

Officers and directors installed for 2009 chapter year

The chapter’s leadership team for 2009 was installed by Marshall University President Stephen Kopp, Ph.D. during the November meeting.

Buddy Davidson, WV Department of Agriculture, was installed as president. Joining

Davidson on the leadership team are: President-Elect George Manahan, The Manahan Group; Treasurer Lisa Wharton Turner, Saint Joseph’s Hospital; Secretary Sharon King, Charleston Civic Center; Immediate Past President Tammy Harper, Dream Catcher;

Assembly Delegate Rob Jones, APR, Jim C. Hamer Company; and Directors Amy Wentz Berner, American Cancer Society (2008), Crystal Good, Covenant House (2010), and Debbie Starks, Mountain State Blue Cross Blue Shield (2011).

We Are...Marshall: Kopp’s view from the top



“Unrestrained freedom that fails to exercise leadership is doomed to fail,” according to

Marshall University President Stephen Kopp, Ph.D.

Higher education is facing student and public support challenges, among them the fact that 41 percent of public higher education presidents are age 61 or older, Kopp said. “The process of leadership and grooming takes time to develop innate abilities and experiential learning,” he added.

Kopp outlined several management skills needed in higher education: foresight to know the business sector and the market; judgment; experience and peripheral vision to look through multiple lenses and the

lenses of others; acuity of mind, discipline and purpose; and that the essence of education is the discovery, dissemination and advancement of knowledge.

“Education isn’t a commodity, and the process of education doesn’t equal learning,” he said. “An educated citizenry is the real wealth of nations and we need to realize that advancing education benefits everyone.”

Kopp outlined two fundamental issues underlying education. We need the awareness that education is essential to good government and education originally followed this country’s westward migration. Education shouldn’t be the purview of government, a concept he says we’ve violated for 50 years. Although government can develop national standards for access and success, it shouldn’t control what is taught

and how it is taught.

When asked why Marshall doesn’t help the Huntington community, he explained that Marshall in making a healthcare difference in the area. “Can and will we do more? Absolutely... definitely,” he said. Kopp said the health literacy quotient has no correlation to college education levels.

“This state has the opportunity to do something spectacular by making big changes in the short term,” he said. We need proven concepts that work and we can set up education prototypes. We need another brain trust, but need to grow it, not harvest or import it.”

Inside info	
2009 planning begins.....	2
Membership highlights.....	3
President’s notes.....	4

Committee Work

Planning begins for 2009 chapter work

Exciting plans are being made as PRSA-WV Chapter begins its 29th year of serving public relations professionals in West Virginia.

President Buddy Davidson and his leadership team are recruiting committee chairpersons. They will be announced in the January issue of *Chapter & Verse*.

Since chapter dues are now being collected by PRSA nationally, an electronic survey has been sent to each member that allows you to express interest in advertising in the membership directory or *Chapter & Verse*, as well as sponsoring or underwriting a meeting or special event.

The form gives you the opportunity to request service on the following specific committees.

- **Accreditation** Committee schedules APR study sessions and administers the exam.
- **Awards** Committee develops entry forms and calls for entry, arranges for judging of entries, orders awards and prepares for the Crystal Awards Gala; judges other awards as needed.
- **Bylaws** Committee maintains and updates the chapter's bylaws and policy manual.
- **Chapter Excellence** Committee prepares entries for the East Central District Chapter Excellence Awards competition based on 2008

activities and events.

- **Corporate Sponsorship** works with vendors to generate sponsorship-relationships for the chapter.
- **Membership** Committee compiles the membership directory, distributes information to prospective members and acts as liaison with PRSA membership.
- **Nominating** Committee, consisting of three APR members, presents a slate of officers for election by the membership at the annual business meeting.
- **Professional Development** Committee selects topics and speakers and markets two professional development programs each year.
- **Program** Committee develops programs and selects meetings.
- **Public Relations** Committee promotes the profession and the chapter to the public.
- **Public Service** Committee selects and implements public service projects that meet community needs.
- **Student Liaison** Committee works with four PRSSA chapters, working with advisors and developing relationships among and between PRSSA and PRSA.

As always, your input is sought for chapter activities. Should you have any questions, please contact the office at 304.984.0308.

2009 meeting dates set

Please mark your calendar for these preliminary PRSA-WV Chapter meeting dates in 2009.

Meeting locations may vary this year, so please make note of the calendar each month.

- **January 21**
*Luncheon meeting
Marriott Hotel*
- **February 18**
*Luncheon meeting
Marriott Hotel*
- **March 18**
Luncheon meeting
- **April 15**
Luncheon meeting
- **May 20**
*Professional
development seminar*
- **June 17**
Crystal Awards Gala
- **July 15**
Luncheon meeting
- **August 19**
Luncheon meeting
- **September 16**
*Professional
development seminar*
- **October 21**
Luncheon meeting
- **November 18**
Installation dinner

Member News and Notes

Membership news and notes highlighted

12 join West Virginia Chapter-PRSA in '07

We thank all the members who recommended the following professionals who have become PRSA members in West Virginia during 2008!

- **Debra Anderson**
Director of Communications
WV Health Care Association
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PRSA-WV benefits

- Accreditation support
- Chapter & Verse
- Code of Ethics
- Committee service
- Leadership opportunities
- Membership directory
- Monthly programs
- Networking opportunities
- Professional development
- Skills development
- Volunteer opportunities
- Web site



President's Corner

Thanks for a great year!

Happy Holidays!

I just wanted to remind you about our member survey that you should have received in your email from Diane – please take a moment to complete the survey. It not only helps with forming our committees for the New Year, but also helps us keep our member records up to date. If you have

not received the email, please let Diane Slaughter know by email at we.are.pr@prsawv.org.

Also, I just wanted to let you know that in the very near future, we will be posting new job opportunities on the web site. If you know of an opportunity, please let Diane know and she would be glad to post it to the site.

Thank you, once again, for having me as your President this year.

Be safe and see you in January,

A handwritten signature in black ink that reads "Tammy H. Wheeler". The signature is written in a cursive, flowing style.

Tammy Harper Wheeler

PRSA-WV Chapter
PO Box 13604
Charleston, WV 25360



There is
no meeting
in December.

Happy Holidays!