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From the Prez

by Don Klein

Just a few thoughts this month:



I want to take a moment to thank all of those who have stepped up into leadership roles on next year's board. Each member brings enthusiasm and passion for this organization, and sees the great potential it has. I am excited about the future under our incoming president, Nadia Farr, and I hope you are as well.

Thanks to all of you who attended last month's excellent program on crisis communication, hosted by Amanda Brooker from the Green Bay Area

Public Schools. Her discussion of a threatened attack against Green Bay East High School prompted important questions and dialogue about how to manage such a situation. It was one of our best attended events of the year.

The holidays are coming – stores are full of sales and holiday music is already on the radio. It's a perfect time to kick back with your PRSA friends – both current and future. We'll be having a social on Nov. 29 at Curly's Pub, and watching the Packers play the Dallas Cowboys. Look for details inside this newsletter. Hope to see you there!

See you at the next meeting!

Best regards,

Support 18th annual Give-a-kid-a-book campaign

The Give-A-Kid-A-Book Campaign, organized by the Friends of the Brown County Library, encourages everyone – individuals, families, businesses, churches, schools, clubs and organizations – to donate new books as holiday gifts for local children from low-income families. The books will be distributed through the Salvation Army in Green Bay and through other community programs in Brown County that serve youth and promote year-round reading.

Book collection sites include all Associated Bank locations, Festival Foods and all Brown County Library branches. Butterfly Books and The Reader's Loft offer a discount on books purchased. Organizations and businesses may pick up collection boxes at any library during regular library hours.

Needed are new, unwrapped books for children – babies through age 18. Books can be dropped off at any collection point by December 10. Not sure what to buy? Financial donations are also welcome, and librarians will purchase books for you. Make checks payable to "Friends of the Brown County Library: GAKAB," 515 Pine Street, Green Bay, WI 54301-5194.

For more details about the campaign and for a list of suggested books, visit the library's Web site at www.browncountylibrary.org

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Members of UW-Oshkosh's PRSSA ring in 40 years of success at national conference

The University of Wisconsin Oshkosh's Public Relations Student Society of America chapter attended PRSSA's National Conference in Philadelphia. The organization celebrated its 40th anniversary, "Ring in 40 Years of Success," from Oct. 19-23 at the same time as the parent organization, PRSA, celebrated its 60th anniversary.

Members were invited to attend different professional development sessions including crisis communication, sports public relations, hospitality management, the next step after graduation, brand awareness, chapter development sessions and more. UW Oshkosh members took advantage of all sessions offered throughout the conference.

The highlight of the conference was the 40th Anniversary Awards Ceremony and Banquet where students and faculty honored the recipients of scholarships and award-winning campaigns. The Oshkosh chapter received its first-place plaque from Rowan University's Organ Donation Awareness Campaign. Krista Knabenbauer, Amanda Kutil, Ashley Madaus, Alyssa Matelski, Anna Simeth and Vanessa Virbitsky accepted the award on behalf of UW Oshkosh's PRSSA.

To start off the conference, the "Bring Us Something PRSSA Social" was an informal way for members to learn



Members of the UW Oshkosh PRSSA were honored at the national conference in Philadelphia in October for their first-place award in the National Organ Donor Awareness competition. From left to right: Vanessa Virbitsky, Amanda Kutil, Ashley Madaus, Alyssa Matelski, Krista Knabenbauer, Anna Simeth.

about other national PRSSA chapters over an evening of Philadelphia's favorite food and entertainment.

Throughout the week all attendees were invited to network during general sessions, which included keynote speakers Tim Russert and Mia Farrow, who both spoke to more than 3,000 PRSA and PRSSA members. Between conference sessions and events, PRSSA members took in Philadelphia's rich history. The Liberty Bell, US Mint, Independence Hall and historical downtown were among the many sites explored.

Following the conference, members explored the Career Development

Exhibition in which members looked at graduate schools, learned more about the Bateman competition and networked with some of the top public relations agencies in the nation.

Philadelphia was an excellent host for the 2007 PRSSA National Conference. It provided a look into our country's past, while inviting students and public relations professionals to meet and talk about the field of public relations. The professional development and networking event gave members insight to new trends in the industry along with leadership skills to become a future public relations professional. "Ring in 40 Years of Success" was an experience that went beyond the classroom.

PRSA Social: "Ho Ho Ho at Lambeau"

Thursday, Nov. 29, 5 p.m.

Curly's Pub, Lambeau Field Atrium

Experience the rich history of Lambeau while reminiscing about rich experiences with PRSA friends. Enjoy a little networking, then stay and watch the Packers beat the Cowboys (game starts 7:15 p.m.).

The cost is \$5 for members and guests, which includes hearty signature appetizers.

Give-A-Kid-A-Book: Books or cash donations can be brought along that evening or delivered to Nadia Farr at Cellcom. It's our way of spreading our passion for words while helping brighten a child's holiday.

This is our holiday social – we're having it early to avoid over-crowding your December!

RSVP to Nadia.Farr@nsight.com by Nov. 26.