

June 2008

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Maj. Chad Gibson to speak on USAFR 403rd Wing PR June 9

Just in time for hurricane season, Maj. Chad Gibson, who handles PR for the "Hurricane Hunters," among his many other duties, will be the guest speaker at the June meeting of the Mississippi Beach chapter of PRAM.

A member of PRAM, Major Gibson is the chief of public affairs for the 403rd Wing of the U.S. Air Force Reserves, based at Keesler Air Force Base in Biloxi. The 403rd Wing units include the 53rd Weather Reconnaissance

Squadron, also known as the "Hurricane Hunters," and the 815th Airlift Squadron "Flying Jennies."

Formerly an aerial reconnaissance weather officer, Gibson now leads the community relations and media relations efforts of the public affairs office.

The Mississippi Beach chapter of PRAM will meet at noon, Monday, June 9, at the Great Southern Club in downtown Gulfport.

SPRF Conference 2008 on Florida's Emerald Coast

If you've ever wondered how to make sense of the media circus, now is the time to register for the Southern Public Relations Federation's 2008 Conference!

The event features top public relations experts who will give you the tools to keep your career

flying high, and it will be held at one of Florida's most beautiful resort areas – Sandestin!

Don't try to work without a net, register now for the conference at www.sprf.org. The discounted rate of \$275 for SPRF members is only available through July 1.

Next PRAM Meeting

12 noon
Monday, June 9
Sunset Room,
Great Southern Club

(15th floor, Hancock Plaza, Downtown Gulfport)

President's Letter

Dear PRAM members,

No matter the official date of the solstice, it feels as if summer has already arrived. School's out, the temps are rising, and I've already had my first sunburn of the season. Or it may be from the annual review of our emergency preparedness plan and the beginning of this year's hurricane season.

Hurricanes will definitely be on the agenda at our June meeting when Major Chad Gibson will be on deck to share some tales about his work with the 403rd Wing of the U.S. Air Force Reserves. It's his job to communicate the mission of the Wing and its various units, including the Hurricane Hunters.

We didn't have any agenda at the membership social in May. Many of you stopped by Lookout 49 and spent the evening just chatting with your fellow PRAM members and enjoying the delicious food. There were so many door prizes it seemed nearly everyone took one home. Kudos to Membership Chair Melissa Bryant for putting such a great event together.

Hopefully, all of you will stop by the new Web site and take a look around. It's full of information, including newsletter archives, membership application and more. One really cool feature – after you log in, the membership page becomes a directory with photos, contact information and profiles of each member. Be sure to log in and update your individual page.

The Web site is a tremendous resource for the chapter, offering members and potential members an easy way to find out more about us. A lot of people helped with its redesign, and I especially want to thank Jerry Taranto and Keith Guillot for their hard work on the project.

I hope to see you soon – either at the June 9 chapter meeting, the June 27 Lunch 'n Learn teleseminar or out and about enjoying all that the Coast has to offer.

Yours in PRAM,
Kristie Aylett, APR



PRAM MS Beach Web site Officially Launches

After much hard work and patience, the newly revamped Web site for PRAM's Mississippi Beach Chapter (www.prambeach.org) has officially launched. The completely redesigned Web site not only offers a new look and feel but also features increased functionality.

Using state-of-the-art design techniques and standards, the site is very dynamic and accommodating to all modern browsers and platforms available. This feature has dramatically increased the compatibility and usability to both existing visitors and search engines. All Web graphics created for the site use the latest optimization techniques to lower download times.

Optimization for search engines was a key goal, in order to increase the site's visibility to all of the major search engines used on the Internet today. The site was designed with modern architectural techniques that allows for search engines to easily spider web content and help increase ranking positions.

AGJ Systems (Web developer) included a full-featured Content Management Systems (CMS) that allows for easily made changes to the Web site, adding, editing, deleting content with the visual design of the Web site protected.

