

Officers and directors installed for 2010 chapter year

The chapter's leadership team for 2010 was installed by William Chaddock, PRSA-West Virginia Chapter's first president, during the November meeting.

George Manahan, The Manahan Group, was installed as president. Joining Manahan on the leadership team are: President-Elect Lisa Wharton Turner, Saint Joseph's Hospital; Treasurer

Debbie Starks, Mountain State Blue Cross Blue Shield; Secretary Sharon King, Charleston Civic Center; Immediate Past President Buddy Davidson, West Virginia Department of Agriculture; and Directors Crystal Good, Mythology Marketing (2010), Amy Wentz Berner (2011), and Helen Matheny, APR, WV Medical Foundation (2012).



Chapter past presidents honored were: (front row) Cathryn Harris, Penney Hall, Tammy Harper; (back row) Joe Long, Bill Chaddock, Diane Slaughter, Harry Mitchell, John Womack, Joe Gollehon, Bryan Brown, Todd Beane, Helen Matheny and Buddy Davidson.

McGinn's view from the top: The rules have changed

"Communications are becoming more critical every day and are more difficult in a saturated environment," according to Dan McGinn of TMG Strategies during the chapter's 30th anniversary celebration in November at the Charleston Civic Center. "This is a transformational era and the rules have changed."

McGinn said there are five forces of change:

- **Immigration.** All recent gains in the U.S. population have been through immigration and 51 countries have lost population. These changes threaten political power and economies.
- **Personalization** We believe everything should be tailored for us.
- **Innovation.** In 1932, farmers harvested 26.5 bushels of corn per acre. In 2008, that yield had increased to 153

bushels per acre. Through assisted reproduction, three million children have been born.

- **Saturation.** There are 20 million diabetics. The United States spends more on diabetes than on all wars.
- **Globalization.** The U.S. owes China \$800 billion. The swine flu has spread to 210 countries.

The saturation generation has become the filter generation. They filter noise, germs, water and television channels. The University of Phoenix is larger than the top eight universities combined.

Loyalty has been redefined. Change is now the norm. There are three types of loyalty: convenience, coercion and commitment. One survey showed 44% of respondents had changed their religion and belief systems and centuries of tradition can

change overnight. McGinn asked, "If I change my religion, will I change my toothpaste? Even the idea of family has been reinvented."

He said this country is in a brain race with the world. Nearly a third of ninth graders won't finish high school and only 27% have college degrees. "We spend four times the amount on dog food than we do on baby food. Half of today's households are single people.

"What hasn't changed is the desperate need for leadership, values and integrity," McGinn said.

To see his complete presentation, visit the publications section at www.prsawv.org.

Inside info

2010 planning begins.....	2
Membership highlights.....	3
President's notes.....	4

Committee Work

Planning begins for 2010 chapter work

Exciting plans are being made as PRSA-WV Chapter begins its 30th year of serving public relations professionals in West Virginia.

President George Manahan and his leadership team are recruiting committee chairpersons. They will be announced in the February 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 2009 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.
- **Program** Committee develops programs and selects speakers.
- **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.

Your input is sought for chapter activities. Call PRSA-WV at 304.984.0308 with questions.

2010 meeting dates set

Please mark your calendar for these preliminary PRSA-WV Chapter meeting dates in 2010.

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

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

Member News and Notes

PRSA-WV Chapter gets 15 new members in 2009

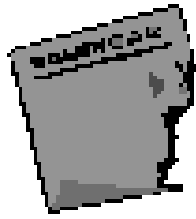
We thank all the members who recommended the following professionals who have become PRSA members in West Virginia during 2009!

