

"What we have here is a failure to communicate." - Strother Martin, *Cool Hand Luke*, 1967  
"If it ain't broke, break it." Judy Rich, PRSA St. Louis, Nov. 2001

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**[Dec. 13 luncheon - Reservations still being accepted](#)**

**"How to Build Long-Term Relationships With CEOs  
(and other high ranking executives)"**

If you have not registered for the Dec. 13 luncheon meeting featuring **Dan Coughlin of The Coughlin Company** at the Junior League (11:30 a.m - 1:30 p.m.) respond to this e-mail or call Terry Barber 636-256-3090. **Cost: \$20 members; \$30 non-members; \$15 Students.** Every participant will receive a learning guide to assist in applying these concepts to their organization.

Coughlin, whose firm specializes in enhancing the effectiveness of top performing executives, groups and organizations, will address the following in his interactive presentation:

- How networking begins a value-added relationship
- The synergistic approach of value-added marketing
- The three key concepts of effectively marketing to CEOs
- Base fees on value, not time, and implement value-based projects
- Strengthen your internal foundation and enhance your value generator
- Always hone your craft

As a consultant, professional speaker and executive coach, Coughlin has worked with clients such as McDonald's Corporation, The Coca-Cola Company, Marriott International, CitiMortgage, Eli Lilly, SBC Communications, IKON Office Solutions, Salomon Smith Barney, McCarthy Construction, St. Louis Cardinals and more than 50 other organizations.

As an executive coach, he has provided over 500 individual executive coaching and executive mentoring sessions for presidents, vice-presidents and senior directors of Fortune 500 Companies.

Coughlin has made over 350 presentations, including keynotes, workshops, seminars and corporate retreats, in more than 25 states in the U.S.

**Reservations will be accepted through 5 p.m., Tuesday, Dec. 11.** Cancellations can be made up to noon, Dec. 12, without penalty.

### **More new members - \$65 discount extended through 12/31**

Several area PR professionals have taken advantage of National's limited offer to drop the normal \$65 initiation fee for full membership. The deadline was originally Nov. 15 but has been extended through the end of December. This means an annual National membership for a person with more than two years' experience in PR is \$225 plus St. Louis Chapter dues of \$35. Those with two years or less, graduate students or PRSSA grads do not get the discount but can join at a much reduced rate. Forms can be found online at prsa.org. **Please contact Terry Barber 636-256-3090 if you plan to join this month and are not listed below** or were not listed in last month's eNews.

### **Our Newest Members**

**Amy Babchick**, Account Executive, Weber Shandwick Worldwide

**Antoinette Bernich**, PR Specialist, Greater Alton/Twin Rivers Convention Ctr.

**Holly Berthold**, Metro Media Specialist, Mo. Dept of Conservation+

**Rudy Burwell, Jr.**, Chief-Public Affairs, U.S. Army Reserve Personnel Command++

**Wendy Clothier**, Web Developer, UniGroup, Inc.

**Tammy Dugan**, Public Relations Manager, Girl Scout Council of Greater St. Louis

**Marie Elliott**, Publications Coordinator, St. Anthony's Health Center (Alton)

**Jennifer Florian**, AE/Biz to Biz, Kupper Parker Communications, Inc.+

**Jaime Folsom**, PR Account Executive, Adamson Inc.

**Gary Ford**, Group Account Director, Weber Shandwick Worldwide

**Patty Johnson**, Editor/Supervision, BJC Today, BJC Health System

**Caroline Kanyago-Lawali**, Sales & Mktg Coordinator, Haulty Cheese Co.

**Kate Koenig**, Public Relations Manager, Girl Scout Council of Greater St. Louis

**Steve Littlejohn**, Executive VP/Partner, Kupper Parker Communications

**Julie Ludlow**, Sr. Account Executive, Weber Shandwick Worldwide+

**Dorothy Matthews**, Mng Dir, Advancement, Grace Hill Settlement House, Inc.

**Jessica Roberts**, Sr. News Editor, Washington University+

**Rebecca Rodgers**, Communications Specialist, Bank of America++

**Gerise Scheer**, Communications Specialist, Magellan Behavioral Health+

**Jana Shortt**, Account Supervisor, Adamson Inc.

**Merri Soong**, Media Coordinator, Gundaker Commercial Group+

+ Paperwork in process with National

++ National members due to join St. Louis chapter

## **Welcome back for another year - (Our latest renewals)**

Thank you for renewing their National and chapter memberships for one more year.