Ever wonder after you leave a PRAM meeting, "I remember his face but cannot recall his name?" Now you can view a picture of PRAM members on our Web site to help jog your memory. Newly added features include the ability for local members to log in and update their profile, upload a photo and even provide a narrative of personal and career information. The site also features a password retrieval feature if you forget your original password.

As members of the board, we are very proud of our new site and hope you, as members, take full advantage of its features. The site will be updated regularly so check back often to see upcoming events and stay involved to get the full value from your PRAM membership. If you have any questions, email Keith Guillot at keith@gharchitects.net

The launch of the new Web site is the culmination of efforts from numerous past presidents and board members whom deserve recognition. Special thanks to Jerry Taranto, Ron Barnes, Kurt Brautigam, APR, and Kristie Aylett, APR, for all of their hard work and dedication to helping turn this 'vision' into reality.

Please see the box below for step-by-step information on how to update your Web site profile.

How to easily update your profile on our Web site:

- 1) type <http://prambeach.org/> into your Web browser
- 2) click on the membership link
- 3) your username is most likely your first letter of your first name followed by your last name (kguillot)
- 4) password should be sprf (email me if you cannot log in)
- 6) click on 'My Profile' on the top right on the screen
- 7) here you can update contact info, bio and even upload or change your photo
- 8) when you are finished, click 'update profile' on the bottom right of the page

5) once you are logged in, you can view a list of all paid members of the local chapter, scroll to the bottom and click on the underlined Account Panel Control

Don't worry about messing anything up or clicking on the wrong thing. Only a few people have administration rights which allow them to make the majority of site changes.

Build Your Leadership Style at Lunch 'n Learn Seminar

The next in our series of Lunch 'n Learn teleseminars will feature business consultant M.J. Clark, APR, discussing "Building Leadership Style." The seminar will be held from 11:30 a.m. to 1:30 p.m. on Friday, June 27.

At the seminar, you'll hear about how to become more authentic in your leadership style. Through dialogue, instruction and exercises, participants will learn about the principles that drive behavior. The session will cover how to build your leadership style around passion instead of

fear, and develop a vision and an action plan for change to further develop your leadership skills.

The Lunch 'n Learn seminars are provided free of charge to PRAM members and Tulane students. The fee for non-members is \$5.00. Participants are welcome to bring a lunch to the seminar.

Tulane University's School of Continuing Studies is co-sponsoring the series, and all sessions take place at its Biloxi campus located in Edgewater Mall.

Food, Friends and Fun at the PRAM Social



Clockwise from top, Jim Collins and Kristie Aylett, APR, smile for the camera; John McCollins enjoys the wide selection of food at the social; Jim, the chapter's hospitality chair, takes a few moments to network with some of our guests.

Thanks to all members and guests who attended our PRAM social at Lookout 49 on Thursday, May 15. Turnout was great with approximately 25 people in attendance. We enjoyed a delicious menu of a variety of foods, great networking and fantastic door prizes. Thanks to everyone who worked hard to make the social a success!

Wanted:

Promising PR Student for \$500 scholarship

Do you know a promising PR student who deserves some financial aid from PRAM?

If so, send them to prambeach.org, where they can find more information about the \$500 scholarship to be awarded by the Mississippi Beach Chapter and download an application.

Among the qualifications, applicants must be a resident of Harrison or Hancock County, be entering their junior or senior year of college, and have declared PR or a related field as their major course of study. In addition to the application form, they also need to submit a transcript, letters of reference, resume and an essay about why they've chosen to study public relations.

A recipient will be chosen by the board's scholarship committee prior to the fall semester.

This scholarship is in addition to one the chapter has awarded to Southern Miss students since 2001. The chapter funds its scholarships in memory of Thomas V. Fredian, a founding member, senior practitioner and chapter president who died in 1999.

For more information, contact PRAM Scholarship Chair Leah Snyder at eastbeach@cablone.net.

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