



# For Immediate Release

Promoting Professionalism and Higher Education in Public Relations  
Public Relations Council of Alabama • Mobile Chapter

Public Relations  
Council of Alabama

## Think **RED!**

A fundraiser for South Alabama CARES and the  
PRCA Betty Huggins Student Scholarship Fund

### Calendar of Events

**OCTOBER 2007  
PRCA MOBILE  
CHAPTER MEETING**

**THINK RED  
FUNDRAISER AND  
SILENT AUCTION**

DATE:  
Thursday, Oct. 25

TIME:  
11:30 a.m.-1:15 p.m.

PLACE:  
International Trade Club

COST:  
Members \$20  
Non-members \$25  
Students \$15

RSVP by noon on  
Tuesday, October 23 by  
calling 433-3993 ext. 106  
or e-mail  
cpeterson@bellwether-group.com.

*Remember, if you RSVP and  
do not attend, you will still be  
charged to cover the cost of  
the lunch. Thank you for your  
cooperation.*

October's meeting will include our regular luncheon professional development and a silent auction benefiting South Alabama Community AIDS Resources, Education & Support (CARES) and the Chapter's Betty Huggins Scholarship Fund. We expanded the meeting from 11:30 a.m. to 1:15 p.m.

**Donald (Jay) Mulkerne Ph.D.** of Springhill Behavioral Health will offer a little stress relief and tactics to keep it from continuing to bog us down with his presentation 'De-stressin' with Dr. Jay. "When we're at work, we're wondering if we have something for dinner or if that load of laundry got in," said Mulkerne. "When we're at home, we're thinking about all we have to do at work."



**Jay Mulkerne Ph.D.**

Mulkerne is a licensed professional counselor and a practitioner of Cognitive Behavior Therapy. He earned his bachelor's degree from the University of New York at Plattsburg, a master's degree in education from Bowling Green State University (Ohio) and his doctor of philosophy degree from the University of Florida in Gainesville.

Thanks to Our Think Red Sponsors:

219  
Bellingrath Gardens & Home  
Betty's Best Jewelry & Gifts  
Creative Catering  
Foosackly's  
GMAC Bowl  
Grand Hotel Marriott Resort  
Gulf Coast Exploreum Science Center  
Imagery Marketing & Research  
Consulting  
Isle of Capri Casino

Junior League of Mobile  
Knot Just Beads  
La Pizzeria  
Mobile Area Chamber  
of Commerce  
Mobile Symphony  
Port City Rentals  
Saenger Theatre  
Sonny's Real Pit Bar-B-Q  
The Battle House, a  
Renaissance Hotel

Mark Thursday, Oct. 25 on your calendar and invite friends and co-workers to join us for Think **Red** at the International Trade Club from 11:30 a.m. - 1:15 p.m.  
RSVP by calling **433.3993**, ext. **106** or e-mail  
**cpeterson@bellwether-group.com**.

# President's Note

## **A Big THANK YOU to the 2007 SPRF / PRCA Conference Committee**

By Marian R. Faulk, APR

Leigh has graciously allowed me this space to thank a host of people and organizations that helped make our 2007 SPRF / PRCA Conference in Mobile a huge success. Not only was it sold out, but we had record attendance! Thank you, Mobile Chapter, for all your help and attendance! Also, thank you to our sponsors who have helped us remain fiscally responsible: Mobile Area Chamber of Commerce, Ciba, Sullivan St. Clair, Alabama Power, Hancock Bank, Springhill Medical Center, White-Spunner Construction, Imagery Marketing & Research, Alabama Othopaedic Clinic, Pixallure Design, Who's Who of the Emerald Coast, APR Custom Marketing, Mississippi State University, Volkert, Interstate Printing, the Cunningham Group and the Godwin Group.

