



How We Voted and Why



Two meetings highlighted our November calendar.

Lobbyists Frank Hartman and Chris Marra of H2C Strategic Consultants shared their insights into the 2018 election and its impact on the next two years.

They described the turnout as being pivotal to the election, being unusually high relative to prior elections. There will be some key changes in state legislative leadership that could impact the coming two years.

Hartman, shown at right, said few changes are expected at the federal level and that Congressional gridlock will still be the rule.

We thank them for their insights.



WVU-PRSSA and PRSA-WV hosted a meeting in Morgantown with Jacelyn Swenson of IBM. She brought a new world of information to students and professionals alike on how artificial intelligence and other technologies can be used to enhance your brand, generate more earned media and create more personal and immersive experiences for your audiences. We thank the WVU Reed College of Media for making this event possible in their Innovation Center. This was an outstanding opportunity for students and professionals to interact with a national speaker.



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2018 Year in Review

Members and guests who attended our monthly programs and special events this year were well pleased with the topics, content and speakers, as well as the meeting facilities, food and lessons taken away from each meeting.

Those attending each month's meeting were asked to rate the above areas on a 5.0 scale, and totals for both speakers, facilities, food and lessons learned increased over 2017 averages.

President-elect Aly Goodwin Gregg and her committee made arrangements for the following programs:

- Make :90 Last a Month
Steve Radick
- Building on a Brand
Alisa Bailey
- Moving West Virginia Forward
Rochelle Goodwin and Sara Payne Scarbro

- Back to Basics: Tactics
Panelists
- CreateAThon@WVU
Geah Pressgrove
- Crystal Awards Gala
- True Spin
Ann Green
- PRSA at the Park
- Back to Basics: Campaigns
Panelists
- United Way Day of Caring
Service projects at Nitro Food Pantry
- How We Voted, Why and What It Means
Frank Hartman and Chris Marra
- AI: Benefits for Communicators
Jacelyn Swenson

We hope you will join us for our 2019 programs!

2019 Board Installed

The PRSA-West Virginia Chapter 2019 leadership team was installed during November's meeting. Our new leadership team, installed by Frank



Hartman, includes (from left): President Aly Goodwin Gregg; Treasurer Matt Sutton; Director Dr. Ali Ziyati; Secretary Emily Myers Duke; Immediate Past President Kyra Harris; and Delegate Joe Long, APR.

Following the installation ceremony, Gregg presented Harris with the H. William Chaddock Presidential Service Award, named for our first president.

It has become a tradition in the last seven years to present the plate commemorating the charter of the West Virginia Chapter during the national conference in St. Louis on November 10, 1979, to the incoming president.

"We continue to appreciate the contributions made by our founders, our past presidents and our future leaders here tonight. We also recognize the ongoing support of our members," Harris said. "It is my honor to pass the stewardship of this commemorative plate to Aly Goodwin Gregg."

Welcome New Members

Membership Committee Chairs Diane Holley-Brown, APR and Alisha Maddox and the PRSA-WV Chapter Board of Directors thank you for recommending these 14 new members of PRSA and the West Virginia Chapter during 2018!

- Jordan Bowman
Appalachian Trail Conservancy
(304) 885-0794
jbowman@appalachiantrail.org
- Mary Brown
Charles Ryan Associates
(304) 881-8632
mbrown@charlesryan.com
- Lois Capers
(304) 722-2400
lcapers1@gmail.com
- Kim Corbin
Jacobs
(304) 380-6601
kim.corbin@jacobs.com
- Jaden Hardesty
West Virginia Tourism Office
(304) 558-2200
jhardesty@mix.wvu.edu
- Bradley Harris
(304) 673-9830
bradley_harris@outlook.com
- Hannah Kennedy
University of Charleston
(304) 357-4768
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- Samantha Nygaard
West Virginia Tourism Office
(304) 957-9344
samantha.r.nygaard@wv.gov
- Jessica Powers
(304) 293-3286
jessica.powers@mail.wvu.edu
- Sara Price
(304) 957-9354
sara.n.price@wv.gov
- Bethany Ross
Toyota
(304) 812-4793
- Blaithe Tarley
(304) 292-5081
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- Paula Taylor
Charles Ryan Associates
(304) 342-0161
ptaylor@charlesryan.com
- Shaina Williams
WVU Reed School of Media
(304) 293-3505
swilli2@mix.wvu.edu

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
- Website

President's Corner

"Sleigh bells ring, are you listening? In the lane, snow is glistening..."

"Winter Wonderland" by Felix Bernard and Richard B. Smith

The recent snowfalls have gotten me into the holiday spirit. It's time to wind down, reflect and recharge. It was a year of good meetings and great networking – I am hopeful that everyone who came to an event this year learned something or met someone who made their time with the chapter worthwhile. I wish everyone the blessing of time to relax during the upcoming holiday season before we hit the ground running in 2019.

The November meeting was informative and inspirational for everyone who could join us. We heard about the recent election results, and, more importantly, installed the officers and board members for the upcoming year. Our West Virginia Chapter celebrates

its 40th anniversary in 2019, and with our planning session next week, I'm excited to see what this milestone year has in store for all of us!

I've now joined the past president's club, and what an amazing group of leaders with whom to be included. I have the utmost confidence Aly Goodwin Gregg will shepherd our chapter through the next year with grace, wit and innovation.

Merry Christmas to all, and to all a good night!



Upcoming Events

Win a Gift Card in 2019

PRSA-WV wants you to win a gift card in November! All you have to do is attend our monthly meetings and bring potential members. Each meeting you attend will earn entries into one gift card drawing, while every potential member you bring will earn you entries into a separate gift card drawing.

We hope to see you and your guests in 2020.

Our winners in 2018 were Aimee Cantrell and Bradley Harris!