

UVU PR CREW

MARCH 2020

UTAH VALLEY UNIVERSITY

PRSSA Public Relations
Student Society
of America

Enhance Your Education. | Broaden Your Network. | Launch Your Career.

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Letter from the President



McKenzie Butterfield

UVU PR Crew,

Can you believe that we are halfway through the semester? It has been flying by, especially with the business of PRSSA.

We started the semester with “Preview your Potential” event encouraging all our members to sign up as a PRSSA member. We gave everyone a preview of what PRSSA can offer you. February has been very busy with Edelman visiting UVU, then Suzie Brown, the VP of Communications at Disneyland paid us a very special visit. Last week we finished the month with elections. We are very excited for the new board to begin in a few months.

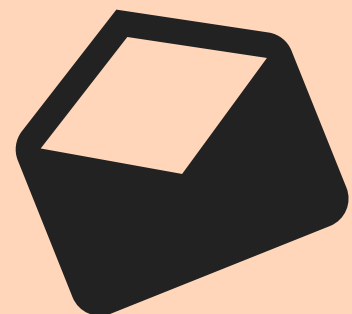
We will conclude with our last event this semester on March 28th, as we celebrate the 10th Anniversary of PRSSA UVU. Keynote speaker, Mark Newman of Thatcher + Co will speak, along with 4 other alumni of UVU PRSSA.

As my time as president ends I reflect on all I’ve learned, everyone I’ve met, and the fun I’ve even been able to have. Serving as the president of the Public Relations Student Society of America UVU chapter has been so rewarding. I’ve learned so much about myself, each of the board members, and all of you! Each UVU student in the public relations program is truly incredible. It’s amazing seeing all of you reach your goals and engage in efforts to succeed.

Thanks for keeping up with us this busy semester. We can’t wait to finish the semester strong.

Go Wolverines! Go UVU PR Crew!

McKenzie Butterfield UVU PRSSA President



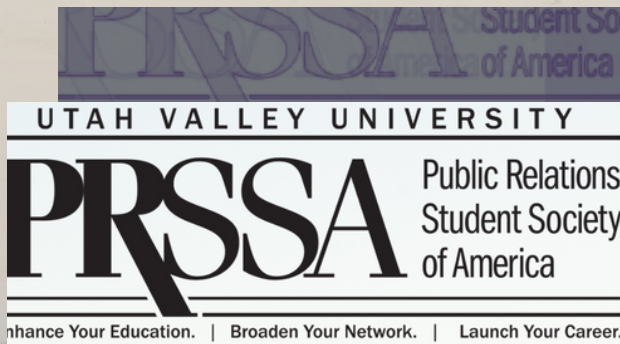
UVU PRSSA'S NEWEST
EXECUTIVE BOARD

2020-2021



A special congratulations to Arthur Diaz, Kolleen Russo, Giancarla Giannoni, Kenzie Clark, Ian Scott, Cynthia Jensen, Kade Jackson, Tanner Heath, Jarom Loosle, Kaitlyn Guiver, Madison Parker, and Jenna Kresser. Thank you to all who participated.

Our biggest event of the semester!



PLEASE JOIN US IN
CELEBRATING

*The 10th Anniversary
of
Utah Valley University
PRSSA*

MARCH 28 | 10:30AM-2:00PM |
UVU CLARKE BUILDING |
ROOM 101

Keynote speaker: Mark Newman from
Thatcher + Co

Breakout session speakers:

- Aaron Hall from Vivint
- Alice Cheatham from MRM McCann
- Wade Draper and Kylie Smith from
Maggie Soterro Designs
- Britnee Nuehring from Crumbl
Cookies

