

PRISM

Public Relations Individuals of Southern Maryland

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FOR IMMEDIATE RELEASE

How PR Can and *Should* Take the Lead In Branding

Thurs. April 19

College of So. Maryland, La Plata Campus

Guest Speaker: David Warschawski

(Leonardtown, MD) April 5, 2007 – Public Relations Individuals in Southern Maryland (PRISM) will meet on Thursday, April 19 at noon at the College of Southern Maryland's La Plata campus to hear guest speaker David Warschawski. Warschawski will discuss the fundamentals of branding and how PR people can lead their organization in this process. The meeting will be in the Center for Business and Industry, BI Building, Room 103/104. The meeting is free for members and \$5 for non-members. Lunch can be purchased in the cafeteria or you may bring your own. Rsvp by April 17 to Karen Smith-Hupp at karens@csmd.edu or call 301-934-7701. The College of Southern Maryland's La Plata campus is just off US-301 at 8730 Mitchell Road. Visit the College's Web site for directions at <http://www.csmd.edu/about/campuses/laplata/index.html>

David Warschawski is the CEO and founder of Warschawski Agency, a public relations, marketing and branding firm in Baltimore. Warschawski's talk will cover the fundamentals of branding and how PR people can and should take the lead in branding. PRWeek Magazine, a national weekly trade publication, has just recently recognized Warschawski's agency for its work for Under Armour. The firm's work bested more than 800 entries nationwide to earn "Investor/Financial Communications Campaign of the Year" honors. This year, Warschawski was named "Small Agency of the Year" for the U.S. by the Holmes Report. For five consecutive years, Warschawski also has been ranked as one of the top 15 "Best Agencies To Work For" in the country.

PRISM is the organization of public relations and marketing professionals in Southern Maryland. Members serve in various industries, from small business, to economic development, defense, retail, health care, nonprofit, education and professional services. PRISM holds bi-monthly luncheon meetings which rotate among venues in Calvert, Charles and St. Mary's counties. Lunch speakers and annual workshops foster professional development and networking opportunities for members. Membership is \$20 per year. To join, download an application from the PRISM Web site at www.prisonline.info.