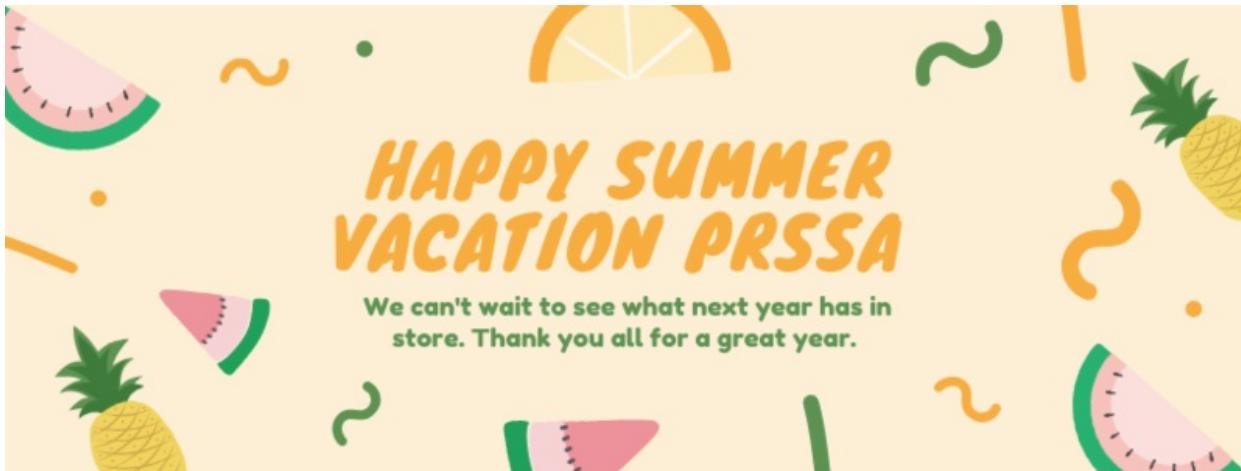


May 10, 2019



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Keep checking PRSSA Kent's Twitter and the website to stay up to date on what is to come. Have a great summer!

Goodbye: A Note from the President

By Natalie Meek

Congratulations on making it this far, whether you're a graduating senior or finishing your freshman year. You did it, the semester is over! I wanted to take a second and say thank you for allowing me to serve as your 2018-19 PRSSA Kent President.

This year we celebrated our 50th year as an established Chapter, sent 15 members to National Conference, participated in philanthropy events, collaborated with other student organizations, brought more than a dozen professionals to speak at our meetings, held a successful YouToo Social Media conference, had an awesome NODAC team and had both of our Bateman teams receive honorable mention.

That's a lot to have accomplished in 30 weeks! Thank you, from the bottom of my heart, to everyone who came to meetings, volunteered to be involved and helped shape our Chapter this year. I will always believe that the foundation of this organization is the stand-up students that encourage each other to be the best personal and pre-professional versions of themselves. PRSSA has greatly shaped the path of my career, and I know that it can shape yours, too, if you give it the chance.

My best advice and last plea is for you to stay involved. There will always be barriers, you will always be



busy and Wednesdays will always seem too long. Show up anyway. Make this commitment to yourself and your education. You will stand here as a senior and be as grateful as I am. If you ever need anything, please don't ever hesitate to reach out to me. Goodbye for now, PRSSA Kent. Thanks for all the memories!

Kent State Bateman Teams Earn Honorable Mention

PRSSA Kent's two Bateman teams placed among the top tier in the country, earning honorable mentions in the Public Relations Student Society of America's (PRSSA) 2019 national case study competition. It is the first time in Kent State Bateman history that both teams received honorable mention.

The judges received 66 entries and Kent State's Bateman teams placed among the top 18. The students were thrilled that all their hard work and dedication was recognized on a national level. The teams said they could not have accomplished all they did without the support of faculty advisor and associate professor Stefanie Moore.

Moore says she is proud of the students she and other professionals advised for this year's competition. Kent State alumni Lyndsey Fortunato, '13, Founder/Marketing Consultant Huddle Marketing + Design Solutions, and Kirsten Bowers, '14, SEO Senior Specialist at OuterBox in Akron, served as professional advisors for the student teams.



Kent State Bateman Blue with students at Boardman High School.

"Bateman Gold focused on the connection between diversity and mentorship. Bateman Blue focused on recruiting and supporting diverse talent," says Moore.

Participation in the annual competition provides students both leadership experience and a research-based portfolio piece, Moore said. And, students gain practical and academic experience in conducting a public relations campaign.

Kent State students have earned honorable mentions or placed in the top three of this competition in six out of the last seven years.

PRSSA Kent offers other ways for students to gain real-world experience, just ask any officer how you can get involved.



