

San Francisco Chapter

**PRSA** Public  
Relations  
Society of  
America

# PRspectives

A Quarterly e-Newsletter for the San Francisco Bay Area Public Relations Community



President's Message .....	2
PRSA North Pacific District Conference .....	3
First Thursdays Becomes Second Thursdays .....	4
Chapter Survey Results .....	5
Achieving Diversity .....	7
USF Forms PRSA Student Chapter .....	8
2006 Officers & Board Members .....	9

## PRESIDENT'S MESSAGE

### WE'RE NOT YOUR FATHER'S (OR MOTHER'S) PRSA



*Cathy Morley Foster*

Not that we aren't grateful to the fathers of modern public relations, the founders of PRSA, and the many women who paved the way for all of us to have a career as public relations professionals. Their leadership has taken us into the boardrooms of many organizations where we can make a difference.

I think they would be proud to see how far we have come. In particular, the PRSA-SF Chapter and its members have continued to grow, adapt and thrive through good as well as, more recently, challenging times. Today's PRSA-SF – now in its 58<sup>th</sup> year – is a strong, vibrant chapter of more than 250 members, and growing. We're fiscally sound. We have programs and services to meet the richly diverse needs of today's PR professionals. There's an energy and an enthusiasm in the air at our events.

Becoming a PRSA-SF member is easier than ever. We have **special pricing** for *corporate, Young Professional, retired, non-profit* and *government members*. For details on become in a member, visit [www.prsasf.org](http://www.prsasf.org).

Not sure how to get involved in PRSA-SF? Check out our Volunteer Interest Finder online. It's a great way to network and give back to your profession – as much or as little as you can. Let me or any of our board members know.

And, if you haven't been to a PRSA-SF meeting or event in awhile – yes, I

confess, that once was me – I extend a personal invitation to mark your calendars and partake in any one of these great programs or services in 2007. Here are a few highlights:

**SECOND THURSDAYS:** A terrific way to meet, mingle, talk shop or just share a drink with colleagues, friends and other members of the Bay Area PR community at locations like the fabulous *Bubble Lounge* and *King George Hotel*.

**YOUNG PROFESSIONALS:** Great programs, mixers and networking – for up-and-coming professionals, YP is *the* group to join.

**SENIOR ADVISORY COUNCIL:** New in 2006, we are looking to expand this group of communications veterans from corporate, agency and non-profit sectors to provide chapter input on issues relating to the profession. Contact me to help.

**MONTHLY PROGRAMS:** Our breakfast or lunch programs, held the fourth Thursday of each month at The Carnelian Room in Bank of America Center, are among the best values around in which you'll hear from industry leaders about what's new and impacting us as PR pros.

**PRSA NORTH PACIFIC DISTRICT CONFERENCE:** This bi-annual event, hosted this year by the San Francisco, Silicon Valley and California Capital Chapters, will be held May 17-18 at Golden Gate University. The North Pacific District encompasses Northern California, Nevada, Oregon, Washington, Alaska, Montana, and Idaho.

**NORTHERN CALIFORNIA SILVER & BRONZE ANVIL AWARDS:** The Bay Area's premiere public relations awards honors the best programs and tactics of 2005/2006. Hosted this fall by PRSA-SF, Oakland/East Bay, Silicon Valley, California Capital.

### WORKSHOP 'TIL YOU DROP:

Our popular mini-workshop, one of the best professional development programs, is on hiatus in 2007 while we host the PRSA North Pacific District Conference. This event will return in 2008!

**SPONSORSHIP:** Want to demonstrate your support of professional development *and* showcase your business? We have a number of opportunities.

**JOB BANK/INTERNSHIPS:** A great place to post a job, and to look for one. Check out the Web site for Job Bank and Internship listings.

**APR:** Been thinking it's time you got the recognition you deserve by becoming accredited? A new program to help you do that is coming soon. Contact Beverly Butler, VP, Professional Development for details.

**PRSPECTIVES:** Our quarterly chapter e-newsletter shares what's new in your industry, your chapter and with your colleagues.