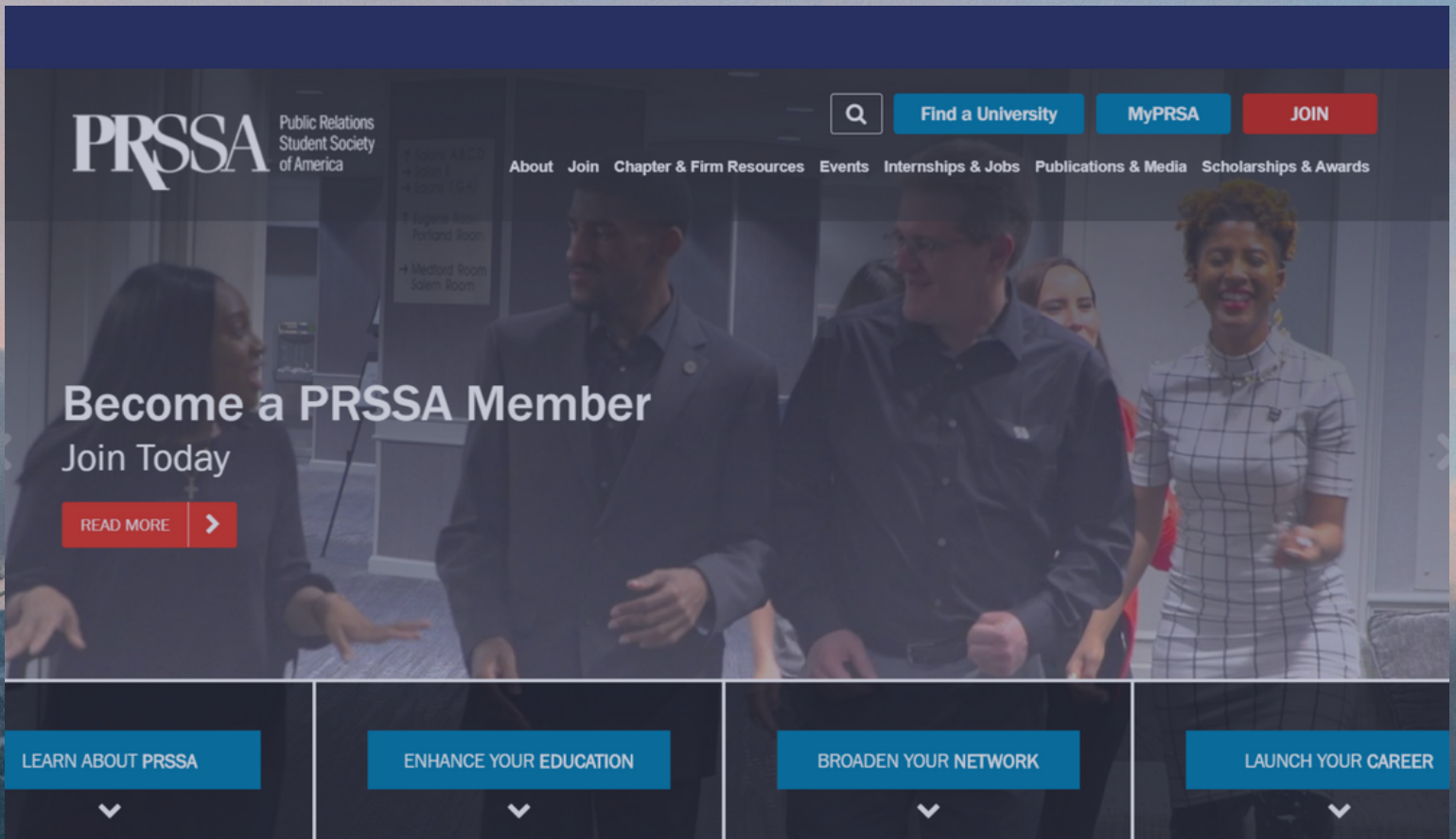
Everyone is welcome | professional dress
recommended

DON'T MISS IT!

IT'S NOT TOO LATE TO JOIN.

BE A PART OF PRSSA

TODAY.



HOW TO JOIN UVU PRSSA:

1. GO TO PRSSA, PRSA.ORG
2. CLICK ON THE RED "JOIN" BUTTON IN THE TOP RIGHT CORNER
3. CREATE AN ACCOUNT
4. PAY CLUB DUES

YOU CAN SIGN IN HERE AS WELL TO CHECK YOUR MEMBERSHIP AND RENEW YOUR CLUB DUES EACH YEAR

A SPECIAL THANK YOU FOR
SPONSORING US.



METHOD

Like many of their clients, Method started out as a challenger with big ideas. Now, thanks to an entrepreneurial spirit and relentless innovation, they've become one of the most sought-after partners in public relations and marketing.

As an in-house comms professional and former journalist, respectively, David Parkinson and Jacob Moon founded Method in 2010 out of frustration with the quality and consistency of agencies they were working with at the time. Their vision was to find a better way, and that core belief lives in everything they do still.

Method is inherently a different kind of agency, and that fact is what has fueled our growth. From the Silicon Slopes in Utah to Silicon Valley and beyond, Method is now a global agency solving problems for their clients on a global scale.

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