

View from the top: Nussel says car wars not over yet



After offering West Virginia their former football coach, an offer with no takers, Phil Nussel said the big story in the automotive industry this week is the “going concern” viability of supply and retail chains.

“One undelivered part can shut down an entire production line,” Nussel explained.

Nussel, a former business

reporter with the *Charleston Daily Mail*, is now the managing editor of *Automotive News Online*, part of the Crain’s publishing chain.

He explained that the auto industry has received \$30 billion in bailout money and is requesting another \$35 billion, predicting the issue will be resolved by March 31.

“Automakers have been arrogant due to the continued success of trucks and SUVs,” he said. “The unions have contributed to the ongoing problem by not questioning outdated facts. GMAC Financial did not finance a single vehicle

loan for General Motors in December.”

Nussel said 500 Tier 1 assembled parts suppliers are at risk of bankruptcy within the next six months and that the United Auto Workers will need to make even more concessions in the future.

“Tax holidays are worth a try for a short period of time,” he said, and he wants states to enact scrap laws, which have worked in Germany, and tax credits for buying more fuel efficient vehicles as ways to keep the industry open.

For *Daily Mail* coverage, visit <http://www.dailymail.com/Business/200903230564>.

‘08 East Central District Diamond Awards presented

PRSA’s East Central District (ECD) Chair-elect Joe W. Gollehon, APR, presented the 2008 Diamond Award winners at the March meeting:



- **First Place**
Special Events and Observances Tactics
 St. Joseph’s Hospital
A Night in Casablanca



- **First Place**
Integrated Communications Campaign
 The Manahan Group
SMART529 “When I Grow Up”
- **Award of Achievement**
Community Relations Campaign
 The Manahan Group
Keep West Virginia Moving



- **Award of Achievement**
Community Relations Tactics
 The Arnold Agency
2007 Save Face Took Kit

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Crystal Awards

And the winner is.....to be announced June 17

Start planning now which 2008 campaigns and projects you will enter in the 2009 Crystal Awards competition.

Official entry forms have been mailed and are available at www.prsawv.org.

First place and honorable mention awards will be given at the judges' discretion.

Campaign entries cover community relations, special events and observances, plus crisis, internal, external and integrated communications.

Project entries cover annual reports, internal and external newsletters and magazines, writing, press kits, collateral materials, audiovisual presentations and web sites. Project subcategories for articles and holiday cards are being continued this year.

Competition is open to business/industry, not-for-profit, agency, pro bono and student entries.

The final deadline for entries is 4:00 p.m. Friday, April 17, 2009. An entry may be received by April 10 for an "Early Bird Special." No entry can be received after April 17.

Entry fees are \$35 per entry for PRSA-WV members and \$55 per entry for nonmembers for entries submitted by the April 10 early bird deadline. Entries received by the April 17 final deadline are \$45 for members and \$65 for nonmembers. There is no fee for student entries. Make

checks to PRSA-WV.

All the entry and summary forms can be downloaded at www.prsawv.org and the 75-word summary and digital photograph representative of your entry MUST be submitted to we.are.pr@prsawv.org. A hard copy of each form must also accompany your entry and can be mailed or delivered to: BrickStreet Mutual Insurance, Attn: Kyra Richards, 400 Quarrier Street, Charleston, WV 25301.

Individual honors will be given for Chapter Service and Practitioner of the Year. To nominate someone for either of these honors, please contact any PRSA-WV Chapter board member by 4:00 p.m. on April 17.

Thanks go to event sponsors BrickStreet Insurance, Columbia Gas Transmission and The Manahan Group.

The 2009 Crystal Awards Gala will be held June 17 at the Charleston Civic Center.

PRSA National News

Associate members get a break

For the month of April, PRSA is extending a special offer to Associate members who are those with two or less years' experience, previous members of PRSSA, or full time graduate students.

When eligible individuals join PRSA National, they will also receive a free one-year membership to the national New Professionals group, a \$20 value. They are also encouraged to join the West Virginia Chapter, which offers reduced dues for Associates.

For further information about April's membership offer, please contact WV Chapter Membership Chair John Womack at John.Womack@brickstreet.com or contact the West Virginia Chapter at 304.984.0308.