**FRIDAY FOCUS:** A weekly email snapshot of what's happening with your chapter and how you can get involved.

**BOARD MEETINGS:** Open to all PRSA-SF members. *Second Tuesday of the month, 8 a.m.* Contact me for venue information.

With so much to choose from, there's something for everyone in the *new* PRSA-SF. Have an idea about how we can better serve your needs? Let any of us on the Board know. Make this the year you say *yes* to PRSA-SF!

Cheers,

Cathy Morley Foster  
President  
PRSA San Francisco Chapter



## **SAN FRANCISCO OPENS “THE GOLDEN GATEWAY TO THE GLOBAL VILLAGE”**

### ***PRSA North Pacific District Conference Slated for May 17-18 at Golden Gate University***

San Francisco will play host to public relations practitioners from 16 chapters and 8 states when the 2007 PRSA North Pacific Conference comes to town May 17-18. The event, co-hosted by the San Francisco and Silicon Valley Chapters of PRSA and Golden Gate University, begins on Thursday, May 17, with an evening networking reception at the California Historical Society. On Friday, May 18, professional development programming will begin with registration, continental breakfast and networking, followed by keynote and break-out sessions.

Presenters and panelists will cover topics such as:

- International public relations (“Working in a Global Village” with Dr. Bill Warner, VTM Inc.; “Expanding the News Lens through Ethnic Media” with Sandy Close of New America Media; and “Experience in Other Cultures and Countries” with David McCulloch, Text 100).
- New technology and tools for improving public relations (“Using New Technology to Boost Your PR Efforts” with Howard Solomon of Rudder Finn and “How PR Professionals Can Participate in the New Media World,” a panel discussion featuring David Spark of Spark Media Solutions, Chris Peterson of

Chautauqua Communications and Gary Bolles of Microcast).

- Sustainability practices and communication (“Driving the Adoption of Sustainability Practices” with Mike Riley, APR, Riley Research Associates and “Sustainability Communications: The Transparency of New Business” with Marianne Allison and Brandy Bishop, Waggener Edstrom).

Additional sessions will focus on leveraging technology using the Internet for research measurement, media list development, reaching and influencing constituencies, issues of ethics in PR, marketing to diverse audiences, media relations, career development opportunities and much more.

In the morning keynote session, Tom Rosensteel, Director of the Excellence in Journalism Project, will speak about the “State of American Journalism.” PRSA President Rhoda Weiss, APR, Fellow PRSA, will address the “global alliance” of PR practitioners during lunch on Friday, May 18 and the day will conclude with a session on media relations by dynamic “media maven” Margo Mateas.

“We hope to provide PR professionals with new knowledge, insight and ideas that can enhance their professional capabilities,” says Hatti Hamlin, APR, conference co-chair. “This

is one of the best networking and development opportunities for PR practitioners on the West Coast, and an exceptional weekend with many activities in the fun-filled city of San Francisco.”

Special PRSA room rates are available at Cathedral Hill Hotel or the King George Hotel (details are available online at [www.prsanpdistrict.org](http://www.prsanpdistrict.org)). Be sure to book your hotel early because it’s “Bay to Breakers” weekend.

Early registration ends April 30, with member rates of \$125, and \$195 after the early registration deadline, so register early at [www.prsanpdistrict.org](http://www.prsanpdistrict.org). For additional information, contact Hatti Hamlin at [hattihamlin@aol.com](mailto:hattihamlin@aol.com).

#### **A big “THANK YOU” to our event sponsors!**

**GOLD:** Golden Gate University

**SILVER:** GolinHarris, PR Newswire, Union Bank of California

**BRONZE:** Adscriptis, Business Wire, Critical Mention, Market Wire, PRSA California Capital Chapter, PRSA Portland Metro Chapter, PRSA Puget Sound Chapter, Woloshin Communications

**GREEN PANEL:** A&R Edelman, Access Communications, Antenna Group, Blanc & Otus, Text 100, Trevelino Keller, Weber Shandwick



## **Introducing.... SECOND THURSDAYS**

### **EVENING NETWORKING EVENT ROLLS OUT NEW NAME, NEW SCHEDULE**

*By Bryan Plescia,  
Blattel Communications*

The PRSA-SF First Thursdays networking social, one of the San Francisco chapter's most popular networking events, has evolved to become "Second Thursdays," effective winter 2007. PRSA-SF Second Thursdays are held on the second Thursday of every month (excluding January, June, July, August and December) and offer PR professionals from every level a fantastic way to talk shop with colleagues, meet people from all areas of the industry or simply to have a drink on the way home from work.