I'm so proud of each of our committee members who worked so hard for the last two years to help us plan this enormous undertaking. I think we have solidified our reputation for having some of the best conferences in the history of both organizations. I'd like to thank the committee members by name:

**Carol Mann, APR** – the best darn co-chair anyone could ask for.

**Leigh Perry Herndon** – her attention to detail in processing every registration is unmatched.

**Deb Geiger, APR** – the speaker committee booked some of the best speakers I've heard in years.

**Sharee Broussard, APR** – the bar has been raised for future Medallion Awards.

**Jennifer Jenkins, APR** – hers and Sharee's dream for an awesome online awards entry system has been realized

**Pat Hartman, APR** – did I mention "sold out" conference?! Thanks for promoting the event so well.

**Denise D'Oliveira, APR** – she made sure we had everything we needed at the Battle House Hotel.

**Amber Guy Wiseman** – generating publicity is second-nature to her.

**Susan Rak Blanchard** – we can't wait to find out how the evaluations turned out.

**Leslie Schraeder** – who says communications people aren't good at finances?!

**Debbie Clolinger & Vanessa McGee** – made taking minutes at our meetings look easy ... we know it was chaotic.

**Niki Lim** – dedicated her life this year to our students.

**Paula Dicks** – made sure our speakers got where they needed to go.

**Suzanne Fornaro, APR** – my goodness at the door prizes.

**Anitra Belle** – we had awesome sponsors!

**Dorene Hockaday** – a natural planner of fun social events and hospitality suites.

There are many other Mobile Chapter members to thank for their assistance during the event with registration, photography, award entries, speakers, students, etc. (Carmen Brown, Kinnon Phillips, Christina Watts, Ashley Collins, Vanessa Murphree, Loveless Cook, Joy Washington, Elaine Henderson, Penny Hatcher, Julie Otts, Lindsay Hutchinson, Carolyn Wilson). I know I can't name everyone who helped in this space, but just know that we appreciate you, and we'll never forget your contributions! On behalf of the Conference Planning Committee, you have our sincere gratitude.

Marian R. Faulk, APR

Co-Chair, 2007 SPRF / PRCA Conference Committee



**Denise D'Oliveira, APR, was honored at the SPRF/PRCA Conference with the Professional Achievement Award. D'Oliveira was given the highest designation presented by the Southern Public Relations Federation.**



**Suzanne Fornaro, APR, with Volkert & Associates, who was recognized with the Grover Smith PRCA Lifetime Achievement Award and is the second inductee. She is pictured her with Holley Midgley, APR, of the PRCA Auburn Chapter.**

## Members Recognized with PRCA Awards

### Sharee Broussard

*Spring Hill College*

Junior League Annual Report - Award of Excellence

Junior League - FOLIO - Award of Excellence

### Deborah Geiger

*White-Spinner Construction*

Editorial Media Measurement - Medallion

Crisis Card - Medallion

White-Spinner Construction Logo - Medallion

Identity Standards Manual - Medallion

Writing for PR: Feature Story - Battle House Feature Story - Medallion

White-Spinner Construction Letterhead/Bus Cards - Award of Excellence

### Elaine Henderson

*The Child Advocacy Center*

SERVE IT UP WITH LOVE Charity Tennis Tournament Publications - Award of Excellence

SERVE IT UP WITH LOVE Charity Tennis Tournament - Award of Excellence

### Jennifer Jenkins

*Sullivan-St. Clair Marketing/Public Relations*

Cousins Subs - 2007 PR Ad Equivalency Value - Award of Excellence

Gulf Coast Cancer Centers Web Site - Award of Excellence

Gulf Coast Cancer Centers 2007 Integrated Marketing Communications Plan -

Medallion

Gulf Coast Cancer Centers Television Campaign - Medallion

Gulf Coast Cancer Centers Testimonial Ads - Medallion

Gulf Coast Cancer Centers 2007 Integrated Marketing Communications Plan - Best of Show

