public relations and corporate PR," Lindsay Elias said.

The Best of Both Worlds Catarina Horrigan

PRSSA is most commonly made up of IPR majors, but there are a few members who are journalism majors with a public relations concentration. I like to think of us as the “other” white meat. We take a majority of PR classes, but also have courses that cover many areas of the journalism world, such as, editorial, feature, news reporting and photojournalism.

Journalism is defined as mass-communication activities involving the collection and publication of news-related material for general and special segments

of society. While the definition of public relations is to manage the outside communication of an organization in order to create and maintain a positive image, it involves popularizing successes, down-playing failures, announcing changes and other activities. Together, the two fields dominate media outlets.

So if you are a journalism major surrounded only by people with IPR degrees and begin to feel as though you will never land a job in public relations due to your different title, don't! Journalism plays a

big part in the life of a PR practitioner and good employers tend not to believe that spelling and grammar are optional extras. A journalism degree shows that you have a lot of practice with the writing skills that PR employers highly desire.

I enjoy having a curriculum that encompasses the substantial common ground shared between the two disciplines. The career options are endless when you have the basics of journalism as a foundation and the innovative strategies of public relations to guide your way.

Networking: Detroit Pistons Career Fair Katie Alexander

The eighth annual Detroit Pistons Career Fair was one of the many career enhancement events PRSSA members had the opportunity to attend this year. Attendees of the career fair had the opportunity to meet with over 40 in and out-of-state companies, along with purchasing discounted tickets for the night's basketball game against the Milwaukee Bucks.

The 2008 career fair took place Feb. 22 at The Palace of Auburn Hills, home of the Detroit Pistons. Those who attended were able to meet with the present companies that interested them from 1 p.m.- 5 p.m. A new feature this year was the opportunity to attend a question and answer session with the Pistons staff prior to the career fair.

"The career fair gave me a completely different outlook on entertainment based jobs available in Michigan. It was exciting to see so many places offering intern-

ships to help students get a jump start on their future career," senior DeAndrea McCain said.

Palace Sports and Entertainment, Olympia Entertainment, Detroit Tigers and

it. New York Life, Toledo Mudhens, The Toronto Raptors and Massachusetts Bay College were some of the out of state affiliates that were in attendance.

This particular career fair is a great opportunity for public relations students interested in the sports market to gain valuable experience. Think of it this way, even if you don't find an internship or job suited for you, you have the opportunity to network with hundreds of other college students and employers.

Upcoming May graduate Amy LeMieux said "the Pistons Career Fair was a great step in marketing yourself with professionals and other peers. It was a lot of fun making professional connections and watching a great game."

The evening ended with a Detroit Pistons 127-100 win over the Milwaukee

Bucks. The date for the 2009 career fair is still to be announced.



NBA were just a few of the many popular, long lines students stood in, in hopes of landing an internship or job. The Detroit Red Wings, one of the top groups students most looked forward to meeting with, was unfortunately not able to make

Advice for New Members— It's Not too Late to Get Involved

Lauren Irwin

PRSSA is full of opportunities to take advantage of, but new members often are not sure where to start. From portfolio pieces to agency tours, our chapter at CMU has something to fit into every busy schedule. After reflecting on my own personal experience and with the advice of other seasoned members, I compiled a list of the most important advice for new members.

Join a Committee

One of the best ways to get involved with the chapter is to join one of the four committees. As the “workhorses” for our chapter, these are where members can gain the most professional development. The member-networking, fundraising, professional development and parent’s brunch committees all meet on different days of the week and plan almost everything our chapter does.

Go Outside Your Normal Group of Friends

As everyone knows, public relations is about building relationships, so why not start practicing your skills now? Sit by someone new at a meeting and strike up a conversation. Talk to everyone at socials other than your friends you brought along. All of these things may not seem beneficial now, but in the long run you never know who might give you that first job or be your “in” at a company.