The schedule change, implemented to better accommodate guest schedules as well as open venue options, comes with a new energy and outlook on behalf of the event's organizers, which include PRSA-SF board members Christine C.N. Wright of Schwartz Communications and Heidi Zuhl of Grace Cathedral as well as Young Professionals President and Secretary, Bryan Plescia of Blattel Communications, Alexis Louis of Pier 39 and Jonathan Lance of the Contra Costa County Office of Education.

Some of the previous venues for Second Thursdays have included Winston's Bar and Lounge (located in the King George Hotel), LJ's Martini Club & Grill, the Asian Art Museum, SF Hilton Financial District, and most recently, The Bubble Lounge. According to Second Thursdays attendee, Luke Macaulay, a spokesman for

the U.S. Attorney's Office, "Second Thursdays provides the opportunity to meet professionals in a friendly atmosphere and to get advice or perspectives on a variety of issues in PR. I've found it to be a great tool for professional development." The cost for the Second Thursdays networking events is FREE to San Francisco chapter members and \$5 for non-members.

Second Thursdays has received enthusiastic reviews from past and present attendees:

BusinessWire's Sean Bolen shared, "I made the connections for my present job at Second Thursdays, and have enjoyed attending ever since. PRSA-SF is definitely a very valuable networking tool."

"Not only do I enjoy seeing new as well as familiar faces at every Second Thursdays I attend, but I also like helping those who are just getting started in public relations," added Second Thursdays' regular, Myron Lee of Schwartz Communications.

PRSA-SF Second Thursdays offer a great opportunity to get your company's name in front of a large group of Bay Area public relations professionals for recruitment and new business opportunities. If you'd like to become a sponsor or join the planning committee, please contact Alexis Louie at [alexis@pier39.com](mailto:alexis@pier39.com) or (415) 705-5500.

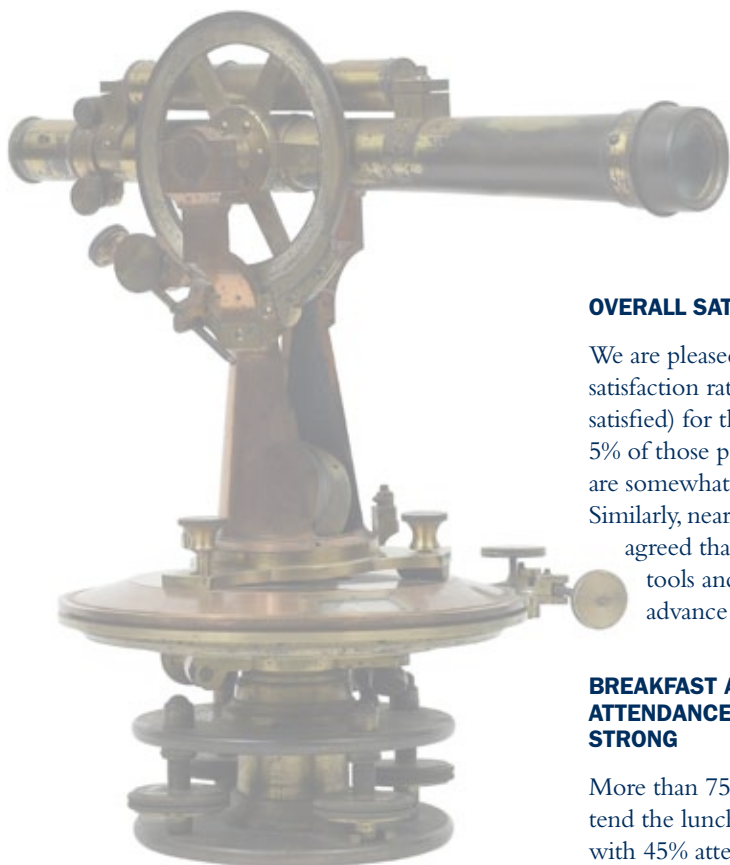
Information about the next Second Thursdays event, which will be held May 10<sup>th</sup>, is available at [www.prsasf.org](http://www.prsasf.org).



