

AUGUST 2008

# PRAMeGram

~ August's Membership Meeting ~

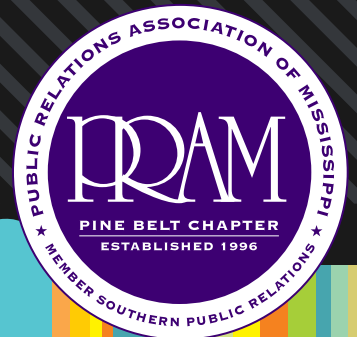
## Coloring Outside of the Lines

Tuesday, August 19, 2008 • Lake Terrace Convention Center

Schedule: 9:30 – 10 a.m. • Registration  
10 – 11 a.m. • Leigh Ann Underwood; Southern Bone & Joint Specialists  
"Coloring Outside the Lines"  
11 – 11:15 a.m. • Break  
11:15 – 11:45 a.m. • Lunch  
11:45 – Noon • Break  
Noon – 1:30 p.m. • Sabrina McLaughlin, APR  
Insightful Concepts/2008 SPRF President  
"Confessions of Someone Who Colors Outside of the Lines"

Cost: \$15 Students  
\$25 Pine Belt PRAM Members  
\$35 Non-members

RSVP by Friday, August 15; call 601.268.5765  
or e-mail [RSVP@pinebeltpram.com](mailto:RSVP@pinebeltpram.com)



RSVP to Julie DeFatta by August 15 at 601-268-5765  
or [rsvp@pinebeltpram.com](mailto:rsvp@pinebeltpram.com) for an accurate lunch count.

LUCKY BUCKS WILL BE PLAYED DURING THIS MONTH'S PROGRAM.  
plan to participate • plan to participate • plan to participate  
DONATIONS GO TO THE PRAM FUNDED SCHOLARSHIPS.

[www.pinebeltpram.com](http://www.pinebeltpram.com)

# OPERATION SUNSCREEN...

For our first of two community action projects this year, we will be raising money to supply our American troops with sunscreen products to protect them...just as they protect us!



The "New Attitudes" Mary Kay Unit in Hattiesburg, in conjunction with the American Legion AUX, are mobilizing an effort to supply our troops with sunscreen products to protect them from sun damage and skin cancer. Iraq's climate is arid with little shade, and the average temperature between the months of May and November is 102 degrees.

Mary Kay's Sunscreen and Lip Protector with Sunblock, approved by the American Cancer Society, can give our troops the sunscreen protection they need. 100 percent of the donations will be used to purchase products for the troops, which will be delivered to Camp Shelby for distribution. The cost is \$25 per soldier, so let's reach deep into our pockets to adopt as many soldiers as possible!

Thanks so much for your help!  
Questions?

Contact Jennifer Rigney at 601.271.6555 or [jrigney23@hotmail.com](mailto:jrigney23@hotmail.com).

Hattiesburg's Home  
for Business Travelers



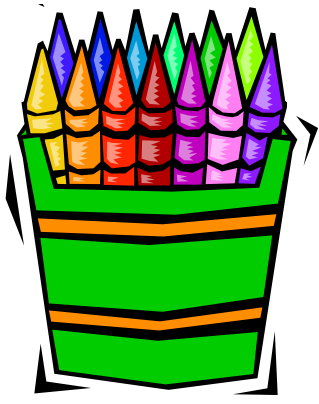
10 GATEWAY DRIVE :: HATTIESBURG 39401  
601.296.0302 :: 800.HOLIDAY :: HOLIDAYINN.COM

**REMEMBER TO COMPLETE THE 2008 MEMBERS SURVEY  
BY CLICKING ON THE LINK IN YOUR E-MAIL.  
IF YOU HAVE NOT RECEIVED AN E-MAIL, CONTACT  
[PRESIDENT@PINEBELTPRAM.COM](mailto:PRESIDENT@PINEBELTPRAM.COM) TO RECEIVE  
A LINK TO THIS ANONYMOUS SURVEY.**

## ATTENTION OUTSTANDING PRAM PRACTITIONERS! *THAT MEANS YOU!*

Leigh Ann Underwood, one of the August creativity workshop speakers, is soliticing your work or ideas to share at the workshop. Please send any unique campaigns, promotional items, collateral material or ideas.

Your name and company will be mentioned if used. Send to [leigha-greg@megagate.com](mailto:leigha-greg@megagate.com) or mail to Leigh Ann Underwood, Southern Bone and Joint Specialists, 3688 Veterans Memorial Dr., Hattiesburg, MS 39401.



PRAM's workshop

# Coloring Outside of the Lines

We all learned to stay neatly in the lines in kindergarten... but what about the side of you that's always wanted to break the mold and stand out? Join PRAM for our upcoming membership workshop with creative gurus Sabrina McLaughlin and Leigh Ann Underwood. These sessions promise to help you uncover your creative side and leave your creative juices overflowing.

