

# CRPRA Reflections...

Celebrating Our 30th Year!

April 2006

Cedar Rapids Public Relations Associates

Since 1975

*Cedar Rapids Public Relations Associates is an informal organization of professionals dedicated to sharing information on effective practices and future trends affecting the public relations field.*

## April Meeting: Diversity Issues in PR and Marketing

Our country, our state and our community are changing and becoming more diverse. What does this mean to you as a public relations or marketing professional? As a community member? Join us on April 13 when Marco Adasme, Regional Supervisor of the New Iowan Center, discusses the impact of diversity on our lives and our work as communicators. Marco will present information about shifting demographic trends and offer advice on preparing ourselves and our organizations for this new environment.

Make plans to join us and hear about this exciting topic. Contact Carol Myers at 393-1781 ext. 249, or via email at [cm Myers@japrinting.com](mailto:cm Myers@japrinting.com) today!



Marco Adasme

## April Meeting Details



**When:** Thursday, April 13, 11:30 a.m., at Clark Alumni House, Coe College. **Parking is available near Clark Alumni House, on the street and in nearby parking lots. The meeting will conclude at approximately 1 p.m.**

**Cost:** \$15.00 (includes lunch; please pay by check when possible)

**Reservations are mandatory:** call Carol Myers, 393-1781 ext. 249 or e-mail [cm Myers@japrinting.com](mailto:cm Myers@japrinting.com) by noon Tuesday, April 11.

*No-shows will be billed unless they cancel by 5 p.m. the day before the meeting.*

The CRPRA publication **Reflections** is printed monthly and distributed via email. If you would like to be added to the distribution list or to receive a paper copy via snail-mail, please contact Carol Myers at 393-1781 ext. 249.



## Upcoming Meeting

May 11

Debra Salz

Prevention Strategies

"Leadership from A to Z"

CRPRA meets September through May. Make plans to join us as we kick off our 31st year in September 2006.

**Have a great summer!**



# March Meeting Recap: Incubating Business Downtown

Jim Miller, Executive Director of the Nucleus Retail Incubator, and Jessica Weaver, Nucleus board member and architect at Shive Hattery Engineering, described the unique community partnership created to encourage homegrown retail businesses in downtown Cedar Rapids. Spurred by the devastating loss of the Osco Drug Store on Second Avenue in the fall of 2004, the non-profit Nucleus Retail Incubator was conceived as a way to help fill the need for services such as a pharmacy and market in the downtown area while encouraging businesses to locate and thrive there. With design services donated by Shive Hattery, the former Osco Building was remodeled into an "attractive, cool and chic" retail center with spaces for nine businesses, chosen based on their perceived viability for success in the downtown arena. Each business is coached and supported by the Nucleus Incubator staff. With six of the nine spaces occupied as of mid-March, the Retail Incubator is off to a promising start. Stop by and check out the new shops that are helping to bring vitality to downtown Cedar Rapids.

- Sher Jasperse

## Help Wanted

### PUBLIC RELATIONS ASSISTANT

**JOB REQUIREMENTS:** Assist the director of community relations in numerous aspects promoting the agency and its various programs, including media contacts, special event planning, writing and designing marketing materials including newsletters and brochures and other public relations activities. Requires Bachelor's Degree in marketing, public relations, journalism or other related field. Requires excellent writing, organization and verbal/written communication skills. Hours are full-time.

**SUBMIT LETTER OF APPLICATION AND RESUME**

**TO:**

Tanager Place

Attention: Human Resources - Public Relations Assistant

2309 C Street SW

Cedar Rapids, Iowa 52404

## Be Part of CRPRA

Looking for a great way to meet other professionals and learn about exciting programs and people in Eastern Iowa? Then CRPRA is for you! We meet the second Thursday of each month, September through May, at 11:30 a.m. at the Clark Alumni House, Coe College (unless otherwise noted). Meetings consist of informal dining and networking followed by informative and interesting speakers who discuss topics that directly impact the public relations field including new trends and best practices.

Please visit our website at [www.crpra.com](http://www.crpra.com) for more information and a schedule of upcoming presenters. Or contact any of our Steering Committee members if you have a suggestion or idea for a topic you'd like to see presented. CRPRA always welcomes new members so please join us!

## QUOTE

"Publicity is the life of this culture - in so far as without publicity capitalism could not survive - and at the same time publicity is its dream."

—John Berger, *Ways of Seeing*, 1980

2005-2006  
STEERING  
COMMITTEE

**Warren Byerly**, *Treasurer*, Visual Images Productions, 360-7567

**Kandi Behnke**, *Newsletter Editor*, Four Oaks of Iowa, 364-0259 ext. 313

**Connie Fullmer Dunkin**, Marketing and Communication Strategies, Inc., 363-6005

**Sher Jasperse**, Writer/Editor, 364-2535

**Carol Myers**, J&A Printing Inc., 393-1781 ext. 249

**Amber O'Connor**, Erb's Business Machines Inc., 364-5159 ext. 126

**Debra Salz**, Prevention Services & Strategies, 378-4640

**Wilma Shadle**, Cedar Rapids Community Concert Association, 363-6254



*Please email member news to Kandi Behnke at [kbehnke@fouroaks.org](mailto:kbehnke@fouroaks.org)*

Visit our website at [www.crpra.com](http://www.crpra.com) for the latest meeting schedules, map to the Clark Alumni House or to make reservations online.