

View from the top: Selling Charleston is working

The current economic climate is making Charleston a more desirable location for conventions and meetings, according to Charleston Convention and Visitors' Bureau President and CEO Patty Pitrolo.

"We are targeting meetings, events and conventions, with less focus individual tourists," she said. "Our focus is getting heads in beds for our hotel partners."

Pitrolo said "staycations" are providing the opportunity for Charleston to showcase local events, such as FestivALL, as

well as partnering with nearby cities on special events.

"The CVB is Charleston's strongest economic development tool," she explained. "We have a goal of reaching a \$30 million economic impact on Charleston this year. Our impact in 2008 was \$28 million and we're currently at \$26 million for 2009."

The CVB markets to religious, government, sports, association and motor coach industries through targeted advertising and trade shows.

"We couldn't do what we do without tourism grant dollars,"

she said. "Those dollars help us sell our reasonable cost, everything within walking distance, a safe and family-friendly area, plus metropolitan amenities with small town charm and hospitality."



Save \$65 now

Join PRSA by June 30 and save \$65 when the initiation fee is waived. That's enough to fund your \$50 chapter dues!

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 section dues are additional. Visit the link at prsavv.org and use the promotion code SPRING2009.

PRSA/PRSSA mixers successful



Students from PRSSA chapters at Marshall University, West Virginia State University and West Virginia University, as well as a communications major from Concord University, met with professionals from the PRSA-West Virginia Chapter during events in Charleston and Huntington. The events, chaired by Student Liaison Committee Chair Sara Payne Scarbro, gave students opportunities to get career insights from those in agencies, corporations, government and nonprofits..

Inside info

Selling Charleston.....	1
Student mixers.....	1
Red flag rules.....	2
Chapter benefits.....	2
New members.....	3
Meeting notice.....	3
President's notes.....	4
Calendar.....	4

Member News

“Red Flag Rules” become effective August 1, 2009

The Federal Trade Commission and regulatory agencies have published final rules on identity theft “red flags” and address discrepancies. These rules implement sections 114 and 315 of the Fair and Accurate Credit Transactions Act of 2003.

According to a report of the President’s Identity Theft Task Force, identity theft results in billions of dollars in losses each year to individuals and businesses.

The final rules require each financial institution and creditor that holds any consumer account, or other account for which there is a reasonably foreseeable risk of identity theft, to develop and implement an Identity Theft Prevention Program (Program) for

combating identity theft in connection with new and existing accounts. The Program must include reasonable policies and procedures for detecting, preventing, and mitigating identity theft and enable a financial institution or creditor to:

- Identify relevant patterns, practices, and specific forms of activity that are “red flags” signaling possible identity theft and incorporate those red flags into the Program;
- Detect red flags that have been incorporated into the Program;
- Respond appropriately to any red flags that are detected to prevent and mitigate identity theft; and
- Ensure the Program is

updated periodically to reflect changes in risks from identity theft.

The agencies also issued guidelines to assist financial institutions and creditors in developing and implementing a Program, including a supplement that provides examples of red flags.

The final rules also require credit and debit card issuers to develop policies and procedures to assess the validity of a request for a change of address that is followed closely by a request for an additional or replacement card.

The final rules are set to be effective on August 1, 2009.

For more details, visit <http://www.ftc.gov> or call toll-free: 1-877-FTC-HELP.

WANTED: Your articles!

Send your top ten tips on

- a public relations issue or tactic
- managing staff/clients
- time management
- managing stress

They will be published in this space in an upcoming issue of *Chapter & Verse*

email to: we.are.pr@prsawv.org

PRSA-WV Chapter member 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

Members

WV Chapter welcomes members

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

Kimberly A. Conrad

Owner
KTC Marketing, LLC
882 McCauley Run Road
Orlando, WV 26142
(304) 853-9101
kim@ktc-marketing.com

Heather A. Richardson

15 Silvercreek Drive
Morgantown, WV 26505
(304) 280-5751
HRichardson40@gmail.com

Encourage a new member to join PRSA and the West Virginia Chapter! To join, click the PRSA membership promotion graphic on www.prsawv.org.

Thanks to
our sponsors:



Columbia
Gas
TransmissionSM
A NiSource Company



THE MANAHAN GROUP
ADVERTISING • PUBLIC RELATIONS • MULTIMEDIA

Meeting Notice

Crystal Awards Gala ready for you!

You've done the work. You've submitted the award entry. The entries have been judged and the results are in.



It's time to shine!

Join us on Wednesday, June 17, when we present the Crystal Awards for outstanding campaigns and project entries for 2008. Additionally, awards will be presented for Best in West Virginia (campaign), plus individual honors for Chapter Service Award, Practitioner of the Year.

This year's master of ceremonies will be Randy Damron. We would like to thank BrickStreet Insurance, Columbia Gas Transmission and The Manahan Group for their sponsorship of this event. This is an excellent opportunity to invite clients and co-workers to the Crystal Awards Gala to see your work shine.

The cash reception begins at 5:30 p.m.; dinner begins at 6:00 p.m. and will be followed by the awards ceremony.

The cost of the Gala at the Charleston Civic Center is \$35 per person. Reservations are due by Friday, June 12.

.....
 Yes, I will attend the Crystal Awards Gala on Wednesday, June 17.

Name _____

Company _____

Email _____

Guest _____

Company _____

Check enclosed for \$35 per person
(\$ _____)

Reservations are required for this meeting and must be received by Friday, June 12.

Make check payable and mail with reservation form to:

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



President's Corner

June is the month for fun in PRSA. We're putting together at least one - maybe more - evening at the ballpark, thanks to George Manahan and his box at Power Park. We don't have dates nailed down yet, but keep your eyes peeled the next couple of weeks for an announcement.

One of the great things about this field is how much fun its members are once you get them away from the office (sometimes you don't even have to do that!). I'm looking forward to meeting more of you

on a more casual basis, so please do make an effort to attend our social functions.

A more formal function coming up this month is our annual Crystal Award Gala. While this is still a fun, social function, it is also an opportunity to honor the best work in PR in West Virginia over the past year.

I have invited a number of my colleagues at the Department of Agriculture to join us at the Crystals, and I encourage you to invite some

people you know as well. Let's have a great turnout for a great Crystal Award banquet!

Summer's here, and I confess that my mind has been focused on projects around the house, rather than the office or PRSA, both of which I can almost hear ticking. Here's hoping your summer includes a little bit of true relaxation.

Buddy

PRSA-WV Chapter
PO Box 13604
Charleston, WV 25360



June 17

Crystal Awards Gala
Randy Damronr, emcee
Charleston Civic Center
5:30 p.m. - 9:00 P.M.