

PRAM Gram

MARCH 2009

MARCH MEMBERSHIP MEETING

featuring speaker

Bob Pierce, Executive Director

The University Of Southern Mississippi

Alumni Association

Tuesday, March 17, 2009

11:30 a.m.

Lake Terrace Convention Center

RSVP to Kristy Gould at

kristina.gould@hattiesburgclinic.com or 601-268-5790

LUCKY BUCKS

Lucky Bucks will be played at the March meeting!

PLAN TO PARTICIPATE

PRAM ONLINE: FACEBOOK & LINKEDIN

PRAM recently created a new group on the popular social media site FACEBOOK and 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>

PRAM MEMBERS DON'T DO ANYTHING HALFWAY. WE AIM FOR EXCELLENCE IN EVERY ENDEAVOR.

PRISM Awards Luncheon

Friday, April 17, 2009

11:30 am

Hilton Hotel in Jackson

One way we celebrate achieving excellence is through the annual PRISM Awards. This year, we will celebrate our PRISM winners at a luncheon on Friday, April 17, 2009 at 11:30 a.m. at the Hilton Hotel in Jackson. Along with the recipients of the Certificates of Merit, Awards of Excellence and PRISM Awards, the Professional Achievement Award recipient, Educator of the Year and PRAM Scholarship recipient will be announced at the luncheon. The cost for the luncheon is \$40 per person or \$350 for a table of 10. Contact 601-359-3706 or via email at cblanton@med.k12.ms.us to register.

ALSO...

ARE YOU READY TO BEGIN YOUR APR JOURNEY?

If you're ready, there is an opportunity for Readiness Reviews from 8:00 a.m. until 5:00 p.m. on April 17. Simply contact the APR Coordinator for your region to schedule yours: Kurt Brautigam, APR, kurt14@comcast.net.

If you have demonstrated excellence by completing the APR journey, serving as a State PRAM president or as a current State PRAM Board member, you are invited to a Champagne Brunch in recognition of your achievements and leadership to the organization. The Champagne Brunch begins at 9:00 a.m. at the Hilton and is complimentary to those receiving an invitation.

www.pinebeltpram.com

SPEAKER BIOGRAPHY

Bob Pierce **Executive Director of the Southern** **Miss Alumni Association**

In October 1998, Bob Pierce became only the third Executive Director of the Alumni Association at The University of Southern Mississippi. He followed Powell Ogletree, who served from 1953 to 1987, and Ron Phillips, who held the office from 1987 until the spring of 1998. Pierce was named the Southern Miss Alumni Association Executive Director in August of 1998 following a stint as Manager of Operations for the Sigma Chi International Headquarters in Evanston, Illinois.

Pierce, a native of Petal, earned a B.S. degree in business administration with honors from Southern Miss in 1991. He continued his education as a graduate student at the University of New Mexico while serving as Director of Marketing Services for Promotion Dynamics International from 1995 to 1997. Pierce completed a M.A. degree in advertising and public relations at The University of Alabama in 2003 and was selected as the program's outstanding graduate student for the period of study.

Primary projects and initiatives for the Association during Pierce's tenure include the implementation of a comprehensive strategic plan, a focus on improving the image of the organization, initiating the Official Ring program and Legacy Scholarships, upgrading the Association's magazine, creating The Drawl (a manual on the history and traditions of the University), University Centennial planning, and the implementation of the theme, "Tradition, Pride, Loyalty, Excellence," to serve as a guiding principle for the Southern Miss Alumni Association. In late 2007, the Association concluded a two and a half year campaign to generate \$3 million in private support for the restoration and expansion of the Ogletree House, the home of the Alumni Association since 1976. The campaign finished with \$3.26 million in contributions representing 109% of the original campaign goal.

In addition to his professional endeavors, Pierce supports his alma mater financially through memberships in the USM Foundation Honor Club (academic support) and the Southern Miss Eagle Club (athletic support). He has also been a Life Member of the Alumni Association since 1991. Pierce is a regular blood donor (80+ donations to date) and is currently serving as a member of the Board of Directors and as Chair of the Marketing & Public Relations Committee for the Greater Pine Belt Community Foundation. In early 2008, Pierce was recognized as one of the "Top 40 Under 40" business leaders in the state of Mississippi by the Mississippi Business Journal.

He is married to the former Kristi Muench of Ocean Springs, also a Southern Miss graduate and fellow employee of the University. They have two children, Sarah and Drew, and are members of the First Baptist Church of Hattiesburg.

FINANCIAL POLICIES REMINDER:

1. Each lunch meeting costs \$11 for members and \$15 for guests.
2. Members are expected to rsvp for each meeting if they plan to attend. Regardless of whether or not a member attends a meeting, if he or she rsvp's "yes," then he or she must pay \$11 for the meeting. This policy is in place because PRAM pays for the meals based on how many plates we reserve ahead of time.

Tell a friendly lass or lad about PRAM!



Would you like to advertise in the PRAMeGram? It's only \$25.
Contact Katie Townsend at k.townsend@theadp.com.