Kent State Bateman Gold at their Rooted in Diversity event.

PRSSA Officer Represents Kent State University for National Millennial Community Gathering

Madison Brattoli

The past year, I was selected as a Kent State representative for the National Millennial Community (NMC). This organization seeks to create dialogue that effectively changes the conversation about the millennial generation.

NMC provides its members with the opportunity to speak with large corporations and businesses about millennial viewpoints, so that the new perspective can improve their company. Members have the opportunity to take part in Skype calls where businesses ask questions concerning millennials' perspectives and opinions.

This semester, I had the honor to be a part of calls with companies such as Zappos and Disney.

This past week, I had the privilege of visiting Omaha and Kansas City with members of NMC. Throughout this trip, I visited multiple companies in the area and got to share my viewpoints in conversations. In Omaha we got to visit the Omaha Chamber of Commerce! In this meeting we discussed what Omaha could do in order to attract millennials to the area.

The officials at the Chamber of Commerce said they would take our notes directly into account while rolling out their next marketing campaign. This organization gave me a chance to make a change in companies and help them gain millennial support.

As we visited Kansas City, we had the chance to visit Union Pacific, one of America's leading transportation companies. Through our meeting with the company, we were able to make a direct impact. In order to market the company, Union Pacific wanted to select a new sticker to pass out at career fairs and other events. As a group, we got to discuss what sticker we felt would reach millennials best. Even though it was a small change it was really interesting to have my opinion heard!

Not only did I get to speak with businesses during my trip, I got to network with other students from around the globe! Students originated from places like India, Australia, Tennessee and Oregon. Through this trip, I made connections that will last a lifetime. The group definitely decided to stay in contact throughout our careers and watch one another achieve our dreams.

This next semester, Kent State is searching for new members to be apart of the National Millennial Community. It is a great opportunity that will supply you with endless connections! If you are interested or have any questions, feel free to reach out to me or Professor Stefanie Moore!



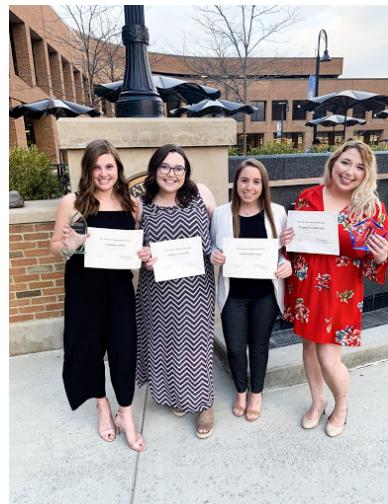
National Millennial Community Members in Omaha, Nebraska.

PRSSA Members Receive CCI Student Leadership Awards

Each spring, the Center for Student Involvement hosts the Student Leadership & Honors Awards Ceremony. This event celebrates and recognizes student leaders, organizations and advisors across campus for their contributions to the Kent State community during the academic year.

This year, four PRSSA Kent officers received individual awards:

- **Sophia Iannelli** - Sophia was recognized with the Leadership Excellence Award.
- **Natalie Meek** - On top of receiving the Leadership Excellence Award, Natalie also was recognized with the Outstanding Senior Leader Award. This award is presented to a senior who has displayed outstanding leadership and a sustained commitment to academic excellence, community involvement and service to the University and Kent community throughout their college career. The candidate will have demonstrated evidence of good scholarship and exceptional campus participation in both breadth and depth.
- **Sam Ross** - Sam was recognized with the Leadership Excellence Award.
- **Abby Winternitz** - In addition to the Leadership Excellence Award, Abby received the Purposeful Leader Award. This award is presented to a student who has demonstrated a strong sense of personal awareness and development and acted in alignment with their values. The candidate shows a commitment to personal and university values and engaging others to actively reflect on their own values.



Congratulations, ladies! We are so proud of you.



Lauren Garczynski

PRSSA VP of Publications

Senior Quote:

"They'll tell you you're too loud - that you need to wait your turn and ask the right people for permission - do it anyway." -Alexandria Ocasio-Cortez

PRSSA quite literally changed my life! Some of the first friends I made in college were made through this lovely organization, and they're people I'm very glad to still call my friends. I don't know any other student organization that has or could impact my life in such a positive and radical way as PRSSA Kent has, and trust me, I have tried many organizations on for size!



While I am super excited to begin life in the professional world, there is so much I will miss and think about so fondly on the regular due to this organization and my time in it. From attending PRSSA National Conference in Boston and Austin, to networking every other Wednesday for four years, to meeting some of my closest friends, to even meeting, what seems like, my lifelong friend and mentor (shoutout to PR Kent Alumna Brenna Parker).

I love all of you and I can't wait to see what we all have in store!!