*Left: PRSA-SF Second Thursdays' Committee members (l to r) Alexis Louie, Heidi Zuhl, Christine Wright and Bryan Plescia*



*Above: PR professionals enjoy a PRSA-SF Second Thursdays event.*



## PRSA-SF Chapter Survey Reflects Overall Satisfaction

### OVERALL SATISFACTION GOOD

We are pleased to report a 67% overall satisfaction rate (somewhat or very satisfied) for the Chapter with only 5% of those polled indicating they are somewhat or very dissatisfied. Similarly, nearly 62% of respondents agreed that PRSA-SF provides the tools and resources to help them advance in the profession.

### BREAKFAST AND LUNCHEON EVENT ATTENDANCE AND SATISFACTION STRONG

More than 75% of respondents attend the luncheons or breakfasts with 45% attending only one or two times a year. Of those who attend the breakfasts and luncheons, 59% agreed that they are very satisfied with the programs and 38% said they have generated a job lead or made a valuable connection at these programs.

### YOUNG PROFESSIONALS

Only about 26% of respondents have attended the bimonthly Young Professionals programs. This is not surprising, as young professionals are a subset of our total membership. Of those who have attended, however, 59% agreed that they are satisfied with these programs, and only 6% disagreed.

### FIRST THURSDAYS\* NETWORKING EVENTS

Only 46% of respondents attend the PRSA-SF First Thursdays networking events, a surprising response as the survey identified networking as one of the key benefits members seek from PRSA-SF. Of those who have attended First Thursdays, 54% agreed that they are satisfied with these

events and 47% indicated that they have generated a job lead or made a valuable connection at these events.

### WORKSHOP 'TIL YOU DROP ATTENDANCE LOW, BUT SATISFACTION VERY HIGH

Only about 36% of respondents said they have attended a Workshop 'Til You Drop professional development event. However, those who have attended gave the event high marks – 89% felt it was relevant, 96% felt it offered many useful sessions, 78% felt it was a good value, and 91% have been satisfied with the events overall.

### COMMUNICATIONS

More than 62% of respondents read *PRspectives*, and 74% of those who read it are satisfied with it. However, only 24% of readers forward it to friends or colleagues. (When you're done reading this, pass it along!)

A full 86% of respondents read PRSA-SF's weekly Friday Focus e-alert, which receives a 70% satisfaction rate and 40% pass through friends and colleagues.

Nearly 83% of respondents have visited PRSA-SF's Web site with 56% of those who visited indicating satisfaction. Those who took the survey shared numerous suggestions for making the site even better, suggestions we will take to heart as we expand the site further this year.

### BENEFITS RESPONDENTS SEEK

The top two benefits respondents seek from PRSA membership are networking and professional development (34% each) followed by giving

**I**N third quarter 2006, PRSA-SF conducted a comprehensive online survey of Bay Area public relations professionals to learn how satisfied PRSA-SF members and non-members are with the Chapter and what we can do to better meet their needs. The survey, which generated 140 responses, was designed by Forrest W. Anderson, a Bay Area PR and communications research professional, in cooperation with the chapter Board of Directors. Anderson, who specializes in research and measurement, also executed and analyzed survey results.

In addition to overall ratings, we asked for suggestions to improve Chapter functions in open-ended questions following each of the events and communications vehicles.

#### Respondent Demographics

- Fifty-three percent of respondents are members of PRSA national, and 66% are members of PRSA-SF
- Seventy-four percent of respondents reported they are female, 24% male, and 2% preferred not to say

*continued on page 6*

Continued from Page 5

back or contributing to the profession (19%) and associating with more senior practitioners (19%). Eight percent seek employer recognition and 6% APR accreditation.

#### MEMBERSHIP PAYMENT

Fifty-one percent of PRSA-SF members said their employers had paid for their membership while 42% said they paid for it themselves. Fifty-three percent of PRSA-SF members say they would pay for their membership themselves, if necessary, and 30% were unsure. More than 77% agreed the cost of membership in PRSA-SF is a good value.

