



**Public
Relations
Association
of Central IL**

NEWSLETTER

MAY 2010
WWW.PRACENTILLINOIS.ORG

Dear PRA Members,

Though as I write this, there are frost warnings, high winds and a windchill in the mid-thirties... I'm told that spring is finally here. And I'm confident that by our May meeting, it will really feel like spring.

While I have to confess that I'm not a rabid baseball fan, I do enjoy getting out to the ballpark to take in the crowd, the atmosphere, the shenanigans between innings, and I might even get absorbed by the actual game if the score is close, there's a runner on base and the count is full. So I'm looking forward to this month's meeting, to gain some insight into the behind-the-scenes marketing and planning that goes into a successful Peoria Chiefs season. And I'm looking forward to a special menu that will feature traditional ballpark fare.

I'm also looking forward to wrapping up another successful year of programming for PRA and election of a new officer slate. As it appears that I may well serve another year in this office, I'm also looking forward to a summer of working with our new board in selection of interesting programming for the 2010-2011 membership year as well as working with our planning committee for the September PRA professional conference. Our co-chairs for this year's conference, Jamie Cecil-Monari and Janet Ozuna, are doing a great job with their committee in planning and marketing this event. As always they would welcome additional volunteers and they are open to suggestions for speakers at breakout sessions, leads for vendors, or suggestions of those who could benefit from hearing about the conference.

In the next weeks, each of you should receive a "save the date" card for the conference and we'd encourage you to post it in your office where you can see it. As you talk to colleagues who might be interested in attending, share the date with them. Better yet, let us know and we'll add them to the list of those receiving electronic updates about the conference as we near the date.

Throughout the summer, I'd encourage you to check back with the PRA newsletter where we'll post additional information and plans about the conference and the coming year. As always, please let any board member know if you'd like to volunteer, have suggestions or want to pass along one of those leads.

Upcoming Member Events:

Summer Reading Program
Peoria Public Library

Larry the Cable Guy & Bill Engvall
May 14 • 8pm
Peoria Civic Center

2010 Red Cross Heartland
Heroes Dinner
May 15 • 7pm
Guest speaker: U.S.
Congressman Aaron Schock
Embassy Suites Conference
Center in East Peoria

Easy & Exciting Tropicals
May 15 • 10am
Free Seminar
Green View Nursery

Signs of Spring Hikes
May 15 & 29 • 1:30pm
Forest Park Nature Center

The Goo Goo Dolls
May 16 • 7:30pm
Peoria Civic Center

Contain Your Enthusiasm
Make & Take Event
May 22 • 10am
Green View Nursery

A Day in the Shade Event
May 29 • 10am
Green View Nursery

Pioneer Days
May 30 • 1-4pm
Sommer Park

25th Annual Children's Miracle
Network Telethon benefiting
Children's Hospital of Illinois
June 6
The Riverplex, Peoria, IL &
Park Hotel & Conference Center,
Bloomington, IL

Pre-K & Kindergarten
70th Birthday Party
June 27
Immaculate Conception Convent

If you have access to a web site, memberships in other professional organizations in the area, an opportunity to place an article or short mention in a newsletter or any other means of publicizing the conference, we'd appreciate your help in getting the word out and building interest. We'd be happy to provide you with all the necessary information or we'll prepare something for you. Just let us know.

So the phrase of the day is...Play Ball! That will certainly be the theme of this month's general meeting. But it's also appropriate for the coming months. Your outgoing and incoming boards are certainly willing to "Play Ball!" and are interested in your continuing feedback and suggestions. The conference committee continues to gear up its planning, preparation and marketing of the September conference and need everyone in PRA to "Play Ball!" by providing timely suggestions, spreading the word to generate interest and, perhaps, volunteering a few hours to help the committee this summer.

Finally, we've begun taking RSVP's for this month's meeting and program at O'Brien Field at 11:30 a.m. on Wednesday, May 19. We'll have a representative from the Peoria Chiefs talk to us about their marketing plans for this season while we enjoy a traditional ballpark menu. I hope to see everyone there.

Play ball!

Mike Thurwanger
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May Meeting Topic Take Me Out to the Ball Game!

Wednesday, April 21

O'Brien Field, Bullpen Conference Room in Peoria, IL from 11:45 a.m.-1 p.m. Networking, Noon Program & Lunch

Eric Obalil, Director of Ticket Sales for the Peoria Chiefs, will speak about the promotional strategies the Chiefs use to bring in an audience

Lunch is \$17 for members and \$22 for non-members.

**Please RSVP by Friday, May 14th, by emailing
pracentillinois@gmail.com**

If you are interested in a vegetarian option for lunch, please let us know when you RSVP.

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