

Celebrate the Champions of PRSA-Detroit at Nov.16 annual meeting

PRSA-Detroit's grand slam event – the 2006 annual meeting – will celebrate the champions of the chapter on Thursday, Nov. 16 at the city's renowned Detroit Athletic Club, located at 241 Madison Ave.

Bacon's Information, Inc. has stepped up to the plate as the Grand Slam sponsor while Mullen, J&M Reproduction and Skidmore Inc. have signed on as Home Run sponsors. Additional sponsorship opportunities are available at the levels of Home Run (\$1,000) and Slam-dunk (\$500). For more information, please contact Wendy Baca at 248.208.9870, or at wbaca@bacons.com.

The festivities will begin at 6 p.m. with a cocktail reception, followed by a buffet dinner at 6:45 p.m. The All-Star business meeting will follow dinner, and will kick off with a variety of activities including the election of the 2007 PRSA-Detroit board of directors and officers.

Up for election are current officers Glen Foldessy, APR, president; Scott Simons, APR, vice president; Kim Skeltis, APR, treasurer; Rich Donley, APR, secretary; and Roy Richardson, APR, past president. Up for election for three-year terms on the board are Rich Donley, APR; Susan Ferraro, APR; Mark Benner, APR; Daniel Artman, APR; and Wendy Baca.

Two of our finest members will be honored for their contributions to PRSA-Detroit. John Bailey, president, John Bailey & Associates, will



John Bailey



Wayne Mielke

be inducted into the PRSA-Detroit Hall of Fame and Wayne Mielke, APR, vice president, Corporate Communications, Comerica Inc., will be presented with the Robert Hefty Distinguished Service Award. In addition, the PRSA-Detroit Education Fund Scholarships will be awarded. The chapter's new APRs will also be recognized.

Tickets for the event are \$60 per person. For reservations, please contact Nancy Skidmore at 248.545.6499, or at nskidmore@earthlink.net. Reservations also can be made on the chapter's website at www.prsadetroit.org, and paid via PayPal. You do not need to have a PayPal account to use PayPal.

Circle Nov. 16 on your calendars, and plan to be part of the PRSA-Detroit 2006 annual meeting.

PRSA Detroit Annual Meeting

6 p.m.

Thursday, November 16, 2006

Detroit Athletic Club

Scholarship Application Deadline Oct. 31

College students have until Oct. 31 to submit their applications for two Donald P. Durocher Memorial Scholarships, worth \$2,000 each. Winners will be recognized at the PRSA-Detroit annual meeting Nov. 16 at the Detroit Athletic Club.

This marks the seventh year that the Detroit chapter will award two scholarships to deserving undergraduate students majoring in public relations, communications, journalism or a related field. Scholarship information packages have been sent to colleges and universities

throughout Michigan that offer degrees in these areas of study.

Nomination forms can be obtained by visiting the chapter's Web site at www.prsadetroit.org or by contacting Robin Thompson at rthompson@baileypr.com, or at 248.362.4200. Completed nominations can be sent to Thompson at John Bailey & Associates, 755 W. Big Beaver Road, Suite 1100, Troy, MI 48084. Nominations must be received no later than Oct. 31.

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**PRSA-Detroit Chapter
2006 Officers**

President, Roy Richardson, APR
734.240.2565

Vice President, Glen Foldessy, APR
248.273.0830

Treasurer, Scott Simons, APR
313.235.8808

Secretary, Kim Skeltis, APR
248.649.8000

Immediate Past President
Jennifer Day, APR, 313.909.3160

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Melanie Davis, APR, 586.268.6430

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PRSA-Detroit Chapter Bulletin

This edition edited by
John Austerberry, APR, and Len Singer.

Other Bulletin Committee members:
Robyn Gorell, APR, and
Jeanine Mixdorf, APR.

The PRSA-Detroit Bulletin is provided to all members in good standing of the Detroit Chapter of the Public Relations Society of America, and is dues-supported. Subscriptions are available to non-members for \$50 a year by writing Nancy Skidmore at 1824 Greig, Madison Heights, MI 48071, calling 248.545.6499, faxing 248.545.4944 or e-mailing nskidmore@earthlink.net.

Items for publication should be sent to John Austerberry c/o DTE Energy 2000 Second Ave., Detroit, MI 48226, phone 313.235.8859 fax 313.235.8055 email austerberry@dteenergy.com.

Deadline for the next Bulletin is Dec. 8.

Visit the PRSA-Detroit Web site at www.prsadetroit.org.

FROM THE PRESIDENT



Roy Richardson, APR

A big thanks . . .

By Roy Richardson, APR

The theme for our Nov. 16 annual meeting is “Celebrating the Champions of PRSA-Detroit.” This year’s meeting will be held at the beautiful Detroit Athletic Club overlooking Comerica Park. I hope you will plan to join us as we honor our Hall of Fame nominee John Bailey and Hefty Award winner Wayne Mielke, and elect our 2007 chapter officers and board members.

I want to take a moment to recognize some unsung champions who make much of what we do at PRSA-Detroit possible. They are our chapter sponsors. This year we are privileged to have the following companies as chapter sponsors:

- John Bailey and Associates
- Caponigro Public Relations
- DaimlerChrysler
- Eisbrenner Public Relations
- General Motors
- GMAC Mortgage
- Hass MS&L
- JCI Design
- PR Newswire
- Strat@comm
- Weber Shandwick Worldwide

Because of their sponsorship, PRSA-Detroit is able to provide you with the high-quality programming and other services that make your chapter membership so valuable. Please join me in thanking our sponsors for their support of PRSA-Detroit. I know that many chapters around the country would love to have the sponsorship support we enjoy.