#### JOIN OUR TEAM OF CONTRIBUTORS TODAY!

*PRspectives* is looking for articles that focus on "hands-on" content, PR strategies that stress the tactical and practical, and key industry trends. If you are interested in contributing to *PRspectives*, please send a query to [jennifer@allisonpr.com](mailto:jennifer@allisonpr.com)

Reprints of articles will also be considered. Please submit the article in its entirety and include location and date of previous publication. Reprinted articles must be authored by the person submitting them.

Letters to the editor should be 200 words or less and include your name, address, telephone number and e-mail.

*PRspectives* is published quarterly by the San Francisco Chapter of the Public Relations Society of America (PRSA). © 2007 PRSA San Francisco Chapter, all rights re-

#### DISTRIBUTION SPONSORS:

BusinessWire  
PRNewswire

#### WEBSITE SPONSORS:

Thomson Financial  
PRInsite

#### RESEARCH SPONSOR:

PRNEWswire

#### PUTTING RESULTS TO WORK

We asked and you told. We are thankful for the response and comments shared during this survey and are taking your ideas into consideration as we plan future events and member benefits.

It doesn't stop on this side of the equation. Two benefits identified as most sought from membership – networking and professional development – are readily available through PRSA-SF. Our monthly networking events, now known as Second Thursdays, are held from 6-8 p.m. in the downtown area as indicated on the second Thursday of every month.

Check our Web site, [www.prsasf.org](http://www.prsasf.org), for details. We also offer a number of

professional development opportunities throughout the year, from programs on the fourth Thursday of each month to Young Professional events and the North Pacific District Conference, which will be held May 17-18 right here in San Francisco (see page 3).

For those of you looking to give back, we have a plethora of volunteer opportunities, from single-day commitments to committee assignments. Host a Young Professional event, volunteer at a Second Thursdays or Program meeting, share your vision by writing an article for *PRspectives*. This is your chapter, put us to work for you!

★ Now *Second Thursdays*  
(see story, page 4)

#### PRSA-SF MEMBER NEWS

**Jennifer Byrd**, Public Relations Director for the The Salvation Army's Golden State Division and VP of Membership for PRSA-SF, recently received the first ever Salvation Army Cy Young Award for Story Pitching in recognition of her successful pitch about the 120 Year Anniversary of San Francisco's Chinatown Corps and their March of Witness celebration to a staff photographer at the *San Francisco Chronicle*...**Allison & Partners** welcomes consumer technology veteran Phil Carpenter as General Manager of the San Francisco office.

If you have member news to share, please contact Jennifer Giambroni at [jennifer@allisonpr.com](mailto:jennifer@allisonpr.com).

It's not just the superior delivery

It's the

# pickup

At PR Newswire we understand your goal is pickup. That's why we give your story every advantage for media attention.

To raise your pickup potential, pick up the phone.  
Call 888-776-0942, or visit us at [prnewswire.com](http://prnewswire.com)

Global News Distribution • Disclosure and IR Services • Targeting • Measurement and Monitoring • Broadcast PR and IR

© PR Newswire Association LLC 2005

 **PR Newswire**  
United Business Media



## ACHIEVING DIVERSITY IN THE SOCIETY AND THE PROFESSION

Larene Paré – PRSA-SF VP of Diversity

The mission of the Diversity Committee is two-fold:

- To create a Society that mirrors the demographic composition of the San Francisco Bay Area as well as the communities PRSA members serve.
- To recruit and prepare PR professionals that can adequately address the challenges and opportunities of a world rapidly becoming more diverse and multicultural.

We can accomplish this by examining the diversity that exists in us all. Diversity recognizes our uniqueness through the valuable contributions that each one of us makes in our world and where respect for those of different cultures is promoted. In our work environment, diversity creates a higher quality of work experience bringing greater economic value by making us more marketable; helping us understand our customers better; and making us more effective in our jobs. In essence, having diversity is socially responsible and is good PR.

