

Manchin: PR has impact when selling West Virginia

“You’d better tell your story before someone tells one on you,” was the advice given by Gov. Joe Manchin during the West Virginia Chapter’s January luncheon meeting. “There is no success without communication.”

Manchin said he’s still a salesman, but now he’s selling the State of West Virginia.

He stressed the need to know your market. He has defined West Virginia’s market as locations within a 10-hour drive, which reaches 160 million people. He said that one million of the state’s 1.8 million residents live in border areas.

Manchin said West Virginia is a good product, with a good geographic position, low costs of living and energy, good water

resources, and actually is a net exporter of energy.

“Living here was reasonable, but doing business wasn’t,” he said.

There is a good cost for products and good customer service here, according to Manchin. He said West Virginia needs to hold everyone accountable and be a partner, not a provider. Everyone can contribute, but some safety nets are needed.

“Natural resources have carried our state, but haven’t lifted it up,” he said. “We need to develop great minds, too. We are proposing skills testing for third graders and eighth graders with ‘tough love’ options including year-round schooling in

a different environment to help them be successful.”

Manchin said West Virginia has worked hard, planned well and been blessed, but public relations needs to spread the word about the state. He said West Virginia is not retreating, but will take the economic storm head-on.

“There are lots of opportunities in this tough economy and energy will continue to be a core element of our economic plan” he said. “I’m committed to healthcare and every working West Virginian must have affordable insurance.”



Watch for PRSA dues statements

For the second year, your West Virginia chapter dues are being collected by PRSA as part of your annual national dues billing. Please remember to



check your dues statement and be sure to include your chapter dues of \$50 for regular mem-bers and \$40 for associate mem-

bers. You now have the convenience of writing one check for both dues amounts. If there is no option for paying your chapter dues on your national statement, please contact the PRSA-WV Chapter office at we.are.pr@prsawv.org or call 304.984.0308.

Please contact the office if you would like to serve on a committee, advertise in the newsletter or membership directory or sponsor a meeting.

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PRSA National

Join PRSA by March 31 and save \$50!

Encourage your staff and peers to join PRSA by March 31, save \$\$\$ and get a taste of PRSA! If you join as a new regular PRSA member in February or March 2009, you will not only save, but you will get a complimentary taste of what PRSA has to offer as well.

During this promotion, prospects can join for \$290 (\$225 dues plus \$65 initiation fee) and receive their first year of West Virginia Chapter dues FREE; that's an instant savings of \$50!

This offer is valid for those joining at the \$225 annual dues level, including new members or

reinstating PRSA members who have been inactive for a least one year. Chapter and/or Professional Interest Section and Affinity Group dues are additional.

To join, visit the link of prsavv.org and use the promotion code CHAP2009 to receive this special offer.

West Virginia Chapter News

President Buddy Davidson announced committee leadership appointments for 2009:

- Accreditation
Joe Long, APR
- Awards
Kyra Richards
- Bylaws
John Womack
- Chapter Excellence
Tammy Harper
- Corporate Sponsorship
Terry Headley
- Ethics Officer
Helen Matheny, APR
- Membership
John Womack
- Nominating
Cathryn Harris, APR, Fellow
- Professional Development
Sharon King
- Program
George Manahan
- Public Relations
Todd Beane
- Public Service
Amy Wentz Berner

- Student Liason
Sara Payne Scarbro

Committee members will be appointed this month and will be contacted by committee chairs. Final committee listings will be available on the web site at www.prsavv.org and in the membership directory.

Awards Committee

Awards Committee Chair Kyra Richards is seeking interested individuals to judge awards for the Central California Chapter of PRSA. They judged the East Central District Diamond Awards for our chapter in 2008.

Judging will take place in mid-March to early April and will be done in several sessions in Charleston. If you are outside the Charleston area, but would like to judge in your location (a minimum of two judges per entry are needed), please contact the PRSA-WV Chapter office at we.are.pr@prsavv.org or call 304.984.0308.

