

## February

- 23 **APR Study Session Kick-off Meeting; 5:15-6 PM; Rasmuson Foundation**
- 25 **Board meeting; 12-1:15; Rasmuson Foundation. All members welcome**

## March

- 4 **Webinar; 11-12 noon**  
Public Relations Planning and Preparing for Crises  
Session provides an overview of the knowledge, skills and abilities surrounding crisis communications and the crisis planning process  
Location: Alaska Mental Health Trust Authority  
RSVP and details: [prsaalaska.org](http://prsaalaska.org)  
Sponsor: ACS
- 17 **Lagniappe; 11:30-12 noon - Free Members Only Event**  
Maximize Your Membership. Did you know, as a member of PRSA, you have access to a membership directory of all PRSA members -- everywhere? Did you know as a member you receive discounts on PRSA programs, events and trainings?
- 17 **Professional Development Lunch Meeting; 12-1**  
Crafting media messages; coordinating communications following a natural disaster  
Kelly Hurd, Director of Public Relations and Development for the American Red Cross in Southcentral Alaska is in Haiti coordinating media relations/messaging with national and international media as part of the International Response Team. She will discuss the strategies, tactics, obstacles and successes communicating the Red Cross' message during this international crisis.  
Anchorage Hilton. RSVP and details: [prsaalaska.org](http://prsaalaska.org)  
Sponsor: Providence Alaska Health Services
- 25 **Board meeting; 12-1:15; Rasmuson Foundation. All members welcome**
- 26 **Bronze Anvil deadline ([prsa.org](http://prsa.org))**

## April

- 8 **Webinar; 11-12 noon**  
Social Media and the PR (R)evolution: It's Not Just PR Anymore  
Your company is willing to embrace social media...now what? Learn how to implement an effective social media strategy that enhances relationships, builds trust, cultivates communities and increases your company's sales.  
RSVP and details: [prsaalaska.org](http://prsaalaska.org)

- 21 **Lagniappe; 11:30-12 - Members Only Event**  
 Social Media How-To. Does the use of social media tools still feel new and a bit intimidating? Ask social media gurus your questions about how to sign up and navigate popular online communication tools like Twitter, LinkedIn, Facebook, and others.
- 21 **Professional Development Lunch Meeting; 12-1 PM**  
 The National Guard is Social  
 Rick Breitenfeldt, Chief, Social Media Branch, National Guard Bureau, comes to Anchorage from Washington, DC. He joins PRSA Alaska to showcase the Guard's new social media plan, strategy and implementation. While some other branches of the military and federal government are holding back using social media tools, Rick has taken a leadership role to convince senior personnel social media is a vital communication tool. During the session, participants will learn how social media works in concert with traditional communications, as well as smart tools to manage time and enhance engagement with constituencies.  
 Anchorage Hilton. Details: [prsaalaska.org](http://prsaalaska.org)  
 Sponsor: Alaska National Guard
- 22 **Board meeting; 12-1:15; Rasmuson Foundation. All members welcome**

## May

- 4-5 **Digital Impact Conference; New York**
- 6 **College of Fellows Applications Due ([prsa.org](http://prsa.org))**
- 6 **Webinar; 11-12 noon**  
 Corporate-Social Responsibility: Integrity, Transparency and Engagement Through CSR  
 Learn how CSR can add value to your company's communications strategy and how the benefits of a strong corporate responsibility program can benefit your company's business strategy.  
 RSVP and details: [prsaalaska.org](http://prsaalaska.org).
- 19 **Lagniappe - Free Members Only Event**  
 Crisis communication checklist. Talk to professionals whose positions require them to keep solid crisis communication plans at an arm's reach. Ask questions about your organization's crisis communications plan, your department's checklist, and your relevant policies and procedures—and never be unprepared!
- 19 **Professional Development Lunch Meeting; 12-1 PM**  
 Awaiting confirmation: How a local organization prepares/responds when its field is under attack nationally.  
 Crisis communication when you're not involved, first hand, in the crisis. Keith Fernandez, Marketing Director at Denali Federal Credit Union and past Alaska Chapter President, will address how organizations can plan and prepare for negative attention. Denali Federal Credit Union used internal communications and strong planning to make sure employees were prepared for any potential fallout from the loss of trust in financial institutions.  
 Anchorage Hilton. RSVP and details: [prsaalaska.org](http://prsaalaska.org)
- 27 **Board meeting; 12-1:15; Rasmuson Foundation. All members welcome**

