



## Transcript from November 10, 2009 to November 11, 2009

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### November 10, 2009

- 7:37 am **scredning:** RT @KellyeCrane: For those who may have missed it, how important is ongoing education to your success? <http://bit.ly/J0Xmb> #solopr
- 8:05 am **ctanowitz:** Hanging with @jeffcutler for #solopr at Taste. When are u getting here? <http://bit.ly/2vB0ID>
- 9:08 am **btrandolph:** #solopr w @ctanowitz @anthonyloftis and @jeffcutler w special guest my mother. she's getting the 411 on podcasting
- 9:34 am **btrandolph:** 'peopleatwalmart' review seques to spirited discussion of health care bill and its critics #welikehealthcare #solopr
- 9:49 am **btrandolph:** #solopr open coffee with special guest my mom #holdingherown (@ Taste Coffee Housew/ @ctanowitz @jeffcutler) <http://bit.ly/17gdV>
- 10:29 am **ctanowitz:** @btrandolph great meeting Todd's mom at #solopr coffee this AM, w/ @anthonyloftis & @jeffcutler. topics: podcasting, Twitter, PR, healthcare
- 10:32 am **JeffCutler:** RT @ctanowitz: @btrandolph great meeting Todd's mom at #solopr coffee w/ @anthonyloftis & @jeffcutler podcasting, Twitter, PR, healthcare
- 1:47 pm **MissMobley2U:** Can't wait for my first #solopr chat tomorrow afternoon...

### November 11, 2009

- 12:31 pm **mdbarber:** I'm a past nat'l PRSA Board member. Anyone want to know about member benefits, dm me or @krisTK (past membership chair) #solopr
- 12:31 pm **PRProSanDiego:** We indys are the model of the PR future: nimble, flexible, collaborative, cost-effective. PRSA must rethink its fees or we'll leave. #soloPR
- 12:31 pm **cherissef:** I did not attend #PRSA09 but it is interesting to read all the input...especially when you have mixed feelings. #solopr
- 12:31 pm **jgombita:** @mdbarber re: "PRSA's value is in networking and PD offered," that is true for majority of associations with a member-based mandate. #solopr
- 12:32 pm **ShaneKinkennon:** This will sound awful, but I've never dreamed of hitting a PRSA event (though I'm surprisingly fond of #soloPR). (did I just type that?)
- 12:32 pm **RobinMarie:** When u pay for yourself, u need 2 be picky abt what conferences u attend. #solopr
- 12:32 pm **VirtuelMC:** I didn't attend but the #PRSA09 #DIGIT panel twts seemed to be on fire - I like the info that came from @petcobra #solopr
- 12:32 pm **krisTK:** Loved getting to know @PRProSanDiego. She's wonderful at playing welcome wagon! Gave me ride "home" 2x even. #solopr
- 12:32 pm **KellyeCrane:** @PRProSanDiego I actually joined PRSA because the Atlanta/Georgia Independent group is very strong, and they share leads internally. #solopr
- 12:33 pm **PRProSanDiego:** PRSA membership is well worth it (spreading out payments quarterly helps) but conference fees? Hard to justify for an indy. #soloPR
- 12:33 pm **KellyeCrane:** @PRProSanDiego So different locations might have a better indie scene than others. #solopr
- 12:33 pm **KellyeCrane:** Very true! RT @RobinMarie: When u pay for yourself, u need 2 be picky abt what conferences u attend. #solopr
- 12:33 pm **VirtuelMC:** RT @PRProSanDiego: indys = model of future: nimble, flexible, collaborative, \$-effective. PRSA must rethink its fees or we'll leave. #soloPR

