

# PRCA FOR IMMEDIATE RELEASE

Public Relations Promoting Professionalism and Higher Education in Public Relations

Council of Alabama

MOBILE CHAPTER

## CALENDAR of Events

### October 2009

**DATE:**

Thursday, October 22

**TIME:**

11:30 a.m.– 1:00 p.m.

**PLACE:**

Oysterella's

**COST:**

Members: \$20

Guests: \$ 25

Students: \$ 15

**RSVP to Carol Hunter**

[chunter@downtownmobile.org](mailto:chunter@downtownmobile.org)

by Tuesday, October 20

**SAVE THE DATE:**

PRCA Monthly Meeting

Thursday, November 19

11:30 a.m.

Oysterella's

## PRCA MOBILE PRESENTS THE 4<sup>TH</sup> ANNUAL THINK EVENT



The Exchange Club  
Family Center

Helping Children, Healing Families

**BENEFITING THE  
EXCHANGE CLUB FAMILY  
CENTER AND THE PRCA  
BETTIE HUDGENS STUDENT  
AWARD**

*Guest Speaker:*

*Leida Javier-Ferrell, Ph.D., director of the Center for  
Workforce Development, Mobile Area Chamber of Commerce.*

*“Play Fair” – Cultivating workplace relationships*

Don't miss this wonderful opportunity to hear a dynamic speaker, network with your colleagues, bid on an incredible array of auction items, contribute to public relations education, and most importantly help the Exchange Club Family Center provide invaluable parenting services and ultimately prevent child abuse.

We have an impressive list of silent auction contributors. Come early so that you can peruse the items and place your bids. See the list of auction items inside on page 2 of this newsletter!

Your attendance and participation will help PRCA foster public relations education and help the Exchange Club prevent child abuse.

Please plan to attend. And bring your checkbook!

For information or to donate an auction item, contact Vanessa Murphree at [vmurphree@gmail.com](mailto:vmurphree@gmail.com)

Cost will be \$20 for members, \$25 for guests and \$15 for students.

Please RSVP by 10:00 a.m. October 20 to Carol Hunter at

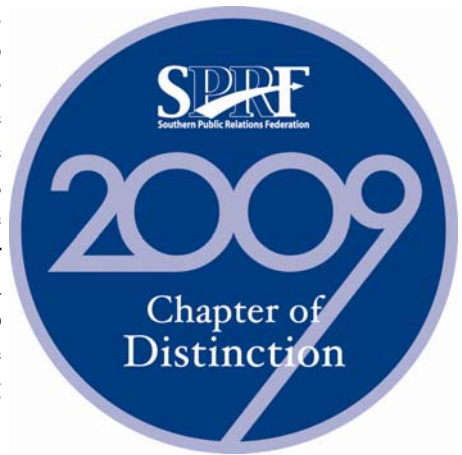
[chunter@downtownmobile.org](mailto:chunter@downtownmobile.org).

Meeting Reservations Policy

PLEASE REMEMBER: Members attending the meeting without a reservation will be charged the guest rate of \$25.00 instead of the current member rate of \$18.00. Also, those making reservations who do not attend and do not cancel by Wednesday morning will be invoiced.



October is a great time for the Public Relations Council because we turn our attention to raising funds and awareness for a local non-profit agency. We are excited this year to be hosting our THINK event for the Exchange Club Family Center and the Bettie Hudgens Memorial Scholarship. The event will feature Leida Javier-Ferrell, Director of the Center for Workforce Development for the Mobile Area Chamber of Commerce. She will be talking to us about “Fair Play”- Cultivating Workplace Relationships. Please join us for this exciting



event and do some Christmas shopping at the Silent Auction.