## June

- 1 Applications due for Len McLean Scholarship ([prsaalaska.org](http://prsaalaska.org))
- 3 Silver Anvil Awards Ceremony (New York)
- 11 PRSA (National) Leadership Position Applications Due
- 24 Webinar; 11-12:30  
Media Training for the Media Trainer  
If you coach or train spokespersons, executives and managers for media interviews, presentations, or testimony, this program will provide some useful new tools, techniques and insights.  
RSVP and details: [prsaalaska.org](http://prsaalaska.org).
- 24 Board meeting; 12-1:15; Rasmuson Foundation. All members welcome

## July

- 21 Professional Development Seminar and Lunch Meeting; 9-11 AM seminar; 11:30 networking; 12-1 lunch and program  
You Can't Possibly Know if You've Been Successful if You Don't Know Where You're Going in the Beginning  
Shonali Burke, ABC, comes to Alaska from Washington, DC to show members how to create measurable objectives and more importantly how to follow-through on measurement at the end of communication programs. Shonali Burke is an accredited (IABC) communications consultant with a national reach and international network. Her forte is measurable, results-based strategic communications. Even Katie Paine & Partners and The Measurement Standard declared her a measurement maven. Shonali was recently named one of the 25 women who rock SM by TopRank Blog.  
Anchorage Hilton. RSVP and details: [prsaalaska.org](http://prsaalaska.org)
- 22 Board meeting; 12-1:15; Rasmuson Foundation. All members welcome

## August

- 18 Professional Development Lunch Meeting; 11:30-1 PM  
Multi-cultural communications...beyond Alaska Natives  
This lunch program will feature a discussion of the communication challenges faced when working with the wonderful melting pot that makes up Alaska's community. Awaiting confirmation: Rosanna Fiske, APR and chair elect of PRSA will join us from Miami, FL to lead the discussion,  
Anchorage Hilton. RSVP and details: [prsaalaska.org](http://prsaalaska.org)
- 26 Board meeting; 12-1:15; Rasmuson Foundation. All members welcome

## September

- 22 Professional Development Seminar and Lunch Meeting; 9-11 AM seminar; 11:30 networking; 12-1 lunch and program  
Back by popular demand, writing coach Ann Wylie will return from Kansas City, MO to present a writing seminar followed by a lunch presentation. This session sold out in 2009, so make plans and RSVP early to guarantee a seat.  
Anchorage Hilton. RSVP and details: [prsaalaska.org](http://prsaalaska.org)

23 Board meeting; 12-1:15; Rasmuson Foundation. All members welcome

## October

15 PRSA Leadership Assembly; Washington, DC

16-19 PRSA International Conference; Washington, DC

20 Lagniappe; 11:30-12 - Members Only Event

Monitoring your online reputation. People are talking about your organization whether they're doing it in front of you or not. Talk to tech-savvy professionals about how to use monitoring tools like Google Alert to better track online conversations.

20 Professional Development Lunch Meeting; 12-1 PM

Tentative: Reputation management – why it's important to always keep the shine on your organization's reputation

Anchorage Hilton. RSVP and details: [prsaalaska.org](http://prsaalaska.org)

28 Board meeting; 12-1:15; Rasmuson Foundation. All members welcome

## November

17 Professional Development Lunch Meeting; 11:30-1 PM

Tentative: Using radio as a statewide community-building tool.

Anchorage Hilton. RSVP and details: [prsaalaska.org](http://prsaalaska.org)