Sarah Heber

PRSSA VP of Membership

Senior Quote:

"I'm not superstitious, but I am a little stitious." -Michael Scott

PRSSA has been instrumental in my success at Kent State. Through this organization, I was able to put the skills I was learning in my classes into action and gain so much confidence in myself as a future professional. This organization also led me to my internship which then led to me landing a full-time position before I even graduated. I have to say though, my favorite part, and what I will truly miss the most is the friendships I've made. I have met so many wonderful people thanks to PRSSA and while I know I will continue to stay in touch with many of them, I will miss seeing them on a weekly basis.



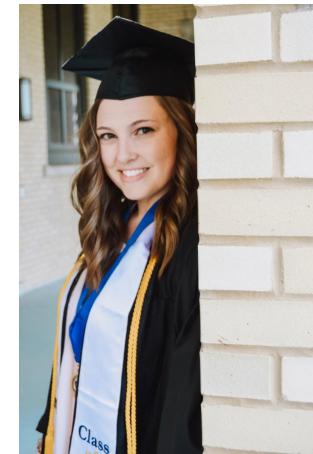
Natalie Meek

PRSSA President

Senior Quote:

"Seize every opportunity that comes your way, work as hard as you can and do whatever it takes to keep your dreams alive."

PRSSA Kent has given me purpose over these past few years. I am eternally grateful for the people I've worked with, connections I've gained and experiences I've had. I will never forget traveling to National Conferences, doing philanthropy events like making card for patients at Akron Children's Hospital or spending countless hours in the Student Org Room planning, studying and laughing. I can't tell you how amazing it has been to have a group of constant supporters and encouragers. My favorite memories at Kent State have been with PRSSA, and I'm so excited for the future of this organization. My best advice to everyone is to fill your life with things that benefit you-- emotionally, physically and educationally.



Katie Pavlick

PRSSA Special Events Coordinator

Senior Quote:

"I think you end up doing the stuff you were supposed to do at the time you were supposed to do it" - Robert Downey Jr.

Thanks to this organization, I have grown in more ways than I could have ever imagined! Throughout the years, I found myself inspired and motivated by speakers and professionals. However, my greatest inspiration has come from the students and faculty of the PR Kent family.



My favorite part of PRSSA has been the friendships that I have made. I could not imagine my college career without the people I have met and the memories that we have shared. Whether we were in Franklin until 1am or wandering the streets of Texas, I have made memories and friendships that will last a lifetime. Thank you PRSSA Kent!

Ashley Purnell

PRSSA Member

Senior Quote:

"You can accomplish anything as long as you have a smile and a cup of coffee."

My experience with PRSSA came through the Bateman competition. Working on that campaign with other fellow PRSSA seniors was an amazing real-world experience that I will forever cherish. My advice to future seniors is to always try and stay positive and be yourself. Your personality will always shine through and take you very far.



Sam Ross

VP of Fundraising and Community Outreach Co-Chair

Senior Quote:

"I may be small, but I've got giant plans."

PRSSA has given me so many opportunities that I will forever be grateful for. I've made so many lifelong friends that I know will always be part of my life. I've traveled to Boston and Austin for conference and that probably would have never happened if it weren't for PRSSA. PRSSA has opened so many doors for me and has taught me so many skills. I'm definitely going to miss all of the fun times we had together. Senior year flies by so cherish every moment.



Hannah Wagner
PRSSA Web and Social Media Manager

Senior Quote:

"We make a living by what we get, but we make a life by what we give." - Winston Churchill

PRSSA was honestly the center of my college experience. I met my closest friends, advanced my career and gained pride in my school all through this organization. I'm going to miss seeing the same group of wonderful students every week, but I'm excited to see where everyone goes! For upcoming students, I strongly recommend getting involved as you can ASAP! I waited until late in my Freshman year and I wish I would have started earlier. Also, don't be afraid to make plans outside of Chapter meetings - time flies by too fast!



Abby Winternitz
PRSSA VP of Professional Relations

Senior Quote:

"Temper tantrums, however fun they may be to throw, rarely solve whatever problem is causing them." - Lemony Snicket

Though I experienced PRSSA mostly in the later years of my time at Kent State, it has certainly been one of the most rewarding of all my time here. My favorite memory was attending National Conference in Austin, TX and having the opportunity to bond with my fellow members at the HOPE garden wall in downtown Austin. My advice to future seniors is to take some time to relax, look around and enjoy: senior year will pass by before you even know it.



Spring 2019's Top Point Earners

We are proud to congratulate Margaret Baah, Jill Golden and Sam Farland for being our current top point earners. Great job girls.

See the points sheet: <https://bit.ly/2tE81zU>



Have you seen our website? Check it out: www.prssakent.com

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