CONGRATULATIONS!!!! The Public Relations Council of Alabama, Mobile Chapter won the Jamie Palmer Chapter of Distinction Award at the Southern Public Relations Federation Annual Conference. Also congratulations go to Susan Rak-Blanchard for winning the President of the Year distinction. The Mobile chapter beat 18 chapters in Louisiana, Mississippi, Alabama and the Florida panhandle. The award was based on work from January 2008-December 2008. Last year, PRCA and SPRF adopted new awards criteria and preparation to submit nominations for awards. The Mobile Chapter was the first chapter to win the Chapter of the Year (PRCA) and the Chapter of Distinction (SPRF). This has been quite a task and I am proud to say that the Mobile Chapter was well represented. To submit for the award as a whole, we had to submit eight individual books. The list of books and awards are below. I am extremely proud of Susan for spearheading this project and for Carol Hunter who was in charge of putting the books together. I would also like to thank the 2008 board for all their hard work that made this possible. The chapter was given \$250 along with the award.

1<sup>st</sup> Place: PR Education, Projects, Membership, Accreditation and Public service

2<sup>nd</sup> Place: Chapter Management, Communication, Programs

Yours in Service,

*Lindsay Hutchisson*



**Dr. Leida Javier-Ferrell** is a former Puerto Rican university vice president who moved to Mobile after a short visit in 1996. She spent most of her professional life developing talent and leadership in universities as a dean, vice president, and faculty member, teaching courses in Sociology, freshman seminar and Total Quality Management.

Since moving to Mobile, Dr. Javier has worked developing talent from another angle of the workforce development arena in programs from Welfare to Work to being the Vice President of Mobile Works, the local Workforce Development Board. She also worked at the Alabama School of Math and Science as the Director of Student Affairs and directed a local non-profit organization.

Among Leida’s function at the Chamber she supports the work Southwest Alabama Workforce Development Council (SAWDC), provides support to Economic Development and the new and expanding businesses and industries and promotes career choices activities in the high need/high demand occupations in the region. At this month’s meeting she’ll talk to us about “Playing Fair” using the well known concepts the *art or recognition* and *getting to know you*, but from a different perspective.

## September's Meeting



What do you do when Nancy Grace calls? Last month's speaker, Major Chad Tucker, Administrative Assistant to Mobile County Sheriff Sam Cochran, shared with us at last month's meeting about his experience with high profile cases and tips for handling emotional and sensitive situations such as the case involving the deaths of four children thrown from the Dauphin Island Bridge.

## PRCA's Medallion Award



September's Medallion Award was presented to Traci Cooper Gyan for the anniversary and events of Women's Business Center.

## New Members

PRCA Mobile welcomes its newest members:

**Jenna L. Wood, STI**

**Jennifer Tosch, Century Bank**

## PRCA Think Event Auction Items

We have an impressive list of silent auction contributors. Come early so that you can peruse the items and place your bids. Some of our items:

- ◆ Knot Just Beads party for 8 – includes appetizers!
- ◆ A weekend in the Estelle Suite at the Degas House Bed and Breakfast in New Orleans. Check out the Inn at: [degashouse.com](http://degashouse.com)
- ◆ Junior League Christmas Jubilee, Carmike movie, Exploreum, Museum of Mobile, Mobile Museum of Art, Bellingrath, GMAC Bowl, and Joe Jefferson Playhouse tickets
- ◆ Three-month memberships to Pro-Health and Springhill Athletic Club
- ◆ A Bel-Air mall gift certificate
- ◆ WINE !!! thanks to Taste and the Wine Loft
- ◆ Two years of Southern Breeze magazine
- ◆ Meals from Dream Dinners and the Mellow Mushroom
- ◆ An Adams Imaging photography package
- ◆ Stays at the Battle house, The Grand Hotel, Courtyard by Marriott, Homewood Suites, and Fairfield Inn,
- ◆ Original art from Mobile artists Heather Pettersen, Juli Day, and Crandell Brock
- ◆ Saks Fifth Avenue, New Orleans, fragrance baskets
- ◆ Gifts from Cellular South, the Mobile Bay Bears, Mobile Chamber of Commerce, the Beverly Burton Scholarship Trust, the University of South Alabama, Downtown Mobile Alliance, and Imagery Marketing

To get your news to the membership send all PRCA job announcements, etc. to **Carol Hunter** at [chunter@downtownmobile.org](mailto:chunter@downtownmobile.org).

Not receiving PRCA emails? Please contact Carol Hunter via e-mail or call **434-8498**.