- 12:34 pm **aribadler:** Absolutely! RT @arikhanson Agree! @kellyecrane At events like PRSA, learning from other attendees is often best part. #solopr #prsa09
- 12:34 pm **KellyeCrane:** @ShaneKinkennon #solopr and PRSA can be different, for sure! :-)
- 12:34 pm **SarahDawley:** @cherissef Agreed. I also didn't go, mainly because I don't live in America but I hear a lot of the same issues w/the CPRS #solopr
- 12:34 pm **ShaneKinkennon:** W/ all due respect to my fellow PR pros, if I'm gonna do a "work" function, I'm getting in the room with prospective clients #soloPR
- 12:35 pm **krisTK:** Many don't know about paying quarterly RT @PRProSanDiego: PRSA membership is well worth it (spreading out payments quarterly helps) #solopr
- 12:35 pm **VirtuelMC:** @KellyeCrane I think its more about perception - I can't afford dues & my \$ as non is + = exclusivity #solopr
- 12:35 pm **jgombita:** @mdbarber yes, but would temper that PRSA observation that it is moving more towards "profession based" in its new advocacy efforts. #solopr
- 12:35 pm **tracybb:** @ShaneKinkennon Me too. That's why industry specific events are better than PRSA events w/one exception: sub-contracting. #solopr
- 12:35 pm **csojda:** That's y Im glad PRSA has a blog and other outlets to get info from RT @RobinMarie: When u pay u need 2 be picky abt what u attend. #solopr
- 12:36 pm **krisTK:** @ShaneKinkennon My best clients are other PR pros. They know what I can offer and refer me to clients and outsource projects. #solopr
- 12:36 pm **mdbarber:** @jgombita Interesting observation. I'm not sure what you mean by that though. Curious... #solopr
- 12:36 pm **PRProSanDiego:** @ShaneKinkennon I like the way you think! I agree, our time is at a premium. I do value learning from my peers though. #soloPR
- 12:37 pm **KellyeCrane:** @ShaneKinkennon Agree. PRSA makes good sense if you're workin' it to get business from other PR pros (referrals or direct). #solopr
- 12:37 pm **ShaneKinkennon:** "Prospective clients" defined: people who know my integrity/my work from past lives and connections #soloPR
- 12:37 pm **mdbarber:** PRSA has always provided me the chance to learn from others even if they are in a different aspect of PR. Broadens my mind; thinking #solopr
- 12:37 pm **jgombita:** @mdbarber you are the beneficiary of my "top of mind" thinking in regards to my upcoming PR Conversations blog post. Sorry! ;-) #solopr
- 12:38 pm **ShaneKinkennon:** @krisTK Fair enough -- me too. Just don't feel like I'd find new opportunity at PR industry events. I'm probably too closed on that #soloPR
- 12:38 pm **tracybb:** Here is a in issue for me as a soloist: health insurance. Can joining PRSA get me health insurance? If so, I'm in. #solopr
- 12:39 pm **mdbarber:** @jgombita I think it's interesting. Can't wait to see the blog post. When does it go live. #solopr
- 12:39 pm **RobinMarie:** Do other indies have a budget for professional development? #solopr
- 12:39 pm **KellyeCrane:** We veered off-topic a bit here, but great discussion! I think we need to continue learning, from wherever works best for you. #solopr
- 12:39 pm **lisagerber:** Hi - late to #solopr chat but wanted to add: I HIGHLY recommend Counselors Academy PRSA for ind. pros. still pricey, but well worth it.
- 12:39 pm **tracybb:** Anyone else looking for health insurance? Is there a way that we can gang together and get a group plan? #solopr
- 12:40 pm **VirtuelMC:** I also am wondering what the trends other than SM were at #PRSA #solopr - did it get decided who "owns" SM? (I think it's PR-but I'm biased)
- 12:40 pm **mdbarber:** @ShaneKinkennon If you don't go to events where prospects you haven't ID'd are, how will you ever meet/ID them. Broaden horizons. #solopr
- 12:40 pm **VirtuelMC:** Me2! RT @tracybb: Here is a in issue for me as a soloist: health insurance. Can joining PRSA get me health insurance? If so, I'm in. #solopr

