



Tackling Public Relations **Nightmares**

A public relations challenge can quickly turn into a PR nightmare, if not handled skillfully. In this lunch-and-learn session, communications pro Suzanne Hartman shares tips and lessons learned from conflict-laden situations with communities and customers.

You will learn:

- How a utility district responded after a crack appeared in the Wanapum Dam, which drew media and public attention worldwide
- What communication tactics proved effective when the heavy electricity requirements of new bitcoin businesses began affecting Wenatchee's residential customers
- How to successfully involve community groups with widely conflicting interests in a corporate strategic planning process



Suzanne Hartman is a communication consultant for the Chelan County Public Utility District, Wenatchee, after directing communications at Seattle City Light.

A 30-year business communications professional, Suzanne built one of the top 20 environmental PR practices in the country. She is an expert in reputation management, crisis communications, media relations, and community relations. She has won numerous national and international PR awards and is a PRSA Fellow.

Thursday
September 26, 2019
11:30 am – 1 pm

Richland Public Library
955 Northgate Drive
Richland, WA 99352

Open to the public

Cost: \$20 members
\$25 non-members
\$15 students

-Lunch will be served
-Door prizes!

Register at [EventBrite](#)

Questions? Call Rae Moss
at 509-378-5273

Mid-Columbia Chapter

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