



Celebrating Our 30th Year!

CRPRA Reflections...

January 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.

Start the New Year With Fritz McDonald and "Cutting-Edge Design"

Fritz McDonald, Creative Director at Stamats Communications, will present "Cutting-Edge Design: Reshaping the World." When we talk about marketing media, the word "design" no longer means "graphic design," Fritz states. Design today has taken on a broader, deeper meaning and has a much more significant impact on our culture and everyday lives. This presentation will focus on how design has evolved into a multifaceted profession requiring multitalented people.

Fritz McDonald has more than 20 years experience as a professional writer, editor, and creative director. At Stamats, he has created marketing communications and branding programs for colleges and universities across the U.S., and his creative work has garnished numerous awards, including more than 40 ADDYs. Join us in January for a hot presentation on a cold day!



Fritz McDonald
Stamats Communication

January Meeting Details



When: Thursday, January 12, 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, January 10.

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

February 9
Kareem Smith
PR Newswire
"Update Your PR Bag of Tricks"

March 9
Jim Miller
The Nucleus
"Incubating Business Downtown"

December Meeting Recap: Iowa Wine Trail Harvests Success for Area Vintners

At our December meeting, Paul Tabor of the award-winning Tabor Home Vineyard Winery shared the fascinating story of the Iowa Wine Trail, a consortium of Eastern Iowa vineyards that began working together in 2003 to generate interest and tourism for their wines and wineries. Now numbering six members ranged from Decorah to Lisbon, the group received grant support and advice from state economic development programs in order to develop the website and brochure that have provided the organization's main promotional outreach. The wineries also formed partnerships with area bed-and-breakfasts and other businesses that sell their wines and tickets to their events.

The Iowa Wine Trail has hosted three very successful Wine Trail weekends, offering a single ticket that provides entrée to food and festivities at all six wineries. If you're looking for a special way to entertain clients or a destination for a spring jaunt in the countryside, visit www.iowawinetrail.com to find maps and information.

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 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!

Donate a Door Prize!

To celebrate our 30th year, we are encouraging members who want a little PR for their business or project to 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!

QUOTES

An optimist stays up until midnight to see the new year in. A pessimist stays up to make sure the old year leaves.

~Bill Vaughan

The object of a new year is not that we should have a new year. It is that we should have a new soul.

~G.K. Chesterton

2005-2006
STEERING
COMMITTEE

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Please email member news to Kandi Behnke at kbehnke@fouroaks.org



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