### Niki Lim

*Sullivan-St. Clair Marketing/Public Relations*

Dreamland Back Big Daddy Campaign - Award of Excellence

Bulow Biotech Prosthetics Feature Story - Medallion

Brookwood Medical Center's 'Hello Life' Media Kit - Medallion

### Vanessa McGee

*Sullivan-St. Clair Marketing/Public Relations*

Legacy Village Invitation - Award of Excellence

Sullivan-St. Clair Red Square E-Newsletter - Award of Excellence

Gulf Coast Cancer Center Puzzle Media Kit - Medallion

Hurricane Brewing Media Kit - Medallion

### Kinnon Phillips

*The Bellwether Group*

Mobile Education Foundation Billboards - Award of Excellence

### Molly Smart

*Girl Scouts of the Deep South Council*

Girl Scouts' Annual Report - Award of Excellence

Girl Scouts' E-Newsletter - Award of Excellence

### Paul Taylor

*USA College of Medicine*

SPF 90 PR Program - Award of Excellence

## Congratulations APRs



**Jennifer Jenkins, APR**, vice president public relations, Sullivan-St. Clair Marketing/ Public Relations, and **Jill**

**Haynes, APR**, senior director of corporate communications, Isle of Capri Casinos Inc., earned accreditation in public relations.



## Welcome New Members

### Sabrina Alexander

Director of Marketing

*Alabama Orthopaedic*

*Clinic PC*

### Kristen Dreaper

Marketing & Public

Relations Assistant

*Gulf Coast Exploreum*

*Science Center*

### Cassidy Grimes

Public Relations Director

*America's Junior Miss*

### Amanda Pearman

Alumni Membership

Specialist

*University of South*

*Alabama*

### Norman Roman

Executive Meeting Manager

*The Battle House Hotel*

### Cathy Tinnea

Program Development

*The Cancer Center of*

*It's important to update your listing on both the PRCA and SPRF Web sites before Oct. 25. Visit [www.prcaonline.com](http://www.prcaonline.com) and [www.sprf.org](http://www.sprf.org)*

*If you forgot your password or log-on, they can be e-mailed to you.*

# 2007 Media Mixer

Presented By:



Thursday, Nov. 15 | 5:30 - 8:00 p.m.

Mobile Area Chamber of Commerce Lawn

Hosted By:  
Mobile Area, Saraland and South Baldwin Chambers

A Party is Brewing!

Tickets: \$15

RSVP: 251.431.8606

[cwilson@mobilechamber.com](mailto:cwilson@mobilechamber.com)

online at [events.mobilechamber.com](http://events.mobilechamber.com)

Come celebrate the end of hurricane season and mingle with area media representatives from television, newspaper and radio outlets as well as hundreds of communication and business executives.

## *Board of Directors*

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Public Relations Council of Alabama  
Mobile Chapter  
P.O. Box 66416  
Mobile, Alabama 36660

Submit address changes to:  
Membership  
P.O. Box 66416  
Mobile, Alabama 36660

### Contact Us on the Web:

[www.prca-mobile.org](http://www.prca-mobile.org)  
[www.prcaonline.com](http://www.prcaonline.com)  
[www.sprf.org](http://www.sprf.org)

## *Helpful Tidbits*

**Mark Your Calendar. November's PRCA Meeting will be the Media Mixer, Thursday, Nov. 15, 5:30 - 8 p.m. at the Mobile Area Chamber. Watch next month's newsletter & your e-mail inbox for more details.**

## *Standing Reservations*

Anitra Belle	Traci Gyan	Lindsey Hutchisson	Susan Rak-Blanchard
Carmen Brown	Pat Hartman, APR	Penny Hatcher	Leslie Schraeder
Ashley Collins	Elaine Henderson	Jennifer Jenkins, APR	Virginia Van Antwerp
Charlie Dixon	Leigh Perry Herndon	Herb Jordan	Crystal Wall
Suzanne Fornaro, APR	Dorene Hockday	David Lenoir	Carolyn Wilson