

PRAME Gram

FEBRUARY 2009

FEBRUARY MEMBERSHIP MEETING

Annual Joint Meeting with SMEI

featuring speaker
Louis Swarts
of Big Buck Sports

Tuesday, February 10, 2009
11:30 a.m.

Lake Terrace Convention Center

RSVP* to Kristy Gould at
ksgould@hattiesb.gannett.com or 601.584.3100

*If you are member of SMEI and PRAM, please RSVP to SMEI, not PRAM.

LUCKY BUCKS

Lucky Bucks will be played at the February meeting!
PLAN TO PARTICIPATE

PRAM ONLINE & LINKEDIN

PRAM recently created a new group on LinkedIn, the web's largest business networking site that connects you to people with similar interests and goals. PRAM members can get introduced to other public relations professionals, search for jobs, seek expert advice from your peers and request personal recommendations. Visit the URL below to join the statewide group:

<http://www.linkedin.com/groups?gid=1778662>

THANK YOU!

Thanks to all who donated and bid on items at last month's auction. Your generosity raised \$1,045 for the Barbara Shoemake Scholarship Fund. Special thanks to Bud Kirkpatrick and Theresa Erickson for making additional contributions to help us exceed the \$1,000 mark and to the PRAM board for helping to solicit item donations.

Leyla Goodsell

Scholarship Chair

SPEAKER BIOGRAPHY



**Louis Swarts
of Big Buck Sports**

Louis Swarts started in the sporting goods industry in 1973. As an independent business owner, he has never known what it was like not to work against the large sporting goods chains. Going against the "big guys," Swarts discovered the importance of creating a company brand through different marketing avenues even when resources are limited in comparison to the chains.

www.pinebeltpram.com

The PRAM PRISM Awards Program is calling YOUR Name!

Tap your feet to the rhythm of victory at this year's PRISM Awards in the City with Soul! It's time to gather work that's complete, fill out an entry sheet and send it down the street to Kelly Scrivner.

Your work from January 1, 2008, through December 31, 2008, is eligible for the competition. The deadline for entry submissions is 5 p.m., Friday, Feb. 27, 2009. Remember, only current members of PRAM can enter the PRISMs.

To enter, or to learn how to enter, visit www.pram-prisms.org. The tutorial posted on the Web site gives step-by-step instructions on how to enter. Please remember to put as much information as possible when completing your online submission. The more information the judges have, the more effectively they can judge the quality of the entry, from the public relations process to final product and results. There is still a binder component to the submission, so please be prepared to submit that also.

The cost for each entry is \$45 per entry for one or two entries and \$40 per entry if you enter three or more. You have the option of paying with a credit card through PayPal or mailing a check to the State PRAM Treasurer, Keith Guillot. His contact information is posted on the Web site.

For more information on the PRISM Awards, contact Kelly Scrivner, Vice-President—Awards, 601-573-6720 or pramprisms@gmail.com.

You work hard. You deserve recognition. Visit www.pramprisms.org and enter today!

Be sure to mark your calendar for PRAM's 2009 Awards Day to be held Friday, April 17, at the Hilton in Jackson.

Welcome New Members!

Tara P. Burcham, M.Ed.

Coordinator Public Relations & Alternative Learning,
College of Science and Technology,
The University of Southern Mississippi

Mary M. Turner

Graduate Student
The University of Southern Mississippi

REMINDER:

2009 PRAM membership dues are due now!

Dues are \$55 for professionals and \$30 for students.

You can also add on the meal plan option for \$90.

The meal plan covers all meetings during the year except workshops.



125TH HATTIESBURG CELEBRATION

125TH ANNIVERSARY GALA
OF THE
CITY OF HATTIESBURG

Saturday, March 7th
Gala Tickets :: \$27 / \$17

Not your ordinary night out

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