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## **Mark Your Calendar!**

- [Feb. 4 - City Club presents Jason Vines, "Just Tell the Truth"](#)
- [Feb. 19 - Meet the Media: Crain's Cleveland Business](#)
- [March 11 - Hill, Lighthouse and Young Awards Ceremony](#)

## **Less Can Be More:**

*Bringing More Value to Our Members*



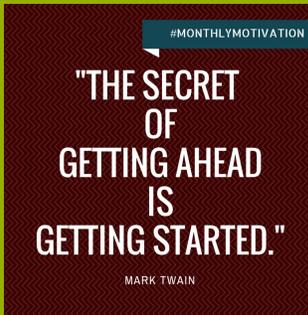
It's hard to believe 2015 has arrived and I somehow didn't arrive to work on a hover board or in a flying car. Despite the many futuristic predictions in *Back to the Future II* that haven't (yet) come to fruition, there's no doubt that technological advances have revolutionized how we work, learn, grow

and interact with each other. Although we have the ability to communicate through technology from anywhere in the world, I believe PRSA members' real value comes from in-person interactions with each other and the speakers we bring in for our events.

Last year, we placed great emphasis on modifying our programming model to hold less programs, but with more meaning and benefit. The feedback we received was overwhelmingly positive. We'll continue to do the same again this year, while expanding our offerings to benefit you, our member.

I look forward to meeting new members and reconnecting with others at one of our upcoming programs. Here's to a great 2015!

## MONTHLY MOTIVATION



**Christian Hunter, APR**

President, [PRSA Greater Cleveland](#)

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### → Crain's to Speak at PRSA Breakfast Feb. 19

**When:** Feb. 19 - breakfast at 7:30 a.m.; program at 8 a.m.

**Where:** North Point Tower, 1001 Lakeside Ave., Cleveland

[Purchase tickets](#)

Crain's Cleveland Business Publisher John Campanelli and Editor Elizabeth McIntyre will discuss the direction of the publication, its website and the kind of stories in which they're interested.



#### **About the Speakers:**

Campanelli has been publisher of Cleveland Business at Crain Communications, Inc., since December 2013, after serving as its associate publisher for four months. He served as editor of Crain's Waste and Recycling News in Detroit for more than two years, and spent more than 13 years at The Plain Dealer, where he was both an award-winning reporter and editor. Campanelli holds a journalism degree, with honors, from The Ohio State University.



Elizabeth McIntyre joined Crain's Cleveland Business as editor in April 2014. Previously, she worked at The Plain Dealer for 20 years, most recently as deputy managing editor for content. She also served in a variety of editing positions for the publication, including metro editor since November 2004 and features editor since February 2001. She has also worked at the National Association of College Stores, as vice president of communications and public relations, and at the Cleveland Foundation, as a public relations officer. McIntyre graduated from Bowling Green State University with a degree in journalism.

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### → Nothing but the truth: Jason Vines Lecture

According to [Fortune.com](http://Fortune.com), in the last 20 years, automobile companies have battled public relations disasters involving faulty front-seat airbag deployment, unintended acceleration and transmission failures that have resulted in injury and death to consumers - more than most industries see.



Jason Vines, author of "What Did Jesus Drive? Crisis PR in Cars, Computers and Christianity" will discuss his experience from a career of navigating PR disasters at Ford Motor Company, Chrysler and more, during an upcoming City Club luncheon on Feb. 4.

PRSA members can get a 20 percent discount by entering "PRSA15" at checkout. To register or for more information, click [here](#).

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## → February Promo: Chapter dues are on us!



What is better than free? Nothing, of course! In February, take advantage of the Free Chapter Promotion - chapter fees will be waived when you join PRSA National.

For more information:

[prsa.org/joinus/howtojoin](http://prsa.org/joinus/howtojoin).

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## → PRSA Honors Cleveland's Best

It is our honor each year to recognize three outstanding Cleveland communications professional through the annual Hill Lighthouse Young Awards program. Three honorees are chosen - a CEO who views strategic communications as vital to his or her organization's success (John Hill award), an exceptional senior PR professional (Lighthouse award) and a true industry mentor (David Young award).

This year we celebrate the power of public relations in Northeast Ohio with the following honorees:

- Tom Nobbe, Cleveland Special Events Corporation,

John Hill Award.

- Don McGrath, APR, Eaton, Lighthouse Award.
- Edward M. Stevens, APT + M, Stevens Strategic Communications, Davis Young Award.

Help us congratulate these three outstanding communications professionals at the annual awards program March 11 at the Union Club. More info on the event is available [here](#).

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## → In the News

- PRSA interviewed 17 PR professionals, asking where they thought the industry was headed in 2015. Read their responses [here](#).
- Following the State of the Union this month, the White House hosted a Twitter chat using cheese puns inspired by Andrew Jackson. Read more about the chat and how it fared among Twitter users [here](#).



*Cheesy White House staff at the #AsktheWH chat.*

## → We want to hear from you!

If you have questions, suggestions or comments about this newsletter or would like to submit an article or story idea, please email **Cari Wildasinn**, VP of communications for the Chapter, at [cari.wildasinn@fahlgren.com](mailto:cari.wildasinn@fahlgren.com).

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The [Public Relations Society of America](#) (PRSA) is the world's largest organization for public relations professionals.

The society has nearly 32,000 professional and student members. PRSA is organized into more than 100 Chapters nationwide, 19 professional interest sections and affinity groups, which represent business and industry, counseling firms, independent practitioners, military, government, associations, hospitals, schools, professional services firms and nonprofit organizations. [PRSA Greater Cleveland](#) is the professional organization that brings together public relations, communications and marketing practitioners throughout Northeast Ohio.

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