

## Just a reminder: 2012 committee choices due now

PRSA is now collecting chapter dues as part of your annual national dues billing, but we still need some information formerly collected on our dues statements.

Information on committee service, communication choices and advertising wishes were previously included with the chapter dues statement. To continue providing opportunities for your choice of committee service, we conducted an online survey to ask your committee service preferences, desired information delivery method and interest in 2012 advertising and sponsorship opportunities. Over a quarter of our members responded.

If you weren't one of the 24 members who let us hear from you, it's not too late to partici-

pate! Make your voice heard as the chapter moves into 2012, and help strengthen the profession and the chapter through your contribution of time, talent and energy.

Simply review the committee opportunities listed under the "Committees" tab at [www.prsawv.org](http://www.prsawv.org), then send an email to [we.are.pr@prsavv.org](mailto:we.are.pr@prsavv.org) giving us your first and second choices for 2012 committee service, whether you prefer to receive the newsletter by mail or online, and if you would like more information on 2012 advertising or event sponsorship.

President Debbie Starks and her committee chairs will be soliciting committee members through January, so there's still time to share your preferences for service.

Committee chairs for 2012 will be: Accreditation Committee, Jennifer Goddard, APR; Awards Committee, John Womack; By-laws Committee, Jeanette Rowsey, APR; Chapter Excellence Committee, Lisa Wharton; Corporate Sponsor Committee, George Manahan; Membership Committee, Buddy Davidson; Nominating Committee, Cathryn Harris, APR, Fellow PRSA; Professional Development Committee, John Bolt; Program Committee, Jeri Matheney, APR; Public Relations Committee, Sara Payne Scarbro; Public Service Committee, Joan Harman; Student Liaison Committee, Emily Myers.

Please remember to include your chapter dues payment of \$50 when your national renewal date arrives throughout the year.

## Wanted: Event sponsors

In an effort to increase services for chapter members, without increasing your dues, we are looking for business partners who want to reach influential members of the public relations community in West Virginia...that's you!

The PRSA-WV Chapter office has a variety of print ad online advertising and sponsorship opportunities to offer your

company or those vendors with whom you do business. We have a variety of packages at various prices.

If you do business with printers, photographers, graphic artists, web designers, computer suppliers, office equipment vendors or other suppliers, please contact George Manahan at [gmanahan@manahangroup.com](mailto:gmanahan@manahangroup.com) or [we.are.pr@prsavv.org](mailto:we.are.pr@prsavv.org).

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## Use the **SECOND** first impression

We have all heard the saying, “You never get a second chance to make a first impression.” No pressure, right? In reality, the resume is actually the first impression that an employer has to interpret the skills and capabilities of a job seeker before a formal discussion takes place. The second step of the hiring process typically involves a telephone interview, essentially making this first verbal discussion your second opportunity to make a first impression.

The good news is that if a job seeker has been contacted for a phone interview, their resume has already created a memorable first impression for the employer. Whether you are interviewing for an entry level or executive role, ensure that you go the right way to making the second first impression count with these telephone interview tips.

### **Be Your Own Salesperson**

- By nature, employers will usually decide within a matter of seconds whether or not it is worth their time to pursue a candidate. Job seekers will need to realize that the telephone interview is in fact, a sales presentation and the product they are pitching is themselves.

### **Do Your Research**

- Use online resources to gain inside information about a potential employer. Look to personal connections from social networking sites such as LinkedIn to see if you have a

relationship with someone that currently works there. Regardless of industry, spend a few minutes discussing the company culture, financial stability and growth potential with your contact.

### **Create a Cheat Sheet**

- The pure beauty about a phone interview is that it’s okay to cheat a little. A day or two before the interview put together a cheat sheet of bullet points that you wish to communicate to the employer during the call. This can include different areas of the profession that you have worked in, previous or current career or volunteer experience, professional certifications or your biggest accomplishments.

### **Smile**

- It is difficult to be your own salesperson if your voice sounds monotone or lacks projection. It may seem silly, but by smiling during the interview, your voice will instead convey the enthusiasm that is needed to showcase your skills and abilities while appearing upbeat and positive to the employer.

Making a positive first impression is an important start to building a relationship with any potential employer. Whether the initial communication is over the phone or in-person, first impressions can set the tone for the entire job seeking experience. By following these basic tips, you can easily make a great impression and be on your way to an onsite interview.

## 50 for \$50

Join this list of PR professionals today in supporting students and other professionals and promoting statewide education through the West Virginia Chapter of PRSA.



