

*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.*

## Hi-Ho Silver! Marketing Away!

Integrated marketing trends and branding in a hyper-competitive market are important to all for-profit and not-for-profit organizations. But what do they have to do with the Lone Ranger? Join us on February 8 and find out as Mark Mathis, Partner/Creative Director with ME&V Advertising + Consulting, presents "Hi-Ho Silver! Marketing Away!"

Mr. Mathis, author of numerous articles and speeches dealing with issues such as branding, public relations and dealing with the media, is one of the founding members of ME&V Advertising + Consulting agency. ME&V is a high-voltage, creative company that began with four employees and has grown to nearly 50 employees and serves more than 500 clients.



Make plans to join us on February 8. Reservations are mandatory: call Carol Myers, 393-1781 ext. 249 or email [cmyers@japrinting.com](mailto:cmyers@japrinting.com) by noon Tuesday, February 6.



Mark Mathis  
Partner/Creative Director,  
ME&V Advertising + Consulting

### February Meeting Details



**When:** Thursday, February 8, 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 email [cmyers@japrinting.com](mailto:cmyers@japrinting.com) by noon Tuesday, February 6.

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

### Upcoming Meetings

**March 8**

Scott Chrisman  
Cedar Rapids Independent  
Film Festival

**April 8**

Dr. Ruth White  
Diversity



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 or via email at [cmyers@japrinting.com](mailto:cmyers@japrinting.com).

# February Wrap-Up: Web 2.0: The Next Generation of Internet Services

Maureen Osako, founder and partner in the Cedar Rapids technology company Informatics, gave us a valuable introduction to "Web 2.0" – the new concept of the Internet as a user-controlled computer platform that is changing the way businesses and organizations operate and interact with their consumers. New technologies are enabling users to easily share and interact with information, leading to unprecedented global collaboration and competition. Internet-based communication technology has given consumers an instant voice and led to the creation of popular websites such as MySpace, YouTube, flickr and Wikipedia, as well as personal and corporate blogs and podcasts. Maureen's advice for communication professionals: Stay abreast of ever-changing technologies that drive how people generate and consume information, know your audience and tailor your strategies accordingly.

—Sher Jasperse

## Donate a Door Prize!

Want some free PR? Donate a door prize! Door prizes can be any items such as coffee mugs, notebooks, candles, the ever-popular food items (especially chocolate!), etc. Each month we'll draw names and hand out the door prizes and spotlight the businesses and individuals who donated. It's a win-win situation for everyone!

To donate an item, please contact any CRPRA steering committee member, and thank you in advance for helping us celebrate 30 years of CRPRA!

Please note that our **March meeting will be held at the Four Oaks Dummermuth Intergenerational Center (The "Bridge")** which is located at **2100 1st. Avenue NE in Cedar Rapids**



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

## PR QUOTE

"I'm all in favour of keeping dangerous weapons out of the hands of fools. Let's start with typewriters."

—Frank Lloyd Wright

2006-2007  
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**, Dunkin One, 396-0185  
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**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.crpri.com](http://www.crpri.com) for the latest meeting schedules, map to the Clark Alumni House or to make reservations online.