- 12:40 pm **PRProSanDiego:** @tracybb Join AvantGuide via mediabistro.com \$79/2 yrs gets you access to benefits. Secured my health ins. through their broker. #solopr
- 12:40 pm **krisTK:** @tracybb It is a new member benefit. PRSA partnered with health insurance provider. #solopr
- 12:40 pm **mdbarber:** I budget PRSA dues, IPA section, monthly chapter meetings into my annual budget. #solopr
- 12:40 pm **RobinMarie:** @KellyeCrane Maybe a good topic for future #solopr chat?
- 12:41 pm **amandamogul:** Agreed. Collaboration is key. RT @krisTK @ShaneKinkennon My best clients r other PR pros. They know what I can offer and refer me. #solopr
- 12:41 pm **AbbieF:** @krisTK also consider counselors academy spring conference. Asheville 2010. Great info on owning/managing. www.counselorsacademy.org #solopr
- 12:41 pm **KellyeCrane:** @VirtueIMC Just joined this year (felt as you do for 20 yrs!), but I will say I've gotten referrals that have pd for my dues. #solopr
- 12:41 pm **krisTK:** PRSA does have section specifically for us, Independent Practitioners Alliance. Teleseminars, virtual networking, vendor discounts. #solopr
- 12:42 pm **mdbarber:** PRSA does offer health (& other types) insurance to its members. New member benefit. Details at prsa.org under member benefits. #solopr
- 12:42 pm **PRProSanDiego:** PRSA membership shows prospective clients I'm serious about my profession. Many belong to their professional assns. and they notice. #solopr
- 12:42 pm **krisTK:** @AbbieF Love the folks I know in Counselors but my career goal is to stay solo and virtual. Doesn't seem to fit as well as IPA. #solopr
- 12:43 pm **ShaneKinkennon:** @mdbarber Legit question. I get out through board-level volunteerism in areas I care about -- and I stay on top of my already-fans. #soloPR
- 12:43 pm **KellyeCrane:** @PRProSanDiego So are you a member of PRSA, just not a proponent of the conf.? #solopr
- 12:43 pm **KellyeCrane:** Q2 followup: RT @RobinMarie: Do other indies have a budget for professional development? #solopr
- 12:43 pm **krisTK:** Being a member of PRSA has resulted in so many connections, clients that I never hesitate to pay dues. I'm a lifer. #solopr
- 12:44 pm **mdbarber:** @jgombita Love when one volunteer activity gets in the way of other volunteer activities! :- ) #solopr
- 12:44 pm **lisagerber:** there you go. two recommendations for Counselor's Academy - all about the business side of PR. awesome connections. #solopr @AbbieF
- 12:45 pm **PRProSanDiego:** @RobinMarie No budget. If there's \$ in the bank, then I have \$ for prof. development. I admit it's the first place I cut back. #soloPR
- 12:45 pm **krisTK:** Q2: I have a budget line for PD -- conferences, books, teleseminars. Must stay on top of trends and invest in self. #solopr
- 12:45 pm **tracybb:** I belonged to PRSA when I was at H&K (they paid) and I didn't see the benefit then. So haven't been back now. #solopr
- 12:45 pm **mdbarber:** Me too!!! RT @krisTK: Being a member of PRSA has resulted in so many connections, clients I never hesitate to pay dues. Im a lifer. #solopr
- 12:45 pm **erica\_holloway:** RT @PRProSanDiego: The truth: I could have gotten just as much from #PRSA09 by attending networking events & playing welcome wagon! #solopr
- 12:45 pm **KellyeCrane:** On the follow-up Q, I have a general bucket for educational/dues, but don't always know where I'll be going! #solopr
- 12:46 pm **PRProSanDiego:** @KellyeCrane Yes, I'm a PRSA chapter board member & APR chair. HUGE believer in the APR program. But I'm priced out of confs. #solopr
- 12:46 pm **KellyeCrane:** Let me note that some cities have very strong independent groups within IABC. Just depends on your locale. #solopr
- 12:46 pm **mdbarber:** Feel like an ad for PRSA but they have made many changes in the past 2-3 years that offer great member benefits. #solopr