### Donors

Linda Arnold  
J. Todd Beane  
Amy Wentz Berner  
Buddy Davidson  
Stacy Deel  
John Gillispie  
Tammy Harper  
Cathryn Harris, APR  
Fellow PRSA  
Paul Helmick  
Laura Jordan  
Linesey Lilly  
George Manahan  
Dr. Diana Martinelli  
Jeri Matheny, APR  
Helen Matheny APR  
Kelly Merritt  
Cindy Miller  
Emily Seuffer  
Diane Slaughter CAE  
APR, Fellow  
Debbie Starks  
Lisa Wharton

# 2012 Board

## President

Deborah Starks  
Highmark Blue Cross Blue Shield  
of West Virginia  
304.347.7663

## President-elect

Jeri Matheney, APR  
Appalachian Power Company  
304.348.4130

## Treasurer

Amy Wentz Berner  
WVU Health Research Center  
304.558.6259

## Secretary

Sara Payne Scarbro  
Office of Senator Manchin  
304.417.0938

## Past President

Lisa Wharton  
Saint Joseph's Hospital  
304.473.2138

## Directors

Helen Matheney, APR (2012)  
Blanchette Rockefeller  
Neurosciences Institute  
304.293.6318

Laura Jordan (2013)  
WV-American Water  
304.340.2089

Stacy Deel (2014)  
The Arnold Agency  
304.304.1200

## Assembly Delegate (2012)

Joe W. Gollehon, APR, Fellow PRSA  
TSG Consulting  
304.345.1161

## Executive Director

Diane Slaughter, CAE, APR, Fellow  
304.984.0308  
we.are.pr@prsawv.org

# January meeting notice

## Citizen soldier: One man's experience



You may know him as a member of PRSA's West Virginia Chapter and owner of Wells Media Group, a public relations and media consulting firm. You may know him as Senator Wells (D-Kanawha). You probably don't know him as Lieutenant Commander Wells, an officer in the United States Navy (Reserves).

Lt. Cmdr. Wells has just returned from his most recent deployment in Afghanistan, serving the Navy as a public affairs officer, a post he's held since 2001.

Learn from one of our own about the challenges of practicing public relations for the military on foreign soil during war. He will share his experiences from Afghanistan and other deployments, as well as his military experiences here at home.

In addition, Sen. Wells will provide a brief look at the issues facing the 2012 legislative session.

The Marriott Town Center Hotel will be hosting this noon luncheon meeting in the Gauley Room. The 2012 board of directors and committee chairs will meet at 10:30 a.m. Reservations are required for this meeting and must be received by Friday, January 20. Cancellations after the deadline will be billed. The cost for the meeting is \$17 for students and members and \$22 for guests. You can register and pay online at [www.prsawv.org](http://www.prsawv.org).



Yes, I will attend the noon luncheon meeting on Wednesday, January 25.

Name \_\_\_\_\_

Company \_\_\_\_\_

Email \_\_\_\_\_

Guest \_\_\_\_\_

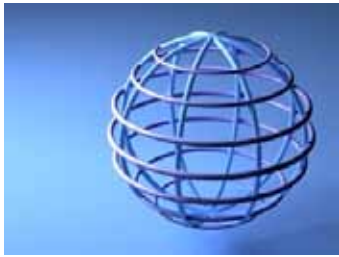
Company \_\_\_\_\_

Check enclosed for \$17 per student or member and \$22 per guest (\$\_\_\_\_\_)

Reservations are required for this meeting and must be received by Friday, January 20. Register by mail or online at [www.prsawv.org](http://www.prsawv.org). Make check payable and mail with reservation form to:

PRSA-WV Chapter  
PO Box 13604  
Charleston, WV 25360

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PO Box 13604  
Charleston, WV 25360



January 25, 2012

Erik Wells

Citizen Soldier:

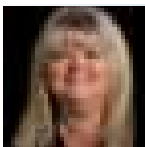
One Man's Experience

12:00-1:30 p.m.

Marriott Town Center Hotel

Board & Committees Meet

10:30 a.m.



## President's Corner

Debbie Starks

The start of each New Year often signifies a time of new beginnings and a renewal of commitment to goals we have set for the future. In keeping with this theme, I am looking forward to serving as your PRSA West Virginia President this year. Together we can accomplish the goals we set for our West Virginia Chapter.

I would like to see us increase our membership by adding 25 new members. If we each bring a guest to three of our monthly meetings we could possibly reach this goal! I would also like to reach out to the business community thanking them

for understanding the importance of Public Relations and encouraging them to sponsor more of their employees with membership.

We have a strong Board of Directors and new dedicated Committees that are focused on enhancing the member value of our Chapter. In an effort to increase participation at our Board meetings, members from across the state will be able to attend via conference call. The meeting number and code will be sent with our meeting notices each month.

I also want to continue to work with our business partners to host a

video conference at one of our Professional Development Workshops again this year and select locations that make it easier for members across the state to attend. We will continue working toward reaching our "50 for \$50" goal and make plans to produce an insert in the State Journal to promote the Crystal Awards in 2013.

It looks like we will have a very productive and exciting year ahead and I am looking forward to working with each of you to enhance the progress of our Chapter.

A handwritten signature in cursive script that reads "Deborah S. Starks".