**Kara Blaes**, The Standing Partnership

**Sarah Bustamante**, Enterprise Rent-A-Car

**Jeff R. Davis**, Fleishman Hillard

**Kim Groneck**, St. Louis Children's Hospital

**Liese Hutchison, APR**, Saint Louis University

**Sabrina Kalleberg**, SSMHC

**Jacky Lampert**, Jacqueline Lampert PR

**Ruth Ann Rothbacher**, Internal Revenue Service

**Keith Schopp**, Ralston Purina Company

**Michael Stancil**, Unites States Postal Service

**Rick Stoff**, Stoff Communications

**Steve Turner**, Solomon/Turner

**Julie Westermann, APR**, Bank of America

## **St. Louis Chapter Learns How to Be a Kid Again - Judy Rich revisited**

More than 130 PRSA luncheon attendees had the privilege of hearing Judith Rich, a PRSA national speaker and renown creative guru from Chicago's Ketchum Worldwide office, present her specialty, "Where Has All the Creativity Gone...and How Do We Get It Back?" Her enthusiasm for the subject alone excited and invigorated the crowd.

Rich began by asking, "How do we get creative ingenuity?" Her answer: By making a commitment and not just lip service.

She explained that creativity requires time. The worse time to think is when there is no time to think. Creativity also requires recognition. Do not slam dunk an idea; rather, encourage all ideas. Finally, creativity requires risk-taking. "If it ain't broke, break it," says Rich, who is a true advocate on the fact that we as humans learn from our mistakes.

Rich encourages do not be afraid to share ideas. If you hold back too long, someone else will take the idea and claim it for his or her own. She also recommends to forget how old you are and remember how young you are. If you want to succeed, you must be willing to double your failure rate. "Good people are good because of their failure," she says.

Rich's secret to creativity? Be a kid! Creativity began when we were children. As we grow our creativity is nurtured, but as time goes on we bury the seed and neglect it. Children are not afraid to see the beauty in things, and neither should adults.

Rich made several recommendations on how to prepare a successful brainstorm. Her first recommendation was to be sure there are equal right and left brainers present. She said it is essential to have the left brainers identify the problem and strategize accordingly. The right brainers should then step in to find any and all solutions to the problem. From there, both should integrate to see what fits and works the best. She also suggested to:

- Go some place else to brainstorm rather than your conference room.
- Plan ahead; don't wait until the day before you proposal is due to hold a brainstorm.
- Have your strategies organized and prepared.
- Allow a proper budget for your brainstorm.
- Mix up your guest list; invite those who are not involved in the project.
- Have someone who is not involved in the project facilitate the brainstorm.
- Have someone other than the facilitator to take notes.
- Begin with exercises and games to get your attendees excited.
- Do not say anything for one full minute after hearing an idea. Ideas are fragile and need to be seen in their maturity.
- Become a cheerleader; get excited about ALL ideas. You never know where they may lead.

Rich closed by saying, "You are the only person that can use your ability. Go forth and be creative."

### **New PRSA St. Louis Web Site - On the horizon**

It's been a long time coming but a new PRSA-St. Louis Web site, where you'll be able to locate chapter members, interact in a password protected environment and do a whole lot more will be a reality in early 2002. After reviewing several proposals, the board has voted to contract with Bryan Consulting Inc. (BCI) to develop its new site. More later.