- 12:46 pm **ShaneKinkennon:** On Q2: No prof dev budget for me. Watching, participating, reading via Twitter seems to scratch that itch these days. #soloPR
- 12:47 pm **LScribner:** I haven't been a member of PRSA since early in my career you are all starting to change my mind! #solopr
- 12:47 pm **BettyEllis:** Agree RT @krisTK: Being a mbr of PRSA has resulted in so many connections, clients that I never hesitate to pay dues. I'm a lifer. #solopr
- 12:47 pm **MissMobley2U:** RT I'm withya' on that! @mdbarber: Feel like an ad for PRSA but.... #solopr
- 12:48 pm **krisTK:** I know some indy pros who are just as strong a fan for IABC, etc. as I am for PRSA. They're just not on #solopr
- 12:48 pm **LScribner:** May I ask a question to the group? What's more important, joining pro orgs or having a Web site in terms of biz dev benefits? #solopr
- 12:49 pm **krisTK:** Who used the word "soloist" before? I LOVE THAT. Will use it more frequently. #solopr
- 12:49 pm **KellyeCrane:** True- reach out to @Shonali for more RT @krisTK: I know some indy pros who are just as strong a fan for IABC, etc. as I am for PRSA #solopr
- 12:49 pm **PRProSanDiego:** @KellyeCrane I didn't join PRSA for 10 yrs. Saw no value. Now? Being active in local chapter = leads, clients, ideas, support. #soloPR
- 12:50 pm **BettyEllis:** Q2: I get PD from memberships in PRSA, IABC, AAF, AWC, Rotary. Hard to afford going to everyone's conference though #solopr
- 12:50 pm **KellyeCrane:** RT @LScribner: What's more important, joining pro orgs or having a Web site in terms of biz dev benefits? #solopr
- 12:50 pm **csojda:** I was debating whether or not to join PRSA after graduation but this chat is convincing me that I def should #solopr
- 12:50 pm **mdbarber:** @LScribner Tough one...Pro orgs give networking/contacts; Web gives you presence; not personal. I'd lean to orgs & LinkedIn profile. #solopr
- 12:50 pm **ShaneKinkennon:** @LScribner I think website is huge for validation that you're legit. To me, networking orgs serve an entirely different purpose #soloPR
- 12:51 pm **MarchellGillis:** RT @LScribner: What's more important, joining pro orgs or having a Web site in terms of biz dev benefits? #solopr
- 12:51 pm **PRProSanDiego:** @LScribner Professional orgs & traditional networking over website! With one exception, ALL of my business is referral from others. #soloPR
- 12:51 pm **mdbarber:** @csojda If you were PRSSA, get a reduced rate for two years as well. Check out associate member & New Pros section. #solopr
- 12:51 pm **krisTK:** PRSA offered monthly free teleseminars this year (sponsor paid). PRSA-IPA does 1-2 a year for indy pros. #solopr
- 12:51 pm **SunRiseCom:** @csojda Join as many things as you can as a student to get the discounts! #solopr
- 12:51 pm **ShaneKinkennon:** RT @mdbarber Pro orgs give networking/contacts; Web gives you presence; not personal. I'd lean to orgs & LinkedIn profile. #solopr
- 12:52 pm **PRProSanDiego:** @csojda Do it! I know it's hard sometimes to scrape up the dues but you will set yourself apart from your peers starting out! #soloPR
- 12:52 pm **RobinMarie:** @LScribner I'd say joining gps which can lead to relationships. But agree that web site helps level the field. #solopr
- 12:52 pm **krisTK:** @csojda Join PRSSA b4 graduation. Converting to PRSA prof membership will be cheaper for 2 years after. #solopr
- 12:52 pm **shonali:** @KellyeCrane @krisTK Yes, please do, sorry I can't do #soloPR today. Trying to be a good wife at @AdventistHC.
- 12:52 pm **MarchellGillis:** #solopr Re: LScribner - I think both are important website is validation, orgs for networking
- 12:53 pm **LScribner:** @MissMobley2U I've joined many free webinars by PRNewsWire and BizWire, some are very good, some not so much #solopr

12:53 pm **csojda:** Thanks for the tip I am in PRSSA so will def check it out! RT @mdbarber: If you were PRSSA, get a reduced rate for two years as well #solopr

12:53 pm **mdbarber:** @shonali Hope all's going well today. Thinking of you both. #solopr

12:53 pm **cherissef:** @LScribner I think having a website is important, but you have many options today. I also take advantage of free networking events. #solopr

12:53 pm **BettyEllis:** @LScribner People do business with people they know. Joining Prof. orgs is critical part to establishing these relationships. #solopr

12:54 pm **ShaneKinkennon:** @shonali You will make #soloPR your priority heretofore. :)

12:54 pm **krisTK:** Having website lets potential clients find you, check you out. Prof orgs provide connections so people know about your site. #solopr

12:55 pm **PRProSanDiego:** @ShaneKinkennon Agree about service. I sit on many nonprofit boards and it's a way to network & contribute at the same time. #soloPR

12:55 pm **VirtuelMC:** I think the questions @LScribner might have to do more with investment \$\$ which is better web/networking #solopr

12:55 pm **mdbarber:** @CSojda You can transition to PRSA 6 months before graduation. #solopr

12:56 pm **KellyeCrane:** Also related to Web sites,a fully fleshed out LinkedIn profile can be a good stepping stone. Incl all the info you'll put on the Web #solopr

12:56 pm **mdbarber:** RT @krisTK: RT @BettyEllis: People do business w people they know. Joining Prof. orgs critical part to establishing relationships. #solopr

12:56 pm **ShaneKinkennon:** RT @krisTK Having website lets potential clients check you out. Prof orgs provide connections so people know about your site. #solopr

12:57 pm **csojda:** I heard 6 months after graduation too, is that true? RT @mdbarber You can transition to PRSA 6 months before graduation. #solopr

