



Maintaining the Greenbrier Classic

By Hallie Sampson

This year The Greenbrier is taking on the enormous task of hosting a PGA tour event on site. The event itself, called The Greenbrier Classic, will take place July 26 to Aug. 1. Lynn R. Swann, director of PR at The Greenbrier shared the incredible experience working for the event during the April meeting.

Over 200,00 people are anticipated to attend during the seven-day event.

Swann, normally a “one-person shop,” needed help. Getting people involved

was not a problem. The PGA sent some of its own to work with Swann, but that was only the start. Over one hundred and twenty organizations signed up for the Badges of Charity program. This program gives eligible non-profit organizations thirty percent of the proceeds of each and every Weekly Badge sold for their benefit. Three million dollars has been raised in charitable donations from this program.

Swann also commented on the direct participation that business took with their sponsorship, “We’ve had an incredible response with companies who want

to create a real sponsorship and not just hand over money.” Both individuals and businesses are getting involved with the event, as some of the more than 1,300 volunteers from twenty different states who have signed up thus far.

This is truly the first event of this magnitude at The Greenbrier, and one of the biggest draws is the generosity of West Virginians. Swann stated it best in saying, “The world can learn a lot from West Virginia. We are generous people.”

If you would like information about The Greenbrier Classic, please visit <http://www.greenbrierclassic.com>.

PR one of America’s most stressful jobs

With unemployment still stuck at 9.7%, many of us should be grateful that we still have a job and a steady paycheck. However, the daily grind can be nerve-racking and exhausting; we may often wish we could throw it all away and move to an island.

Careercast.com has put together a list of America's most stressful jobs in 2010. Factors affecting the stress level included work environment, job competitiveness, opportunity for advancement, and even

perceived risk of unemployment.

10) Real Estate Agent: Agents work long hours and must be able to handle sales quotas and deadline pressures. The field is also extremely competitive.

9) Advertising Executive: Work can be emotionally and mentally stressful. Competition and the pressure of acquiring and maintaining major accounts forces executives to work long hours.

8) Public Relations Officer: Public relations specialists make speeches and presentations, often in front of large crowds. It's a competitive field so specialists must work quickly and be able to meet

deadlines.

7) Highway Patrol Officer: Officers work late nights and on

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Achievement Unlocked: Regional PRSSA Conference

By: Hallie Sampson

My first step into the larger world of public relations was a huge one. The weekend of April 16th and 17th I attended my very first conference. This conference was entitled “From Steel to Shine: PR Careers for Your Future” and was hosted in a joint effort by the PRSSAs of Duquesne University and Point Park College.

I was overwhelmed at just the thought at first. Attending something as professional as a conference never even *occurred* to me until this semester. It is odd, since I am a senior and one would think that I have had to do something like this before. I imagined huge rooms filled with hundreds of people and all of these people were more professional and public relations savvy than I could even imagine. I was a little worried that I would make a fool out of myself, actually. I also felt worried that I was coming from such a small PRSSA, for West Virginia State University’s has less than a dozen members. I knew the size of the schools that were hosting us in advance, and that fact overwhelmed me further.

Our time around Pittsburgh started out a bit rough with events like our motel not having power and getting lost in the big city and not knowing exactly what semi-formal meant. However, once my group set foot into lobby of Point Park University for the PRty Forward social event on Friday night, a large chunk of the worries that was digging itself into my thoughts began to dissipate.

The people at the event were just like me. They were students in college. There were not hundreds of people surrounding me, but dozens. They were not complete professionals yet either. As I introduced myself to more and more of my fellow students, I got far more comfortable. It was refreshing to be in such a relaxed environment with people of my age with similar interests. We shared stories about our own PRSSAs and our internships. I was impressed by their stories, but to my surprise, I saw a bit of awe in some of their eyes when I told them of my internship, and of my PRSSAs endeavors in working with real clients. I felt the night was a success as my group and I headed back to our motel (this time with electricity).

The next morning, we drove to Duquesne for the conference event. It seemed like such a large school compared to WVSU, but I was not completely overwhelmed anymore. I was looking forward to seeing the people I had met the night before and to the speakers that I was going to listen to throughout the day.

I was a bit taken aback by the amount of people that showed up for the conference itself. There were a few more people that at the social, and I should have expected it, but there were so many new faces! We socialized and met one another all over again as we ate bagels and drank coffee. After this mini-social, the seventy or so of us were herded into a large conference room with round tables and told to go to tables that corresponded to the logo on our name badges. We were all placed into a

group of people we did not know and within a moment given a crisis situation to solve with people we never met before. We had forty five minutes.

This was my first step into the world of public relations outside of West Virginia. The whole escapade was incredibly fun and I met so many people that I will never forget. The panel discussions and speakers were amazing and experienced. Oh, and the food was amazing!

I am forever grateful that I attended the regional event, and it truly pushed my resolve deeper into what I love about public relations. It really is a profession that surrounds *people* and effects all.

