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## → Upcoming Events

- [February 15: The Press Club of Cleveland presents, "A Community Conversation: Terrorism"](#)
- Save the Date - March 10: PRSA Cleveland presents, "Lessons from the Super Bowl ... and the Olympics with Susan Shaw"

For a full list of events and registration information, go to [prsacleveland.org/events](http://prsacleveland.org/events).

## → A letter from the President



Days, weeks, months ... even years ... seem to go by faster and faster these days. As we close the first chapter of 2016, there is no sign of things slowing down.

We all have very demanding schedules with personal and professional obligations. It takes great effort, but I truly believe we always make time for things that are important to us. I hope the PRSA will remain on your list of priorities as it has mine.

In 2016, we will continue to stay dedicated to providing opportunities for you to make the most of your membership with creative programs, the revival of the Chapter's non-profit committee and a new Cleveland Rocks awards experience with re-vamped entries categories, among other surprises.

But, to truly maximize the benefits of being a member of our Chapter, it's important to get involved. I encourage you to be proud of our chapter, attend programs and networking events,

and share PRSA with those around you - peers, friends, bosses, family, other organizations, etc.

I also hope you'll consider joining one of our many committees for additional networking and professional development opportunities, and to help guide the direction of the Chapter.

This is a big year for Cleveland and should be for our Chapter as well. Cheers to a great 2016!

All my best,  
Katie Kennedy  
Greater Cleveland Chapter PRSA President

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### Join National; get PRSA CLE for free

Do you have more than three years' experience in public relations? Join as a National PRSA member (\$255 annual dues plus a one-time \$65 initiation fee) and receive a FREE PRSA Cleveland membership with promo code **Feb16**.



For more information on February promotions, [click here](#).

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### Looking for a mentor? PRSA CLE can help!

Are you new to the public relations profession or just looking to find the right mentor? PRSA Greater Cleveland is ready to connect you with an experienced professional.

Our goal is to build on the strength of Northeast Ohio's PR community by passing on valuable wisdom and experience.

If you're interested in being a mentee, you just need to be a PRSA member in good standing and we'll match you with a mentor.

Program guidelines are:

- Mentees must be PRSA members.
- The mentor is not expected to provide tactical or

program consultation.

- Mentor/mentee must meet at least once per quarter.
- The mentor/mentee relationship will have a defined one-year stop date. Any decision made by the mentor/mentee to meet outside that time period is at their discretion.
- Mentees agree not to ask the mentor for new business or a job opportunity.
- All conversations will be conducted with the expectations of the strictest level of confidentiality between the mentor-mentee.

Contact Ann Marie Halal at [annmhalal@eaton.com](mailto:annmhalal@eaton.com) for an application or more information.

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## The Press Club of Cleveland invites PRSA to "Terrorism: How Is It Changing Our Lives?"

*The*  
**PRESS CLUB**  
*of Cleveland*

Should your workplace have an active shooter training? How should your children's school deal with that

anonymous threat on Snapchat? What does responsible coverage of terrorists threats by the media look like?

What are we doing - and what needs to be done - to protect us from the growing threat of terrorist acts where we live, where we go to school and where we work?

Join The Press Club of Cleveland for a community discussion on terrorism with nationally renowned Cleveland terrorism experts Timothy A. Dimoff, Dr. Thomas Evans and Kenneth Trump, as well as moderator Bill Wills of "Wills and Snyder in the Morning," on Newsradio 1100 WTAM.

**When:** Monday, February 15, at 12 p.m.

**Where:** Music Box Supper Club

For more information or to register, [click here](#).

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## In the news

- Congrats to PRSA Member Wendy Hoke, January's

• Congrats to PRSA Member Wendy Hoke, January's Cleveland.com "Person of the Month." Read more about her journey and stand against cancer [here](#).

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 **We want to hear from you!**

If you have questions, suggestions or comments about this newsletter or would like to submit a story idea, 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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