### **State of the Association**

*Editor's Note: At least three PRSA St. Louis Reps attended the recent International PRSA conference in Atlanta and got a good look at the inside of our organization, where it has been and where it is going. Les Landes made the following observations.*

First, in the context of current world events, we must all understand and believe that what we do as public relations professionals truly matters ... and that our association with PRSA helps us do it better. While countless other organizations were canceling their national conferences, PRSA pressed ahead — both due to the urging of the membership and because the mission of the public relations profession mandates it. At times like these, our responsibility for promoting tolerance and fostering better relations throughout the world looms larger than ever.

Second, good public relations begins at home. It was evident that there is a renewed spirit of cooperation and commitment to relationship building at PRSA headquarters and throughout the society's leadership team. That cooperation was reflected not only in the demeanor of everyone there, but also in the incredible turnaround in PRSA's financial fortunes that was engineered under the leadership of Kathy Lewton. We are now a healthier organization on both a financial and an interpersonal level.

### **St. Louis Board Approves Foundation donation**

The St. Louis chapter board voted this month to make a \$50 donation on behalf of the chapter to the "Champions for PRSSA," a beneficiary of the PRSA National Foundation. Champions has a long-standing tradition of shaping the future of the public relations

profession by granting scholarships and awards to members of the Public Relations Student Society of America.

### **Annual meeting - What's That?**

The Dec. 13 chapter meeting offers more than great food and an excellent speaker. It's our chapter's annual meeting! What does this mean? It means it's time to take stock of the chapter's accomplishments in the past year, consider our objectives for the next year and vote for the 2002 board. Please review the slate published in last month's e-news (*repeated below*) and come prepared to vote.

### **PRSSA Students like lunch & chance to mingle**

PRSA St. Louis will not only be looking to help high school students learn more about PR in 2002, the chapter is setting up a way for members to mentor PRSSA students. More than 20 SIU-Carbondale students attended the Nov. meeting. Here's one response:

*"Thank you for contacting and confirming all of the details with me. I know that all of the PRSSA students who attended the lunch were extremely impressed with numerous aspects of the event. The speaker was outstanding as well as the food and the company too.*

*I was wondering if PRSSA students could attend this monthly event every month or if we need to be invited? I saw the invitation for Dec. 13. Could PRSSA members attend this event as well? Please let me know. Thank you for your time."*

*Stephanie Collins  
PRSSA-SIU Carbondale*

For more information on being a PRSSA on-line mentor, contact Michelle Faszold [mfaszold@millenniumcom.com](mailto:mfaszold@millenniumcom.com). To help with the Roosevelt High School Career Academy, contact Mistie Thompson [mthompson@standingpr.com](mailto:mthompson@standingpr.com).

## **PRSA 2002 Slate Nominating Committee Recommendations**

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### *I. Voting Positions*

**President** - Denise Bentele Heintz, APR, The Standing Partnership

**President Elect** - Suzanne Holroyd, The Vandiver Group

**Secretary** - Janet Powell, St. Louis Zoo

**Treasurer** - Ruth Rothbacher, IRS

### **Directors (3) Class of 2003**

Pat Feeney, APR, Executive Expression

Debbie Carpenter, Webster University

Matt Gerke, The Salvation Army

### **Directors (3) Class of 2002**

John Boul, Edward Jones  
Liese Hutchison, APR, St. Louis University  
Linda Locke, MasterCard International

**National Conference Delegates (3)**

Denise Bentele Heintz, APR, The Standing Partnership  
Glynn Young, APR, Glynn Young Communications  
Liese Hutchison, APR, Saint Louis University

*II. Non-voting Positions*

**Accreditation (2)**

Les Landes, APR, Landes Communications  
Pat Feeney, APR, Executive Expression

**Career Academies**

Mistie Thompson, The Standing Partnership

**Ethics Officer**

Liese Hutchison, APR, Saint Louis University

**Job Bank**

Vicki Biggs, St. Louis County Fair and Air Show

**Membership (2)**

Corynne Davis, Chesterfield Community Development Corp.  
Vicki Carter, Family Support Network

**Pro-Am Day (2)**

Liese Hutchison, APR, Saint Louis University  
Michele Ryan, St. Anthony's Medical Center

**Publicity**

Laura Reeb, Reeb Communications



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