Below are a few questions that were asked at a Diversity workshop, which exemplify how we can begin to achieve our mission by examining our own uniqueness:

- What are your multiple identities? Who are you? *Awareness*
- What have you done outside your cultural comfort zone in order to be exposed to others unlike yourself? *Exposure*
- What have you done to listen to those publics who might otherwise be ignored by PRSA? *Research*
- What have you done in your organization to advance the idea of diversity awareness acceptance? *Action*

The PRSA-SF Diversity Committee has a number of projects on the agenda for 2007, including:

- “A day in the life...” video series is in development for online broadcast to generate interest in the profession and awareness of PRSA-SF by showcasing the diversity of PR through multiculturalism and various fields of work in our industry such as Corporate, Agency, Public, Non-profit, Media Relations, and Publicity.
- A Professional Development panel series on Multicultural PR is scheduled for June 2007.
- We are investigating collaborations with diverse organizations such as the Bay Area Black Journalists’ Association, American Marketing Association, Publicity Club, National Black PR Society, National Lesbian and Gay Journalists’ Association and the Ethnic Chambers of Commerce for joint programming and recruitment opportunities.
- Promoting ongoing diversity efforts and retention via scholarships and student chapters (PRSSA) to recruit students from colleges and universities with strong multicultural populations.
- Adopting a local high school to generate interest and develop awareness of the profession.

We’d love to hear your comments on ways the Diversity Committee can help bring value to our members. Interested in being on our committee? Please contact me for details: [larene.pare@businesswire.com](mailto:larene.pare@businesswire.com)



### 10 REASONS TO JOIN the San Francisco Chapter of PRSA

1. PRSA-SF serves as a respected forum to address key issues, trends and media requirements impacting the San Francisco Bay Area PR professionals.
2. We provide top-rated monthly programs, professional development seminars, APR accreditation exams, insightful publications and great networking opportunities.
3. PRSA-SF is your link to the world's largest PR organization with extensive national resources.
4. We serve as your primary “voice of the profession” in the San Francisco Bay Area.
5. Our organization is committed to professional growth and the advancement of ethical standards.
6. Public relations practitioners at all levels of experience find value in PRSA-SF activities.
7. Attendance at our meetings enables you to absorb wisdom from senior practitioners, compare challenges with peers and learn the best practices in our field.
8. We offer an ideal environment for honing communications skills, refining strategic thinking and mastering leadership techniques.
9. Historically, participation in our events has resulted in invaluable alliances, career advancement and lifelong friendships.
10. We are one of the most active and innovative chapters in the country.

**To join PRSA-SF  
or to update your contact  
information contact Jennifer Byrd  
[jennifer\\_byrd@usw.salvationarmy.org](mailto:jennifer_byrd@usw.salvationarmy.org)**



## UNIVERSITY OF SAN FRANCISCO FORMS PRSA STUDENT CHAPTER

For the first time, San Francisco has a Chapter of the Public Relations Student Society of America (PRSSA). Under the guidance of advisors Brian Vannice and Mitchell Friedman, members of the USF Chapter of PRSSA have already become an active part of the PRSA-SF family by assisting with the 2006 holiday luncheon and volunteering during the upcoming North Pacific District Conference.

Chapter leadership includes:

- Kristina Brooke, President
- Ryan Noland, Vice President
- Matthew Hummel, Secretary
- Stephanie Trinh, Treasurer
- Kathryn Chesnut, PR Director
- Chloe Pfeiffer, Membership Director

We are pleased to sponsor these new professionals-in-training. To keep them advised of internship and other professional development opportunities, contact Matthew Hummel at [mthummel@att.net](mailto:mthummel@att.net).

### Save the Date!

2007 Northern California Silver and Bronze Anvil Awards GALA  
- November 15, 2007

For information or to volunteer, contact Leslie Jones – [leslie.jones@clynch.com](mailto:leslie.jones@clynch.com)

## Broadcast monitoring has changed.

(Psst...maybe it's time you changed your broadcast monitor.)



With Digital Showroom, you monitor, watch, analyze and present your broadcast results online.



**multivision monitors more content, delivers unparalleled customer service and offers a complete online broadcast management application.**

**What is your service doing for you?**

At multivision, we manage the industry's largest television database which means we monitor more content for you. Using your online Digital Showroom, you'll monitor your broadcast coverage and watch it whenever you want. You'll then use our analytics to discover trends and insights. And finally, you'll share your brilliant results with your team using the unique presentation features. If this sounds like more than you're used to, we're not surprised.

