

JULY 2008

PRAMeGram

~ July's Membership Meeting ~

PR 101: Back to Basics

A PUBLIC RELATIONS REFRESHER

Tuesday, July 15, 2008

Hattiesburg Lake Terrace Convention Center

Networking 11:30 a.m. • Meeting Begins at 12 Noon

Lunch - Members \$11 and Guests \$15

RSVP to Julie DeFatta by July 11 at 601-268-5765

or 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.

SCHOLARSHIP UPDATE:

Based on the unanimous decision at the last PRAM meeting, it was decided to dedicate efforts to get the Barbara Shoemake scholarship endowed. Any and all fundraising efforts will be focused on endowing the Shoemake scholarship. Southern Miss will begin awarding annual scholarships to honor Barbara as soon as we are able to fully fund the scholarship at \$10,000. The Michael Fatheree Scholarship is fully funded and scholarships will continually be awarded on an annual basis to honor him.

www.pinebeltpram.com

OPERATION SUNSCREEN...

Coming in August

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.



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 leighagreg@megagate.com or mail to Leigh Ann Underwood, Southern Bone and Joint Specialists, 3688 Veterans Memorial Dr., Hattiesburg, MS 39401.

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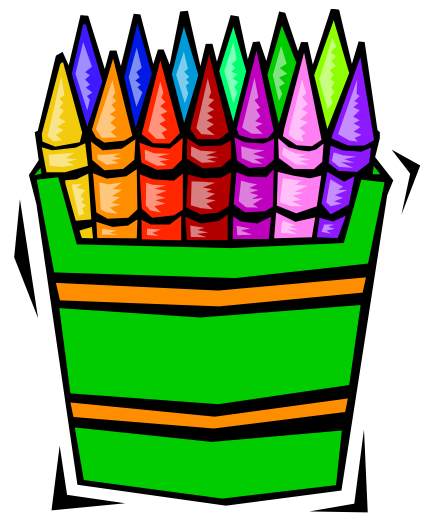


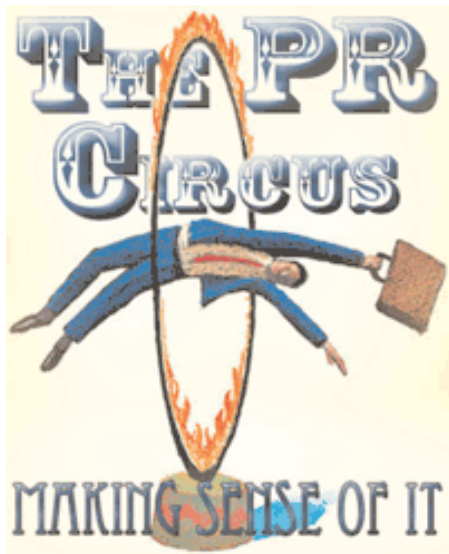
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Source: Wilkinson and Associates 2005

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Do you juggle tasks, balance priorities and walk an ethical tightrope? Here's your chance to SAVE THE DATE and run away with the circus!

The Emerald Coast Public Relations Organization sponsors the 2008 Southern Public Relations Federation Conference July 27-29 in Sandestin, Fla. Registration is \$275 for three days of incredible speakers, death-defying feats of PR excellence, and the information you need to make sense of the PR Circus!

Make your reservations now at www.sandestin.com, by calling the resort at 800-320-8115, or by faxing the attached housing request form to Sandestin Group Reservations at 850-267-8221. Use our group's discount code of 21T6BW for special rate of \$159 nightly. SPRF Conference attendee rooms are located at the Bayside Inn at the Sandestin Golf and Beach Resort. Summer's hot at Sandestin, so bring your friends and family and make a week of it at Northwest Florida's premiere resort!

For more information on the conference, see the ECPRO website at www.emeraldcoastpr.org, or the SPRF website at www.sprf.org.

“THE PR CIRCUS –
MAKING SENSE OF IT”

2008 SPRF Conference
July 27-29 • Sandestin, Fla.

Mark your
calendar for



PRAM's workshop

Coloring Outside of the Lines

Lake Terrace
Convention Center
Tuesday, August 19
10 a.m. – 1:30 p.m.

Registration beginning at 9:30 a.m.

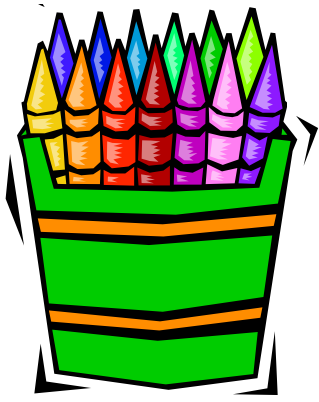
Cost:

\$15 students

\$25 Pine Belt PRAM Members

\$35 Non-members

Lunch is included



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.