PRSA-WV benefits

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

News

Hardship plan now available

PRSA is offering a financial hardship plan to our national and chapter members who are unemployed or temporarily disabled. The plan will be launched in early April.

Terms of the Hardship Plan:

1. The financial hardship plan is available to anyone who has been a member of PRSA for a total of five or more years and is unemployed. Those working part time are not eligible.

2. Temporarily disabled members, including those on maternity leave, also are eligible for the plan provided they meet the terms of service stated in #1.

3. The hardship dues rate for regular National members is \$115, a savings of \$110 from the full PRSA dues of \$225. West Virginia Chapter dues will be \$25. Professional Interest Section dues have NOT been reduced.

4. Dues must be paid in full. The hardship rate cannot be combined with the Quarterly Payment Program.

5. This is a one time offer — any individual may apply to have their dues reduced under this plan once over their lifetime.

6. Members who renew with the hardship plan will still receive all PRSA member benefits.

7. To apply for the hardship plan, contact (212) 460-1400 or membership@prsa.org and complete and sign a short application stating your facts.

Seminar Notice

View from the top: Where IT and intellectual property collide



There is always something new in the area of information technology, but is the law keeping you safe from intellectual property theft?

Come to our spring professional development seminar and learn the latest information in this area from John S. Moore, a partner with Bowles, Rice, McDavid, Graff & Love. Moore (pictured left) will be joined by Eddie Parker, a Bowles attorney with a special interest in intellectual property law, to present a seminar on intellectual property rights and risks in a technological world.

The attorneys will discuss what issues exist, what protections clients of PRSA-WV entities have; and what risk exposures those clients have.

The Marriott Town Center Hotel will be hosting this meeting which begins at noon and ends at 2:30 on Wednesday, April 15. The board of directors and committee chairs will meet at 11:00 a.m. Reservations are required for this meeting and must be received by Friday, April 10. Cancellations after the deadline will be billed. The cost for the meeting is \$25 for students, members and guests. Please add \$5 per person for walk-ins or if we must bill you.

.....
 Yes, I will attend the seminar on “View from the top: Where IT and intellectual property collide” on Wednesday, April 15.

Name _____

Company _____

Email _____

Guest _____

Company _____

Check enclosed for \$25 per student, member or guest (\$_____)

Reservations are required for this meeting and must be received by Friday, April 10.

Make check payable and mail with reservation form to:

PRSA-WV Chapter
PO Box 13604
Charleston, WV 25360-0604



President's Corner

Crystal Awards provide opportunity for analysis

The deadline is quickly approaching for our chapter's annual Crystal Awards and I encourage every member to submit at least one entry - and remind nonmembers that they can take part in the competition as well. Details are available on the website and board members have entry packets if you see one of us.

The Crystal Awards are more than just an excuse for a fancy reception and dinner. They are an opportunity to do some critical analysis of your own work and lift great ideas to use in the coming year. After all, one of the reasons you joined PRSA was to develop

yourself as a professional and to help you do your job better, right? It's trite but true - you get out of it what you put into it.

The simple exercise of entering your work guides you through a strategic critique of your work. In our business, it seems we're always moving forward - there's always a new project on the front burner. But taking this opportunity to reflect on a pet project is one chance to really think about what you've been doing, how you've been doing it, and what sort of outcomes you've seen as a result - with the benefit of a little

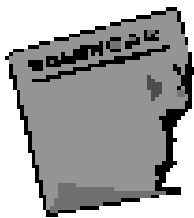
distance and perspective.

On a related note, our chapter will be judging entries later this month, and I strongly encourage members to take an evening to help. Not only is this a ton of FUN, judging is one of the most educational things I've done as a member.

The March luncheon with speaker Phil Nussel was great. More good speakers are on the way, so mark your calendars for the rest of the year.

Buddy Davidson
President

PRSA-WV Chapter
PO Box 13604
Charleston, WV 25360



April 15

View from the top: Where IT
and intellectual property
collide

John S. Moore, Eddie Parker
Bowles Rice

Marriott Town Center Hotel
12:00 p.m.

Board/committee chair
meeting
11:00 a.m.