

THE IMPRESSION

Getting Down to Business at Beefs

By Erica Everett, Staff Writer

The “Land the Internship Series” continued as students learned the ropes of networking. The Business at Beef’s networking event, March 25, covered how to dress, interview and network for success.

Ashley Justice, former pageant queen, opened the night with tips on dressing to impress potential employers. USF Lead Academic Advisor Kasandrea Sereno built upon Justice’s dress advice by discussing the proper and professional way to network.

Sereno emphasized the importance of presenting yourself as confident and knowing what you want.

“The real world assumes that all college students can’t read, can’t write, can’t speak, can’t problem solve and don’t take initiative,” Sereno said. “Know what they are expecting and give them more than that.”

Dr. Dana Wetzel brought the session to a close with her expertise as a senior scientist at Mote Marine Laboratories. She lent insightful information about employers’ perspective of cover letters, resumes and what they look for in the interview.

“I’m hoping that I streamlined the process for them. That they can focus on what I perceive as the heart of what an interviewer wants to hear and wants to see,” Said Wetzel.

USF PRSSA attendees had positive feedback to the guest speakers’ tips and lessons. Enriqueta Balandra enjoyed all three professionals’ insights, particularly Wetzel’s take on how to rock the interview.

Student’s were able to talk one-on-one with the professionals after the presentation. Now members can use their honed skills to network at the next series event Panel at the Palms! This formal mixer and speakers’ panel will be held at MSC’s On Top of the Palms on March 25 and will feature industry professionals from PRSA Tampa Bay.

Upcoming Events:

Dont Walk in Silence 5K:
Saturday, March 21st
9 a.m.

Come celebrate hearing health with USF PRSSA! Participants will meet in the MSC at 9 a.m. Still haven't registered? No problem! find the link on USF Celebrate Sound's Facebook page! (USF Celebrate Sound)

Panel at the Palms
Wednesday, March 25th
5:45 p.m.

Come hear from and mingle with some of Tampa Bay's PR professionals at MSC's Top of the Palms on the third floor. If meeting with some great professionals isn't reason enough, there will also be free food!

General Body Meeting
Wednesday, April 8th
at 6:45 p.m. in MSC 3713

Agency Tour with ChappellRoberts:
Friday, April 10th
Meet at CIS lobby

Internship Fair
Wednesday, April 15th
11 a.m. CIS lobby

Relay for Life
Saturday, April 18th 4 p.m. -
Sunday, April 19th 6 p.m.
Track and Field Stadium 4



Pictured here is Kasandrea's business card book! According to her, you should never be caught at a networking event without them! Don't have them yet? Check out moo.com for some great designs!

Logo Design Competition

By Emily Herr, Staff Writer

The USF MUMA College of Business is sponsoring a logo design competition open to all current students and staff of USF with \$1,250 in prizes for winners.

The competition celebrates the unveiling of the USF MUMA Business Center for Analytics and Creativity and will also serve as way for faculty to potentially chose a logo for the new USF center.

The deadline for submissions is March 19 and the winner will be announced on March 25. The prizes are broken up as follows: \$500 for the winning logo with an addition \$500 if the logo is chosen to be used and then \$250 for the logo in second place.

Applicants are urged to be creative in their designs and also to follow the logo design guidelines as outlined on usf.edu/ucm/marketing/logos/. Any interested students and staff should read these rules to ensure their logo is legal.

To apply, send a logo design (or a maximum of two designs) to the co director, Timothy Heath(timothyheath@usf.edu), with the design attached. Or, drop off the hard copy of the logo at the Department of Marketing room in BSN 3231.

How important is a Logo?

By: Danielle Pantano, Editor in Chief



Did you know that a logo can be the single most important aspect of a company? With a logo serving as the visual aid to a brand, most people will first recognize the image before they recognize the company name. A logo should represent your brand in a positive light as to make people more willing to use your brand/support your company! What is your personal brand as a PR student?

Want to win a free t-shirt?

Attend all the general body meetings for a chance to receive a grey, V-neck tee!



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COLLEGE OF BUSINESS

Getting to Know ChappellRoberts

By: Danielle Pantano, Editor in Chief

USF PRSSA continues its “Land the Internship Series” on Friday, April 10th with an agency tour of ChappellRoberts. This agency tour will help students continue on their journey where the end goal is to end up with the ideal internship. But, who exactly is ChappellRoberts?



ChappellRoberts is an all-inclusive firm that can meet just about any business’s needs. They offer services in branding, marketing, advertising, research, digital work, and of course public relations. Their motto really says it all, “we create change.” ChappellRoberts attempts to bring the brightest of ideas out in the open.

ChappellRoberts is lead by President and CEO, Colleen Chappel. Colleen graduated from USF in 2010 with a bachelors degree in Mass Communications. That same year, she was named Tampa Bay’s Businesswoman of the year by TBBJ.

A firm run out of Ybor City, they strive to make change happen. They offer a mentorship program for students interested in what they do. If you want to learn more about this opportunity you can go to their website at chappellroberts.com/careers.

Ways to Create a Brand for Yourself

A personal brand is your way of marketing yourself and your career as a brand!

1. Figure out how you want to be perceived
2. Keep your brand consistent
3. Make yourself known on social media (positively of course)
4. Make sure your wardrobe represents the brand you are trying to portray



Spotlight: The Start of Knobull PR and Vice President Helen Bierko

By: Emily Herr, Staff Writer

Helen Bierko was one of the founding members of Knobull PR back in 2014, and now she has become its Vice President. Knobull PR is a student-run public relations firm affiliated with USF PRSSA that gives students the opportunity to work with real clients on campaigns and branding projects.

“I decided to [work with] Knobull to get experience in PR and be a part of something new and exciting on campus,” Bierko said.

The young firm has grown exponentially and students enjoy being able to get real-world experience especially those who may not be able to snatch an internship yet. “I think students are most interested in getting involved and our services [Knobull PR] has expanded to tackle bigger projects,” Bierko said.

Although creating the firm and having it grow in popularity with the students is certainly a large feat, Bierko marks her proudest achievement in Knobull PR with the Combat Wounded Veterans Challenge account.

“One of my proudest moments,” Bierko said. “Was having a team meeting for Combat Wounded Veterans Challenge and feeling like we were all learning from each other.”

Every account team consists of several students lead by a USF PRSSA E-board member or experienced student.

“Just because I am older or have more experience, it doesn’t mean I can’t learn a lot from underclassmen or less experienced students,” Bierko said. “Knobull PR is a team effort.”

Knobull PR Clients



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