Meeting Doorprizes Needed

Do you have extra books, mugs, t-shirts, event tickets? We are looking for a few good donors! We are looking for companies willing to contribute doorprizes for our monthly meetings. If you have doorprizes, please contact the PRSA-WV office at we.are.pr@prsavv.org or 304.984.0308.

PRSA-WV benefits

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

Members

WV Chapter welcomes members

Please join the Board of Directors in welcoming the following new members to the West Virginia Chapter:

Dan Kim
Director, WVU News and Information Services
West Virginia University
PO Box 6688
Morgantown WV 26506
(304) 293-3990
dan.kim@mail.wvu.edu

Becky Lofstead
Assistant VP for University Communications
West Virginia University
One Waterfront Place, Rm 6113
Morgantown WV 26506
(304) 293-9358
becky.lofstead@mail.wvu.edu

Sandra Spakoff
Training Specialist
U.S. Fish & Wildlife
698 Conservation Way
Shepherdstown WV 25443
(304) 876-7783
sandy_spakoff@fws.gov

Encourage a new member to join by March 31 and PRSA will pay that new member's West Virginia Chapter dues for 2009! That's an automatic savings of \$50! To join, click the "Connect with PRSA" link on www.prsawv.org and use code CHAP2009 to get this offer.

Meeting Notice

View from the top: Research & PR

Research is fundamental to most public relations work...or it should be. Budgets often interfere with that, however.



Join us at the Charleston Civic Center on February 18 when Mark Blankenship of MBE and Rex Repass of Repass & Associates will be our guests.

Rex and Mark will talk about the key role research plays in public relations efforts. These experts in research will also discuss ways public relations practitioners can do some secondary research if budgets don't afford the cost of primary research. It has been several years since we've had a session on this topic, so join us for a refresher course on this critical area.

We will be meeting in Room 202 at the Charleston Civic Center for the noon luncheon. Committee chairs and the Board of Directors will meet in Room 201 at 11:00 a.m.

Reservations are required for this meeting and must be received by Friday, February 13. Cancellations after the deadline will be billed. The cost for the meeting is \$17 for students and members and \$22 for guests.

.....
_____ Yes, I will attend the luncheon on Wednesday, February 18, on "View from the top: Research and public relations."

Name _____

Company _____

Email _____

Guest _____

Company _____

_____ Check enclosed for \$17 per person (\$_____)

Reservations are required for this meeting and must be received by Friday, February 13.

Make check payable and mail with reservation form to:
PRSA-WV Chapter
PO Box 13604
Charleston, WV 25360-0604



President's Corner

Governor Joe Manchin III proved at our January luncheon he's not just the state's Chief Executive Officer, he's its Chief PR Officer as well. His speech was entertaining and candid, and I think it communicated a positive vision of our state's future based on its traditional core strengths and values – a textbook PR campaign. If you weren't there, you missed a great event and a great crowd. Thanks again to Program Chairman George Manahan for scheduling the Governor and to Governor Manchin and Sarah Scarbro for

stretching his time with us as long as possible!

You can register online for our monthly luncheons – usually the third Wednesday – and pay through PayPal at the same time. George is working on some really good speakers and you should mark your calendars ahead of time for the rest of the year.

Guests are always welcome at our luncheons, and I encourage everyone to bring a guest at some time this year. There may be a gift card drawing in the works for the end of the year.

Thanks also to BrickStreet

and Andy Wessels for agreeing to sponsor the Crystal Awards! We have a public website, a private member directory and events that all have room for more sponsors. Tell Diane if you're interested.

My thanks to everyone who replied to our member survey on committee preferences. Final committee assignments will be ready this month and we can begin work on some projects that have been under consideration.

President Buddy Davidson

PRSA-WV Chapter
PO Box 13604
Charleston, WV 25360



February 18

View from the top:

Research and PR

Mark Blankenship, MBE

*Rex Repass, Repass &
Associates*

Charleston Civic Center

12:00 p.m.

Board of Directors and
committee chairs meeting

11:00 a.m.