Protégé kickoff is coming

Oct. 18 marks the kickoff of another year of our highly successful Protégé program. For those of you unfamiliar with the program, it matches a new practitioner with an experienced veteran willing to mentor them for one year. The protégé and mentor are encouraged to develop a rapport that allows them to discuss work situations and career goals in a positive manner. The intent is to provide the protégé with a solid foundation at the onset of his or her career.

If you are interested in being a mentor or protégé, please plan to attend the Oct. 18 kickoff at the EMU Livonia campus. For additional information, see the protégé story below.

Protégé program seeks mentors for PR practitioners of the future

The PRSA-Detroit Protégé program, which links mentors to college students, begins its third year with an orientation and match-up meeting on Wednesday, Oct. 18, at 5:30 p.m. at Eastern Michigan University’s Livonia campus.

The program is seeking PR professionals who would like to mentor students from Wayne State University, Eastern Michigan University or University of Michigan-Dearborn between October 2006 and August 2007. Any PRSA member who has been working professionally for at least three years can register to become a Protégé mentor.

A mentor’s role is to provide students with advice and encouragement, and to answer questions that will help them move successfully into a professional PR career. The time a mentor spends with their mentee is determined by both parties, and can take place via email, phone or in person. Protégé coordinators recommend one or two in-person meetings – but the important thing is that you stay in touch.

If you benefited from a mentor, you know that the experience is invaluable. So if you want to make a positive impact on an emerging PR professional, please consider becoming a Protégé mentor. Former mentors say they gained as much, if not more, from the experience as the student.

If you are interested in becoming a Protégé mentor and would like to attend the Oct. 18 kickoff, please e-mail barbarapalazzolo@yahoo.com or mdavis@macombchamber.com, or call 586.268.6430.

Bianchi PR works to the extreme for local builders

Teamwork. That's how Rick Merlini, CEO of American Heartland Homebuilder in Macomb, and his longtime friend Anthony Lombardo, president of Lombardo Homes in Washington Township, explained their record-breaking 53-hour and 54-minute tear down and rebuild of a new house in Armada Township for the hit ABC-TV series "Extreme Makeover: Home Edition."

Teamwork. That's also how Troy-based Bianchi Public Relations – which was selected by American Heartland Homebuilder for this extreme project – coordinated all PR and media relations activities, and responded to the daily onslaught of inquiries from media, volunteers and the general public. Bianchi PR also assisted Lombardo Homes in the PR effort.

Daniel Iannotti, chief operating officer of American Heartland Homebuilder, said of Bianchi PR: "One might naively think that it's easy to generate publicity at an event like this. While partially true, the key difference is that the Bianchi team was able to generate the right type of publicity for us – publicity consistent with our message. With many different principals, sponsors and TV restrictions, getting our message out was often like navigating through a mine field."

Congratulations to Bianchi PR for a job that was extremely well done.



Bianchi PR's Adriana Ferrari (left) and Rich Donley, APR, at the build site of "Extreme Makeover: Home Edition" in Armada Township.

PRSA-Detroit Sponsors

PRSA-Detroit wishes to thank the following sponsors for their generous support of the chapter's programs and publications:

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WORTH NOTING



Alan Upchurch

ALAN UPCHURCH has been promoted to account supervisor from senior account executive at Marx Layne & Co. Upchurch coordinates numerous public relations and marketing programs in the information technology, retail, financial, non-profit, communications and real estate sectors. Before joining Marx Layne in 2003, Upchurch served as a news director at WXYZ-TV.



Melissa Clark

Also at Marx Layne, KRISTEN BERRY and KRISTIN PRIEST have been promoted from account assistants to account executives. Berry is responsible for supporting public relations strategies for clients in the hospitality, retail and non-profit industries. Priest assists clients in the automotive, manufacturing, real estate development, hospitality, health care, professional services and non-profit sectors.



Laura Wilson

The QUELL GROUP has won three awards from the American Graphic Design Awards. Quell was recognized for its graphic design work for global automotive supplier Magna International, complete vehicle engineer and manufacturer Magna Steyr, and automotive forecasting firm CSM Worldwide.



Julia Jaworski

MELISSA CLARK and LAURA WILSON have been promoted to account executives at Strat@comm, LLC, and JULIA JAWORSKI has been hired as an assistant account executive. Clark works on multiple accounts, including the National Safety Council, the Altarum Institute and DaimlerChrysler. Wilson primarily supports the Aluminum Association account, in addition to working on the DaimlerChrysler account. Jaworski recently completed an internship at Strat@comm and previously held internships at the Michigan Osteopathic Association and the UAW-GM Center for Human Resources.



Heather Hall

HEATHER HALL has been promoted to senior vice president at Hass MS&L. Hall joined the agency in 1998, and has helped lead several award-winning consumer initiatives for General Motors. In other news at Hass MS&L, D'NAE KINGSLEY has been promoted to account executive, and JENNIFER HAZARD has been named an assistant account executive.



D'Nae Kingsley

pushtwentytwo has hired ANDREW SMITH and HEATHER JUNEAU as graphic designers, and LEAH RATLIFF as traffic and production coordinator. Smith previously worked at Media Genesis, Juneau comes from InfiNet Marketing Group and Ratliff recently completed an internship with pushtwentytwo after graduating from Oakland University.



Jennifer Hazard

In other news, pushtwentytwo has been selected as agency of record for Paramount Bank; developed the Web site for the 2006 Chrysler Arts, Beats & Eats event; and, received two 2006 IABC Detroit Renaissance Awards – the Award of Merit for organizational identity/logos and the Award of Excellence for special print communications.



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