



# Reflections...



January 2007

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.*

## Web 2.0 — the next generation of Internet services

How has the Internet changed over the past several years thanks to concepts and technologies like weblogs, wikis, podcasts, RSS feeds and more? What can we expect in the future? Join us in January as Maureen Osako from Informatics, Inc. tackles these questions and more!

Maureen Osako is a partner and vice president of Informatics, Inc., a downtown Cedar Rapids technology development company that specializes in the design and implementation of Internet applications. She is a founding member of the company which started in 1998 and is responsible for the company's marketing services, and project management.

Maureen is a graduate of Mt. Mercy College and holds a Bachelor's degree in Business Administration with a marketing major. She is a member of Professional Women's Network, CR Advertising Federation and downtown Rotary and is a current member of the 2006- 2007 Leadership for Five Seasons class. She serves on the boards of Waypoint, Planned Parenthood and Bruce more.

Make plans to join us in January for this exciting presentation! RSVP today by contacting Carol Myers at [cmyers@japrinting.com](mailto:cmyers@japrinting.com) or 393-1781, ext. 249.



Maureen Osako, Partner and Vice President of Informatics, Inc.

## January Meeting Details



**When:** Thursday, January 11, 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, January 9.

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

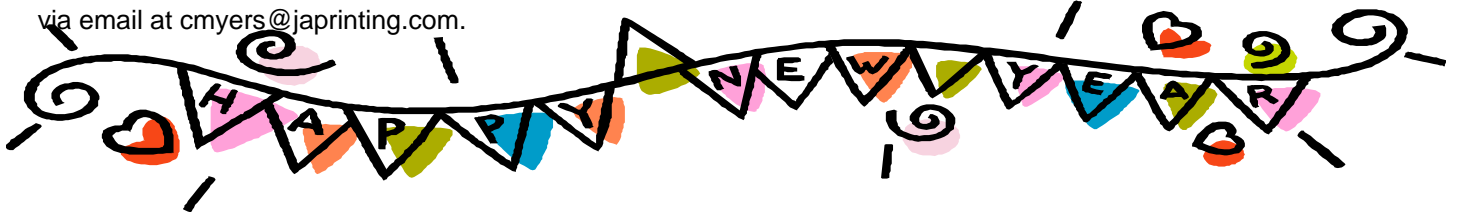
### Upcoming Meetings

**February 8**

Mark Mathis

"Partner & Director of Cool"  
ME&V Advertising Agency  
Cutting-Edge Marketing

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).



# December Wrap-Up: Creating an Audience for Classical Music

New Cedar Rapids Symphony Music Director and Conductor Timothy Hankewich, our December speaker, faces a challenge that most of us share: to develop products and services the community will respond to and build an audience for them. Like us, he does so in the face of some factors he can't control, such as the short attention span of modern consumers, and some he can, such as the perception that classical music is expensive, elitist and boring. This stereotype is at odds with the truth, he said, and part of his charge is to correct this misperception. "People hate to be ignored," he stressed, "but they love to learn." A symphony conductor's task is to create a safe environment for the audience and empower people to trust their own intuition and taste as they learn to appreciate both familiar and new forms of classical music – a strategy worth emulating by marketers in all fields. —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!

## 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.crp.ra.com](http://www.crp.ra.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!

## PR QUOTE

"Life is divided into three terms - that which was, which is, and which will be. Let us learn from the past to profit by the present, and from the present to live better in the future." —William Wordsworth



CRPRA Steering Committee member Connie Fullmer Dunkin, thanks December's speaker, Timothy Hankewich, Music Director and Conductor of the Cedar Rapids Symphony.

2006-2007  
STEERING  
COMMITTEE

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

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

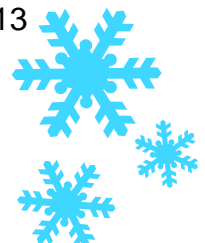
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**Wilma Shadle**, Cedar Rapids Community Concert Association, 363-6254

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



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