12:57 pm **mdbarber:** RT @KellyeCrane: A fully fleshed out LinkedIn profile can be a good stepping stone. Incl all the info you'll put on the Web #solopr

12:58 pm **BettyEllis:** RT @mdbarber: RT @KellyeCrane: A fully fleshed out LinkedIn profile can be a good stepping stone. Incl all the info as on the Web #solopr

12:58 pm **mdbarber:** @csojda New program started 2-3 yrs ago. Can get PRSA 6 months BEFORE grad so you can start the job search/networking as a pro. #solopr

12:58 pm **KellyeCrane:** Once again, great chat! We played it a little more loosey-goosey today, but enjoyed all the diff. opinions from this smart group. #solopr

12:59 pm **ShaneKinkennon:** @PRProSanDiego Boards are a great place to show new people how smart you are -- less backslapping, more substance #soloPR

12:59 pm **SunRiseCom:** Enjoy the rest of your week PR pros :- ) #solopr

12:59 pm **krisTK:** Great chat today, @kellyecrane! Beautiful day here in a city I've never visited, but couldn't miss #solopr

1:00 pm **mdbarber:** Great chatting with you all. One of the highlights of my week! Meeting some of you in person at #prsa09 was...well...priceless. #solopr

1:00 pm **VirtuelMC:** don't forget to network locally that's one of the reason's I host #SDmediaPR - it helps me to KNOW who's doing what for ref #soloPR

1:00 pm **MissMobley2U:** Great chat everyone! #solopr

1:00 pm **ShaneKinkennon:** Thanks as always @KellyeCrane and #soloPR group.

1:00 pm **csojda:** @mdbarber Can I make the transition from PRSSA to PRSA on the website? or do I have to go through my chapter? #solopr

1:00 pm **BettyEllis:** @KellyeCrane Thanks Kellye for another great chat. Happy I caught last half. #solopr

1:00 pm **LScribner:** Thanks for feedback to my question all, great chat today! #solopr

1:01 pm **VirtuelMC:** @KellyeCrane Thanks Kellye - I didn't know that was gonna be such hot topic! #solopr

- 1:01 pm **PRProSanDiego:** @ShaneKinkennon Concur 100%. You get to walk the walk. So you can't be on a board "in name only" or it will hurt your reputation. #soloPR
- 1:01 pm **mdbarber:** @csojda Not sure. Contact membership@prsa.org #solopr
- 1:01 pm **cherissef:** Learned a lot today...did not have much input, you all are definitely pros!Thanks! #solopr
- 1:02 pm **mdbarber:** @krisTK Can't wait. Let's try to really sit down next year! :- ) #solopr
- 1:02 pm **VirtuelMC:** #soloPR and don't forget to check the #PRSA09 tag - people are posting podcasts & their log posting - great way to get new perspectives
- 1:03 pm **csojda:** Great chat everyone, had a great time! Thanks @mdbarber for all the PRSA help. #solopr
- 1:04 pm **PRProSanDiego:** What a terrific group, so glad to join you all. Now it's time for some revenue generating activities, ha! Keep in touch! #soloPR
- 1:05 pm **mdbarber:** @csojda You're welcome. The sharing is the true value of the chat AND PRSA membership. #solopr
- 1:10 pm **smrus:** Thanks, @kellyecrane! Sorry I stepped away during last 1/2. Looked like another good one. Have a great day! #solopr
- 1:15 pm **LScribner:** Might have forgotten hashtag, but I wanted to thank all of you for ur feedback, grt chat! #solopr
- 1:37 pm **LScribner:** @krisTK Did you say there's a special PRSA membership for #solopr? I don't see it at PRSA.org
- 1:43 pm **smrus:** @KellyeCrane: 1st step is 2 admit I'm a job hoarder. Next? Find way 2 still attend #solopr chat. I'll B there as often as humanly possible.
- 2:09 pm **ribblog:** C'mon, what's more important legs or arms? RT@KellyeCrane RT@LScribner: What's more important, joining orgs or Web site for biz dev? #solopr
- 2:28 pm **MarchellGillis:** #solopr considering the discussion today here's an article on networking <http://bit.ly/4mKKPU>
- 4:06 pm **mmobley:** PR practitioners. I hope you all know about #solopr....
- 9:37 pm **kellyfmartin:** Isn't it all the same these days?RT @tgruber I have a mktg background managing agencies & now find myself working with PR agencies #solopr