

# CRPRA Reflections...

Celebrating Our 31st Year!

September 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.*

## CRPRA Launches 2006-07 Season with Tim Boyle

Our 31st season begins on September 14 with Tim Boyle, President of the Cedar Rapids Area Convention and Visitors Bureau. Last September, he began his position with the Cedar Rapids CVB after doing morning radio in Cedar Rapids for just over 20 years. Tim worked primarily on WMT-FM, but also spent time at KDAT and did mornings on WMT-AM for five years, ending in December 2004. You may have seen Tim in productions at Theatre Cedar Rapids, Classics at Brucemore and at the Paramount Theatre.

Tim views the Cedar Rapids CVB as the marketing department of the city and is enthused to promote the entertainment, the culture and the attractions the city offers.

Make your plans now to join us as we kick off the 2006-07 season with Tim Boyle. Reservations for the September meeting can be made by calling Amber O'Connor at 364-5159 ext. 126 or via email at [aconnor@erbs.com](mailto:aconnor@erbs.com).



**Tim Boyle**  
Cedar Rapids Area  
Convention and Visitors  
Bureau

## September Meeting Details



**When:** Thursday, September 14, 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 Amber O'Connor, 364-5159 ext. 126 or email [aconnor@erbs.com](mailto:aconnor@erbs.com) by noon Tuesday, September 12.

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

## Upcoming Meetings

October 12

Joe Jennison

Executive Director

Iowa Cultural Corridor Alliance

November 9

Edward Brachman &

Gregory MacMorran

Emergency Management

Consultants International

"Preparing organizations for emergencies"

# May Meeting Recap

Debra Salz, President and Owner of Prevention Services and Strategies and a member of the CRPRA Steering Committee, wrapped up our 2005-2006 program year with a high-energy presentation on "Leadership from A to Z." Deb reminded us that there are countless types of leaders serving in many kinds of environments. In the 21st century, leaders might well benefit from thinking of themselves as being the center of a web rather than on top of a pyramid, she stressed. Deb then gave us 26 concepts to consider, from the all-important *attitude* that determines how we react to the things that happen to us to the *Zen* of a balanced life. Just a few of the others: *determination, gratitude, humility, laughter, respect and vision*. If you missed the meeting and would like the entire list, contact Deb at [preventionstrategies@mcleodusa.net](mailto:preventionstrategies@mcleodusa.net).  
—Sher Jasperse

## Donate a Door Prize!

Want some free PR? Donate a door prize! Door prizes can be any items such as coffee mugs, notebook, 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!

## CRPRA Member Roster

In an effort to save a tree or two, we will be changing how CRPRA members rosters will be made available to you. Printed copies of the roster will be available at our September meeting as we have done in the past. After that, rosters will be available by requesting a copy from Carol Myers (393-1781 ext. 249 or via email at [cmyers@japrinting.com](mailto:cmyers@japrinting.com)). We will continue to update and make changes as necessary. If you have any questions, please contact a steering committee member.

## 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!

## PR TIP: A Cure for Writer's Block: Guess what?

Ever had Writer's Block? Try this: To get over a hump, pretend you've just called your best friend with a juicy piece of news, and start the conversation with "Guess what?" From there the story will follow a natural progression: the most interesting stuff at the head, with a natural unfolding of detail, ending with a bring-it-on-home kicker.

So don't just sit there. Phone a friend!

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**, 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.