- **James R. Brown**
Communications Lead
Booz Allen Hamilton
11792 Bristerburg Rd.
Midland, VA 22728
(540) 522-6431
jrbrown58@yahoo.ie
- **Rachel N. Coffman**
Licensing & Mktg. Coord.
Boxer & Stone, LLC
3859 Teays Valley Rd
Hurricane, WV 25526
(304) 760-0010
rachel@boxerstone.com
- **Kimberly A. Conrad**
Owner
KTC Marketing, LLC
882 McCauley Run Road
Orlando, WV 26412
(304) 853-9101
kim@ktc-marketing.com
- **Janet L. Fisher**
Deputy Commissioner
WV Dept. of Agriculture
1900 Kanawha Blvd., East
Charleston, WV 25305
(304) 558-3200
jfisher@ag.state.wv.us
- **Roger Alan Fleming, M.A.**
4009 Kanawha Tnpk., 9E
South Charleston, WV 25309
(304) 654-2118
ralanfleming@gmail.com
- **Nancy L. Green**
Asst VP, Communications
WV School Osteopathic Med
400 N Lee Street
Lewisburg, WV 24901
(304) 793-6845
ngreen@osteo.wvsom.edu
- **Megan Elkins Hannah**
Account Manager
Rainmaker Media Group
One Union Square, Suite 202
Charleston, WV 25302
(304) 414-3371
megan@thinkrainmaker.com
- **Kimberly L Harbour**
Director of Marketing
WV Dept. of Commerce
90 MacCorkle Ave., SW
South Charleston, WV 25303
(304) 558-2003
kim.l.harbour@wv.gov
- **Laura Jordan**
Director of Marketing
YWCA of Charleston
1114 Quarrier Street
Charleston, WV 25301
ljordan@ywcacharleston.com
- **Dan Kim**
Director, WVU News and
Information Services
West Virginia University
PO Box 6688
Morgantown, WV 26506
(304) 293-6997
dan.kim@mail.wvu.edu
- **Becky Lofstead**
Asst VP University Comm.
West Virginia University
One Waterfront Pl., Rm 6113
Morgantown, WV 26506
(304) 293-9358
becky.lofstead@mail.wvu.edu
- **Lalena Price**
Communications Coordinator
Marshall University
100 Angus E. Peyton Drive
South Charleston, WV 25303
(304) 746-1989
pricel@marshall.edu
- **Amanda J. Ramey**
Bus. Devel. & Commun.
Jackson Kelly PLLC
PO Box 553
Charleston, WV 25322
(304) 340-1143
ajramey@jacksonkelly.com
- **Heather A. Richardson**
15 Silvercreek Drive
Morgantown, WV 26505
(304) 280-5751
HRichardson40@gmail.com
- **Sandra Spakoff**
Training Specialist
U.S. Fish & Wildlife
698 Conservation Way
Shepherdstown, WV 25443
(304) 876-7783
sandy_spakoff@fws.gov

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

PRSA-WV Chapter
PO Box 13604
Charleston, WV 25360



There is
no meeting
in December.

Happy Holidays!



President's Corner

Buddy
Davidson

As this column is my last official act as PRSA-WV president, I suppose I should be thinking about my legacy - you know, where I stand in comparison to the Bushes and Clintons of the world. I'm happy to report that I didn't start any wars, didn't become embroiled in any (ahem) marital controversies, and PRSA-WV is operating in the black. I can only assume that history will rank me well above other recent leaders.

Still, I'd like to leave our chapter with one idea for the future. Prior to the November dinner, Amy Wentz Berner, Cathryn Harris and I met with Read Aloud West Virginia Director Mary Kay Bond about

our members becoming involved in the literacy program that motivates children to want to read.

While it may seem like something that schools are doing just fine all by themselves, Bond said that reading scores dropped eight points during the program's 2000-2007 hiatus. She told of new kindergartners literally not knowing how to open a book. She noted that libraries and librarians are among the first things schools cut when budgets get tight.

Reading volunteers, she said, are "living advertisements" for the program, which stresses both the importance and the joy of reading. Many children, sadly, aren't instilled with a love of reading

early in life, and teachers are often seen simply as taskmasters that, at best, must be appeased. An example of someone from "the real world" who values reading may be a small contribution, but it's one that is significant to young students. It's one our organization is well-suited to provide.

I'd very much like to see our chapter build on the groundwork laid by Amy and Cathryn, and I'd like us to help produce a new generation of young readers. Of course, it will take a certain amount of time and commitment, but I'm positive that the reward will be at least as great for us as it will be for the lives we touch in the process. We CAN make a difference.