



Welcome to the Greater Salt Lake PRSA Chapter's website upgrade 2.0. It's been a long time coming but we've finally done it. We've created a chapter website that's easy to use, navigate and browse. You're probably asking yourself: "What's the big deal?" Let me explain.

The new website gives us the ability to inform, educate, and maybe even entertain you. We've tried to create what Cutlip, Center and Broom in *Effective Public Relations* refer to as an open systems model of public relations: two-way communication with real content. That means we want to hear from you. We want to know what you're thinking, what will help you in your career, and what we as a board can do to better enhance your PRSA experience.

Our vision is that our website, Facebook page, and twitter account will become the primary information centers for everything related to the public relations profession in Salt Lake City. They will include up-to-date information about:

- Announcements of upcoming PRSA luncheons and how they can help build your arsenal of communication skills and tools
- Industry trends, strategies and issues that will keep you in-the-know around your boss and clients
- Networking opportunities with connected communications professionals
- The latest communications-related job postings
- Seminars, conferences and training opportunities
- A Salt Lake City PRSA blog where you can post your insights, including relevant industry articles that can be discussed in ongoing conversations
- Awards programs including the Golden Spike and Silver Anvil awards
- Contact information of all board members

Most importantly we want to hear from you. We want a two-way, ongoing conversation that will help us provide the tools and information you need to succeed in your communications careers.

Wishing you Success,

Scott Trotter, President (2011)
PRSA Greater Salt Lake Board of Directors