Farewells

This will be the very last PRSA newsletter I work on, and I just wanted you to know that I appreciate the PRSA as a whole for reading and supporting this monthly newsletter. Thank you for doing so!

I especially want to thank Diane Slaughter for allowing me to be her intern this semester and tolerating my millions of questions. I learned quite a lot this semester and I cannot voice my appreciation quite well enough.

Thank you all for letting me come to the monthly meetings as well. It was an honor and a pleasure to have met all of you. I wish you all a grand summer and I hope I have the pleasure of meeting each and every one of you again.

Halle Sampson

Stressful jobs

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weekends. They face many hazards, which require physical and mental stamina.

6) Commercial Pilot: Pilots are responsible for the safety of passengers and staying within flight schedules. Pilots often work irregular hours and need to fly in inclement weather.

5) Police Officer: Police officers face potentially life-threatening situations and shifts can be long and exhausting.

4) Surgeon: Surgeons can be required to work many hours and be on call. Operations require extreme detail and quick decision making. Malpractice costs are a major cause of stress for many surgeons.

3) Taxi Driver: Taxi drivers work erratic hours and driving can be dangerous in major cities. Taxi drivers are also vulnerable to criminals.

2) Corporate Executive: This field is highly competitive and requires detailed knowledge of the financial community. Senior executives work long, stressful hours and are required to making tough decisions that affect many individuals.

1) Firefighter: Firefighters work irregular and unusual hours. They risk heat exhaustion, smoke inhalation, and serious injury while on the job. The anticipation of a major fire can be stressful in itself.

Meeting Notice

Please join the West Virginia Chapter of PRSA and the AAF West Virginia on Friday, May 21, as we welcome Michael Tobin, former WSAZ reporter, to speak at the Charleston House Holiday Inn for this month's luncheon. Tobin is FOX News Channel's Jerusalem-based correspondent. He supplied on-site reporting from the Israeli-Lebanese border during recent conflicts in the region.

Tobin began working for FOX News as a correspondent based in Dallas, Texas. He first served as general reporter and substitute anchor for WSVN-TV, in Miami, FL. Since working at FOX, Tobin has covered much of the conflict that has been occurring on the Israeli-Lebanese border in the Middle East, the mass evacuation of the Jewish settlements from the Gaza Strip, Israeli Prime Minister Ariel Sharon and his time in the hospital in Jerusalem, and the Iraqi elections in the city of Baghdad, as well as Operation Iraqi Freedom from Centcom in Doha, Qatar.

Tobin is a graduate of Arizona State University's Walter Cronkite School of Journalism, and has earned numerous Associated Press Awards for news reporting.

The noon luncheon will take place at the Charleston House Holiday Inn. Reservations are \$22 per person and must be received by May 14th. Cancellations after the deadline will be billed. You can register and pay online at www.prsawv.org.

_____ Yes, I will attend the noon luncheon meeting on Friday, May 21st.

Name _____

Company _____

Email _____

Guest _____

Company _____

_____ Check enclosed for \$22 for guests, members, or students
(\$ _____)

Reservations are required for this meeting and must be received by Friday, May 14th

Make check payable and mail with reservation form to:

PRSA-WV Chapter

PO Box 13604

Charleston, WV 25360-0604

PRSA-WV Chapter
PO Box 13604
Charleston, WV 25360



May 21, 2010

Reporting from the Battlefield
Michael Tobin
Charleston House Holiday Inn
12:00 p.m.

June 16, 2010

Crystal Awards Gala
Charleston Civic Center



President's Corner

**George
Manahan**

As we move forward not only in our personal lives, but in our professional lives as well, we are sometimes faced with challenges that require us to step back and take stock of what we have and what we have to offer others.

The chapter has great programs to help those facing career challenges. The chapter has a wonderful resource right at your fingertips – the chapter web site. The web site is a wonderful place to stay current on what is happening in the chapter, as well as a place to find out about current job opportunities. PRSA National's web site is also a wonderful resource. National provides us with a wealth of

information – from the Job Center to Networking opportunities.

The chapter is part of the East Central District within PRSA – giving us an opportunity to interact with fifteen other chapters. Our chapter also provides networking opportunities throughout the year – a chance to meet other professionals and an opportunity to share your knowledge with people just starting to grow in the PR field.

Now is the best time to be a member. If you have trouble with dues, there are local and national resources available. Please contact me or Laura Jordan with questions.

I'd like to take this opportunity to welcome our new members who joined PRSA and the West Virginia Chapter in April:

Christine Feathers

Country Roads PT
christine.feathers@gmail.com

Paul Helmick

StateNewlines
paul@statenewlines.com

Jennifer A. Richmond
jrich1115@hotmail.com

Bryan Shaw

Verizon Communications
bryan.m.shaw@verizon.com

Thank you for all you do for our chapter. See you in May!

A handwritten signature in black ink, appearing to read "George Manahan".