

CRPRA Reflections...

Celebrating Our 30th Year!

March 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.

Jim Miller and "Incubating Business Downtown"

Join us at our March meeting as Jim Miller, Nucleus Retail Incubator Executive Director discusses "Incubating Business Downtown." Located on Second Avenue in Cedar Rapids, The Nucleus Retail Incubator is a non-profit retail incubator, designed to help new and developing retail businesses find a unique home in Downtown Cedar Rapids. The objective of the incubator is to guide each independent business throughout their first few years of retail operation, with the ultimate goal of 'leaving the nest' and continuing to grow on their own downtown.

Learn more about the development of the Nucleus Incubator and the impact to our community. Mark your calendars and make plans to join us on March 9th!



Jim Miller
Executive Director
The Nucleus Retail
Incubator



A view of the newly remodeled interior of the Nucleus Retail Incubator. The facility was designed to have a very modern and urban warehouse feel.

March Meeting Details



When: Thursday, March 9, 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 cmyers@japrinting.com by noon Tuesday, March 7.

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 Meetings

April 13

Mario Admasme
New Iowan Center
"Diversity Issues in Marketing and PR"

May 11

Debra Salz
Prevention Strategies
"Leadership from A to Z"





February Meeting Recap: Update Your PR Bag of Tricks

Kareem Smith, Minneapolis-based Senior Account Manager for PR Newswire, joined us in February to talk about tools of the PR trade in the digital age. Citing surveys showing that 98 percent of journalists go on-line daily and 92 percent of them conduct research on-line, Smith emphasized the importance of getting your news releases on-line – in places where search engines will find them.

He recommended the use of search engine optimization tools such as news services to increase the visibility and longevity of your releases. Also critical is the use of key words highlighting information people look for when researching your type of product or service. Other on-line tools include multimedia news releases that feature text plus audio, video, photos, downloads and other links – in effect creating on-line press kits with complete, up-to-date information about an organization or product.

Help Wanted

Information Services Coordinator (temporary position)

The IS Coordinator will serve as information liaison between the Linn-Mar Community School District and the community at large including the media, manage information from a variety of sources to ensure accuracy and consistency, compose, edit and distribute internal and external publications, and assist with correspondence and special events.

Position to begin March 27, 2006 and end July 31, 2006. BA in public relations/marketing or related field, computer publishing software competency, and excellent writing skills required. Previous work experience in related field preferred. Interested candidates should submit cover letter, resume and professional application form (available online at www.linnmar.k12.ia.us) to:

**Office of Human Resources, Linn-Mar Community Schools. 3333 N. 10th St., Marion, IA 52302
319-447-3004 EOE**

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.crprra.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

"The meeting of two personalities is like the contact of two chemical substances; if there is any reaction, both are transformed." —Carl Jung (1875-1961)

**2005-2006
STEERING
COMMITTEE**

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

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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

Visit our website at www.crprra.com for the latest meeting schedules, map to the Clark Alumni House or to make reservations online.