Try our services at [www.multivisioninc.com/trial](http://www.multivisioninc.com/trial).

**multivision inc.**

new york 212.541.4830 los angeles 323.466.4044 chicago 312.424.0011 san francisco 415.560.0111 atlanta 678.999.0425 houston 713.975.5250 detroit 248.526.5280 cleveland 216.520.5818 miami 305.318.2076 [www.multivisioninc.com](http://www.multivisioninc.com)



A PICTURE IS WORTH 1000 WORDS. A SMART NEWS RELEASE™  
IS WORTH UP TO 27,300,000 GOOGLE AND YAHOO! READERS.

Only Business Wire seamlessly posts your Smart News Release to Yahoo!® Finance, Google™ News and the AP photo network. And, we know our media-rich Smart News Releases are 2.5 times more likely to be viewed than text-only releases, and easier to access for journalists. So no matter how you look at it, being Business Wired is smarter.



**Better be Business Wired! Call our experts at 888.381.WIRE or visit us at [BusinessWire.com](http://BusinessWire.com)**

©2005 Business Wire, the Business Wire logo, Smart News Release, and Business Wired are trademarks of Business Wire



## PRSA San Francisco - 2007 Officers & Board Members



### President/Assembly Delegate

Cathy Morley Foster  
Fleishman-Hillard  
[cathy.morleyfoster@fleishman.com](mailto:cathy.morleyfoster@fleishman.com)

### Immediate Past President/Ethics Officer

Curtiss Olsen, APR  
CFO Communications  
[curt.olsen@sbcglobal.net](mailto:curt.olsen@sbcglobal.net)

### VP Membership/President-Elect

Jennifer Byrd  
Salvation Army  
[jennifer.byrd@usw.salvationarmy.org](mailto:jennifer.byrd@usw.salvationarmy.org)

### VP Finance/National-Regional Liaison

Gene Gibson  
U.S. General Services Administration  
[gene.gibson@gsa.gov](mailto:gene.gibson@gsa.gov)

### VP Programs/Assembly Delegate

Rhonda Silva  
Optimum Public Relations  
[rhonda@optimumpublicrelations.com](mailto:rhonda@optimumpublicrelations.com)

### VP Networking

Heidi Zuhl  
Grace Cathedral  
[heidiz@gracecathedral.org](mailto:heidiz@gracecathedral.org)

### VP Communications

Jennifer Giambroni  
Allison & Partners  
[jennifer@allisonpr.com](mailto:jennifer@allisonpr.com)

### VP Professional Development

Beverly Butler, APR  
[bevbutler@comcast.net](mailto:bevbutler@comcast.net)

### VP Diversity

Larene Paré  
Business Wire  
[larene.pare@businesswire.com](mailto:larene.pare@businesswire.com)

### Secretary/Treasurer

Chair, Second Thursdays  
Christine C.N. Wright  
Schwartz Communications, Inc.  
[cwright@schwartz-pr.com](mailto:cwright@schwartz-pr.com)

### VP East Bay Events

Mary Lou Thiercof  
Working Images  
[mlt@workingimages.com](mailto:mlt@workingimages.com)

### Director

Janet Lynn  
Business Wire  
[janet.lynn@businesswire.com](mailto:janet.lynn@businesswire.com)

### Assembly Delegate

Peter Magnani  
Bank of America  
[peter.magnani@bankofamerica.com](mailto:peter.magnani@bankofamerica.com)

### Chapter Administrator

Stacy Pollicino  
[stacypollicino@yahoo.com](mailto:stacypollicino@yahoo.com)

### EDITORIAL TEAM

#### *Acting Editor*

Jennifer Giambroni  
[jennifer@allisonpr.com](mailto:jennifer@allisonpr.com)

#### *Art Director*

Cynthia Borcena  
[cynthia@see360studios.com](mailto:cynthia@see360studios.com)

We give  
your message  
a visual presence.

a graphic design firm

**SEE360**  
**STUDIOS**

t 925.788.3037 [see360studios.com](http://see360studios.com)