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Blog of the Week:

"For years, books and articles and blogs on productivity have been showing us how to be more productive: crank out the tasks, multi-task, work faster, be organized...But that's old-school productivity." [\[More\]](#).

Chapter Updates:

Darfur Committee meeting:
Wednesday at 9:15 p.m.
Bozorth room, 114

Darfur Day:
Monday, Nov. 10
Student Center Pit

Learn how to add PRSSA's blog to your RSS feed. Don't know what an RSS feed is? The first 15 minutes of next week's PRaction meeting is dedicated to everything RSS feeds.

Check out PRSSA's facebook page!
[Be our friend.](#)

You Missed Out!

Erin Phillips

At yesterday's meeting, Ken Gedaka, director of communications for Rohm and Haas Electronic Materials, gave PRSSA members an inside look at international media relations. He told us that speaking the local language — at least a little— goes a long way. Through a PowerPoint presentation, he taught us little tricks to working with the Asian media and how it differs from the US. Ultimately, working for a global corporation, the director of communications has to be aware of culture, international media, and language.

Experience Public Relations Through SGA

Laura E. Grekoski

Find a magic lamp. Rub it. And wish for an opportunity to enhance your résumé, gain hands-on experience and build an impressive portfolio. All while doing the type of work you enjoy. Ah, if only it were that simple. Well, it just may be!

Beth Kolakowski, the public relations director for the Student Government Association offers you this opportunity to promote the Student Government Association and inform the Rowan community of any projects or initiatives.

The position is writing intensive, but allows for creativity. You would design fliers, advertisements and newsletters. The SGA plans to get its name out, which gives this PR director a lot to do. From developing a public relations plan to constructing promotional items, it all falls in the hands of Beth Kolakowski.

Still interested in reaping the rewards of that magic lamp, get involved with public relations through SGA! Beth seeks applicants interested in joining the SGA PR committee.

The Public Relations Committee members will have the opportunity to show off their skills and work on projects of interest.

Creative and strategic thinkers with strong writing skills should apply. The deadline to submit an application is Thurs., Oct. 30. Place applications in Beth's mailbox in the SGA office located in the Student Center or in the folder on the PRSSA/AD Club closet door in Bozorth.

To request an application please contact Beth Kolakowski at Kolako25@students.rowan.edu or call 856.256.4883.

Beth's SGA Goals:

Make the Rowan University Student Government Association recognized throughout the campus and highly renowned throughout the state of New Jersey.

- **Increase understanding of what the SGA does among the student body**
- **Work with design savvy students to create a new logo for the SGA.**
- **Develop student research team to conduct surveys among student body.**

Conference is Here!

Next Meeting:

The next PRSSA meeting is Wednesday, Nov. 5 at 5 p.m.. Rowan alumnus, Erik Mathisen, will come to speak about financial public relations. A recent graduate, he now works for Planning Capital Management in Haddonfield, N.J.. Erik will talk about the value of public relations in the financial industry and how the industry is coping with the biggest financial crisis since 1929.

For those of you attending this year's National Conference in Detroit, do not forget to pack these last minute items. Read the advice last year's attendees have on necessary items to bring.

- Tide to-go Stick
- Granola bars
- Passport
- Camera
- Notebook
- Jacket
- Purrell
- Business cards
- Band-aids
- Tylenol
- Cell phone charger
- Lint roller
- Money for bag check, cab ride and fun
- Downy Wrinkle Release Spray

Good luck and have fun!!

Questions or comments concerning Rowan PRSSA? Contact AJFPRSSA@gmail.com

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Visit Rowan's PRSSA website at www.rowanprssa.org.

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