Go to Everything and Anything

The chapter doesn’t put on a conference and set up agency tours just for fun. Take advantage of the socials, volunteering events, workshops, committees and everything else PRSSA has to offer. Not only will you have something to fill the blanks on your resume, you will also be networking, learning more about the pro-

fession and overall getting your foot in the door.

Become Obsessed With the Web site, Message Board and Facebook Group

Everything you could want to know about our chapter can be found on one of the above sites. Missed a Meeting? Find out what happened on the website. Want to know about an event? Go to the message board or facebook group. Checking these sites periodically will help you get involved and stay informed.

Remember PRSSA is on a National Level

PRSSA’s national Web site, at www.prssa.org, is full of resources for members. Scholarships, internships, information about the next National Conference and National Assembly— all of this can be found online. PRSSA has been around for 40 years, so take advantage of everything the organization can offer you nationally as well.

Parent’s Brunch Rachel Esterline

The 2008 Parents’ Brunch, held Feb. 24, gave family and friends an opportunity to learn about public relations and enjoy a pancake breakfast at the Bovee University Center.

“Things got off to a rough start,” Committee Chair Jena Johnson said. “I was really proud of how the committee handled the situation and pulled together. Everyone worked hard, and I think it was a really great learning experience.”

Keynote speaker Stephanie Baron answered questions during the brunch that are frequently asked by parents of public relations students. She offered insight into the career of public relations, answered questions frequently asked by parents and showed examples of items she has created in the past related to public relations.

“I enjoyed the facts the speaker gave, ensuring us that the jobs in PR are going up,” Erin Barnes said.

The Parents Brunch committee, consisting of Jena Johnson, Jamie Hurrell, Kim Walz, Rachel Esterline, Nicole Barnes,

Casey Booyinga, Erin Barnes and Abby Childs. They created displays about public relations for the parents.

A PowerPoint presentation about PRSSA members was created by Hurrell.

“It was rewarding to see something that I worked on come together and was able to present it to others and my parents,” Casey Booyinga said.



Maria and Dave Griffin enjoyed spending time with their daughter, Steevy Griffin at the Parent’s Brunch. This is the second time the two have attended

A Letter from Your President Shanna Williamson

Hi everyone! This academic year is quickly coming to an end and I want to say thank you to everyone who was an involved member this past year. I know the members that have been involved will continue to participate in PRSSA activities will have a jump start into their public relations careers.

Thank you to the 2007-2008 e-board, we could never have accomplished as much as we did without all of us working together as a team. Everyone did such a great job with their responsibilities and thank you so much for all of your hard work.

We are fortunate to have wonderful members, advisors and alumni that go along with the IPR program. Thank you to everyone who participated this year and for making my last year with PRSSA a memorable one. Good luck to everyone in the future and please keep in touch!

Best,

Shanna Williamson

PRSSA Chapter President

Central Michigan University



Spring Picnic Sarah Collica

In celebration of the spring semester coming to a close, PRSSA hosted a spring picnic in place of the last general meeting.

On April 15 PRSSA members gathered at Island Park near downtown Mt. Pleasant for a meeting, food and festivities. PR Central met at 6 p.m. PR Central members received t-shirts and tote bags as an end-of-the-semester gift, account executives updated other members on the last activities going on for their client teams and preparations for the fall were already underway. PRSSA members arrived by 6:30 p.m. to start the general meeting.

After lining up to fill plates with a wide variety of dishes to pass, executive board members announced many opportunities involving everything from internships and the Sports Illustrated On Campus group to networking books and car stickers that were for sale.

The picnic conveniently fell on one of the

first days for beautiful spring weather.

Although the evening brought a chilly breeze under the picnic table gazebo, members were in great spirits to be celebrating together on a sunny day.

After taking a group picture to commemorate the day, members parted ways until the fall for some and for the last time for the seniors, who will be missed greatly.



PRSSA members had their final farewell with each other before parting for the summer.