

May seminar: Learn to make networking work for you

The best way to predict the future is to invent it, according to three seminar presenters in May.

Brian Alcorn, Jason Hager and Larry Lambert of BNI West Virginia shared their techniques for achieving business and personal success through relationships and referral marketing.

“The end result of networking is to generate sales,” according to Alcorn. “These sales could be new clients for your agency, new customers for your company or new donors for your charity.” He said referrals focus on relationships and getting in front of prospects who are ready to buy what you sell.

Hager outlined the four stages of relationships: identifying prospective network members; developing a relationship to strengthen the network; generating referrals from your network; and turning referrals into clients. He said referral success is based on what you do with who you know.

He described the three types of networks, which are those for information, those for support and those for referrals. The information network is people who can give you valuable information, the support network is comprised of family and close friends, and the referral network includes people who can refer

business to you or help you meet a goal.

Lambert described the 60-second commercial you can use at networking events and other similar occasions. In the commercial, you tell who you are, what you do that separates you from your competitions, your ideal target markets, who you’re trying to reach and a “hook” that makes you memorable. “People buy based on emotion,” Lambert said. “You need to tell them why they should work with you and not your competitor.”

The presenters also described how you can learn your own behavior styles and recognize those of others around you. This will allow you to treat others as they want to be treated.

Alcorn shared five ways others can promote you:

- Display your literature or products;
- Distribute information (such as invoice stuffers);
- Invite you to attend events;
- Endorse your product or service; and
- Nominate you for an award.

Hager identified six commandments of working a networking mixer:

- Have your business cards and other networking tools with you at all times;
- Set a goal for who you want to meet and why;



- Act like a host, not a guest, and introduce people;
- Provide a referral or support a referral where possible;
- Ask the who, what, when, where and why questions; and
- Describe your product or service in 60 seconds.

Finally, the panel provided these tips for being more referable:

- Have an understanding of behavior styles;
- Have a valuable product or service that people want;
- Have a clearly defined target market; and
- Have a clear message about your value.

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Member News

Wharton-Turner earns Celebrate Women Award

Lisa Wharton-Turner, director of marketing and communication at St. Joseph's Hospital, received the business award during the 22nd annual Celebrate Women Awards, sponsored by the West Virginia Women's Commission.

Keith Buchanan, president of the Buckhannon-Upshur Chamber of Commerce, nominated her, saying, "Lisa has used her position to integrate St. Joseph's Hospital's mission into activities and services that benefit families and individuals in need. Through her efforts in wellness, education and prevention, she is helping our communities focus and take action on one of the most important issues facing West Virginians today: the high and growing cost of health care.

"Lisa's deft and sensitive handling of media during the Sago Mine disaster serves as a model for others to learn from. She was sought to serve on a panel of speakers for a professional development seminar titled "The Sago Mine: Lessons Learned from a Tragedy." The seminar was sponsored by PRSA's West Virginia Chapter last year.

Wharton-Turner organizes the bi-annual blood screening held in partnership with the Buckhannon Rotary Club. These screenings attract more than 2,000 people. In the last year, She helped form and is the current chair of the Buckhannon-Upshur

Chamber of Commerce's Wellness Council, in addition to serving as the Chamber's first vice president.

In 2003, Wharton-Turner, along with her husband Art, helped establish Opportunity House, which is designed to provide housing, counseling and support group meetings to individuals who are dealing with substance abuse. The Opportunity House operates as a community recovery center and currently provides support services for more than 75 community members. She is a member of the Upshur County Substance Abuse Prevention Coalition, the West Virginia Coalition to End Homelessness, the Upshur County Advocacy Center and serves as a mentor at West Virginia Wesleyan College.

Yandle moves on, says thanks

I want to thank you for allowing me to be a part of your PRSA chapter.

In early May, I graduated from Marshall with a M.S. in Athletic Administration and I have accepted a job to become the Assistant Sports Information Director at my alma mater, the University of Louisiana at Lafayette. I began my new job May 21.

Thank you and take care,
Chris Yandle

PRSA seeking 2008 board candidates

The 2007 PRSA Nominating Committee is looking for talented, dedicated leaders – like you and other Society members you may know – who are willing to give their time and talent to make a real difference in our Society and our profession as members of the 2008 Board of Directors.

The positions open for nomination this year are:

- Chair-elect
- Treasurer
- Secretary
- Director-at-Large
- Assembly Delegate-at-Large (two positions open)

Candidates for officer or director positions must be members in good standing and APR. In addition, they must have served as a voting delegate in at least one national Assembly, a Chapter president, a Section or District chair, or a national committee or task force chair.

Candidates for Assembly Delegate positions must be accredited or a current officer in a Chapter, District, or Section.

For more information on the nominating process, please go to <http://www.prsa.org/leadership/Nominatingnominating%20process.html>, send questions to nomcomm@prsa.org, or call Donna Jonas, 212-460-1403. **Candidate applications are due Monday, June 11, 2007.**

Committees

Accreditation

Joe Long, APR

Awards

Bethany Ross and
Jennifer Vieweg

Bylaws

John Womack, CAE

Chapter Excellence

Bill Bissett

Corporate Sponsorship

Sharon King

Ethics Officer

Helen Matheny, APR

Membership

Jennifer Goddard, APR,
Kristi Rhule

Nominating

Cathryn Harris, APR,
Fellow PRSA

Professional Development

Courtney York

Program

Tammy Wheeler

Public Relations

Jason Keeling

Public Service

Debbie Starks and
Leah Worley

Student Liaison

Jennifer Goddard, APR

Young Professionals

Kyra Richards

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 20, when we present the Crystal Awards for outstanding campaigns and project entries for 2006. Additionally, awards will be presented for Best in West Virginia (campaign), plus individual honors for Chapter Service Award, Practitioner of the Year and



Outstanding West Virginian.

This year's returning master of ceremonies will be "Superduper" Charlie Cooper of Admix Broadcasting. We would like to thank MetroNews 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 Marriott Hotel is \$35 per person. **Save \$5 per person** when each person brings a child's book(s) for the Sojourner's Shelter library. Reservations are due by Friday, June 15.

.....
 Yes, I will attend the Crystal Awards Gala on Wednesday, June 20.

Name _____

Company _____

Email _____

Guest _____

Company _____

Check enclosed for \$35 per person (**Bring a book and save \$5!**)
(\$_____)

Reservations are required for this meeting and must be received by Friday, June 15.

Make check payable and mail with reservation form to:

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

Thanks to:



The Voice of West Virginia

for sponsoring the Gala!

Committee News

Coming to the Gala? Bring books!

At any given time, over fifty percent of residents in the YWCA Sojourners Shelter for Homeless Women and Families are under the age of 18. The Public Service Committee is asking you to help make the summer brighter for these children.

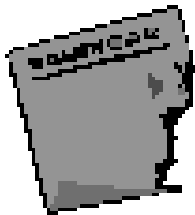
It's simple.

The Public Service Committee is offering each person who attends the Crystal Awards Gala a \$5 discount on the evening for bringing a child's book(s) to the June 20 event. Your donation will be given to the YWCA Sojourner's Shelter to continue the library started by PRSA-WV Chapter in 2002.

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

PRSA-WV Chapter
PO Box 13604
Charleston, WV 25360



June 20

Crystal Awards Gala
Charlie Cooper, emcee
Marriott Town Center Hotel
5:30 p.m. - 9:00 P.M.