

CRPRA Reflections...

Celebrating Our 30th Year!

February 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.

Update Your PR Bag of Tricks with Kareem Smith from PR Newswire

Join us in February as Kareem Smith, Senior Account Manager with PR Newswire's Minneapolis bureau, discusses the PR tools of the trade and how to update your PR techniques for exciting results! In addition to new tricks, he'll also give us some inexpensive ideas for getting the word out to extend your PR budget.

Smith joined PR Newswire in 1999 and has been instrumental in establishing PR Newswire as a leader in commercial news distribution throughout the Central United States. Today, he manages the accounts of numerous Fortune 1000 companies throughout Iowa and the states of Minnesota, North Dakota and South Dakota. Smith is also an International and Multicultural Specialist for this five-state region.

Be our valentine and join us for a fun and informative presentation, and come away with some new ideas to put to work in your PR plans and projects!



Kareem Smith
PR Newswire

February Meeting Details



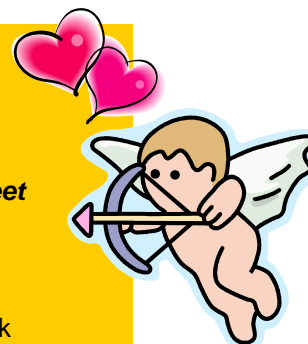
When: Thursday, February 9, 11:30 a.m., at Clark Alumni House, Coe College. **Parking is available near Clark Alumni House, on the street and in nearby parking lots. The meeting will conclude at approximately 1 p.m.**

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, February 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

March 9

Jim Miller

The Nucleus

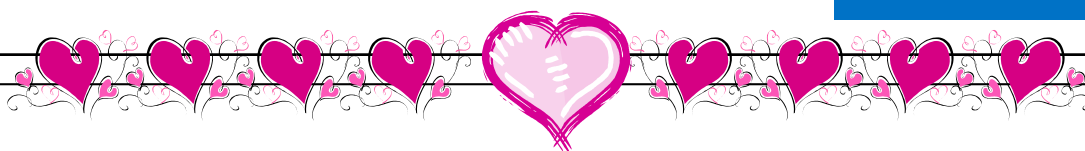
"Incubating Business Downtown"

April 13

Mario Admasme

New Iowan Center

"Diversity Issues in Marketing and PR"



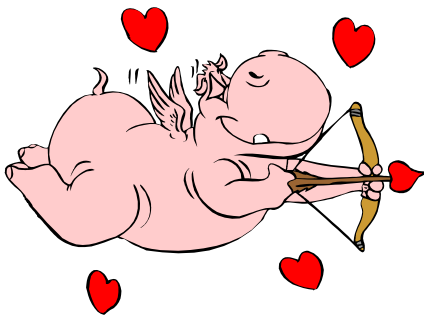
January Meeting Recap: The Brave New World of Design- Driven Marketing

A CRPRA record crowd of nearly 60 people gathered for our January meeting to hear Stamats Communications Creative Director Fritz McDonald address the topic of "Cutting-Edge Design: Reshaping the World." McDonald suggested that traditional advertising techniques and agencies are on the road to extinction, with a new design-driven approach redefining what they do. In this "co-creation culture" where customers share ownership of the advertising and marketing approach, the design imperative is transforming everything from restaurants and airlines to popular gadgets (e.g. the I-POD). Related trends include the use of more humor, product design (e.g. high-design Target vs. generic Wal-Mart), political and social ads, and environmental marketing that incorporates four-dimensional and interactive elements.
- Sher Jasperse

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 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!

Help Wanted

Cornerstone Press is looking for a free-lance graphic designer who is willing to work part or full time for 6-8 weeks starting at the end of February. Will assist in production, design and processing of jobs. Would be internal time, not work from home. Call Sharon Hutchcroft at 378-4451.

QUOTES

"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

"People don't really care how much you know until they know how much you care."

—Mike McNight

2005-2006
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 Communications Strategies, Inc., 363-6005

Sher Jasperse, Writer/Editor, 364-2535

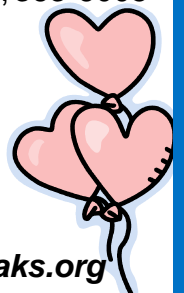
Carol Myers, J&A Printing Inc., 393-1781 ext. 249

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



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