## "Confessions of Someone Who Colors Outside of the Lines"

This seminar discusses the theory and application of creativity. It can be especially helpful for individuals who work with a lot of other people who are not creative. The presentation is based on several books and lecturers from renowned creative experts, and will change the way you think about the subject of creativity. The session will include a variety of exercises on unleashing your creative ability with wild childlike abandon.

### **Director of Decisions Sabrina McLaughlin, APR**

Sabrina McLaughlin, APR is the Director of Decisions at Insight. Her award winning public relations program development, copywriting and creative direction skills have been recognized on local, regional and national levels. In fact, in 2006 Florida Trend Magazine named her to its prestigious "Young Guns" list.

Sabrina's eleven year span in the public relations and advertising industry began as the Assistant Development Director for Alabama Public Radio in Tuscaloosa, so she became very familiar with how to "beg for money" and the non-profit world. She was also employed as the Marketing Coordinator for the regional accounting firm of Saltmarsh, Cleaveland & Gund and as the Voter Education & Public Relations Coordinator for the Okaloosa County Elections Office. Sabrina is a sought after regional and national speaker on public relations, media training, creativity,

presentation skills and leadership. Yes, people actually pay to hear her speak - she is usually amazed by this.

She is currently pursuing her Masters degree at the University of West Florida where she is also teaching in the Communication Arts department. Sabrina and her husband Allen have been married for six years and reside in Navarre, FL. They have a beautiful baby girl named Graci Lynn who is a budding Creative Director - she works wonders with gold fish crackers and apple juice. In her spare time, which isn't much, Sabrina enjoys shoe shopping and cooking. One day she hopes to tour the Prada factory in Italy.

## "Coloring Outside the Lines"

As a child, we are taught to color inside the lines and stick to the rules. Leigh Ann abides by the rules, but believes creativity can make you stand out in public relations. She will share some tips to help us take full advantage of everything we do in our field.

### **Business Development Director, LeighAnn Underwood**

Leigh Ann Underwood received her degree in corporate journalism from Auburn University. She was an editor of The Daily News in Memphis before she entered the world of public relations. She has been in the healthcare field for 13 years. She is currently the business development director of Southern Bone and Joint Specialists, P.A. She is a charter member of PRAM and was the 1998 PRAM Practitioner of the Year.

# SPRF Recognizes Lantern Award Winners

The Southern Public Relations Federation (SPRF) recognized outstanding work in the field of public relations recently during the Lantern Awards banquet at its 2008 Conference held July 29, at the Sandestin Bayside Inn Conference Center.

The Lantern Awards competition recognizes the best work produced by SPRF members with certificates of merit, awards of excellence and the Lantern Award, the highest award given.

Founded in 1972, SPRF is a regional network of more than 1,300 public relations professionals from Mississippi, Alabama, Louisiana and north Florida who share a common interest in the public relations profession.

Awards are based on a point-system to determine if the entry qualifies for any of the three award levels: Certificate of Merit, Award of Excellence or the Lantern Award.

## **Pine Belt PRAM members who won awards include:**

### **Brooke Bryan**

**United Way of Southeast Mississippi**

#### **Certificate of Merit**

Entry: 2007-2008 Campaign Announcement  
Category: Broadcast Production

### **Ashlea Maddox**

**Pine Belt Mental Healthcare Resources**

#### **Certificate of Merit**

Entry: commUNITY cares Logo  
Category: Organizational Identity

### **Joanne Marsh**

**Pine Belt Mental Healthcare Resources**

#### **Certificate of Merit**

Entry: What do you see? Postcard  
Category: Special Purpose Publications

#### **Award of Excellence**

Entry: Oak Arbor Veteran's Program Stand Down  
Category: Special Events

#### **Award of Excellence**

Entry: Mindjazz Art Exhibition  
Category: Special Events

#### **Lantern Award**

Entry: Changing Minds 2007 Annual Report  
Category: Annual Report

### **Matt Martin**

**Mighty Penguin Design**

#### **Lantern Award**

Entry: Be My PRism Valentine Enticements  
Category: Special Purpose Publications

### **Katie Townsend**

**Area Development Partnership**

#### **Certificate of Merit**

#### **Judges Choice**

Entry: Festival of Swans  
Category: Community Relations Program

#### **Certificate of Merit**

Entry: TheADP.com  
Category: Web Site Development

#### **Certificate of Merit**

Entry: Retirement Brochure  
Category: Promotional Brochure or Folder

**WELCOME  
NEW MEMBER**

*John Michael Lopinto*

*Southern Mississippi Symphony Orchestra  
Marketing and Educational Outreach Coordinator*