

THE YANKEE CHAPTER



**ANNUAL REPORT
FISCAL YEAR 2009-2010**

27th Annual Meeting
Thursday, June 10, 2010
Red River Theatres
Concord, New Hampshire

**The Yankee Chapter
PRSA
Annual Meeting**

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Red River Theatres
Concord, New Hampshire**

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**The Yankee Chapter
PRSA
2010 ANNUAL MEETING**

**Thursday, June 10, 2010
Red River Theatres
Concord, New Hampshire**

Agenda

5:00 p.m. Call to Order – President Susie D. Stone

Approval of Minutes

Treasurer's Report	Jane Law
President's Report	Susie D. Stone
Election of Officers	Jennifer English
Preview of 2010-11	Susie D. Stone
Adjourn Annual Meeting	

Awards

2010 Patrick Jackson Award – Phil Auger, UNH Cooperative Extension

2010 Summit Award for Social Media - Kelliher Samets Volk, Burlington, VT

Yankee Chapter PRSA Annual Meeting
June 18, 2009
Red River Theatres, Concord, NH

Present: Martin Murray, Grace Lessner, Amy Ellrod, Jennifer English, Kevin Smith, Michelle Dunn, Christopher Williams, Susie Stone, Jane Law

Call to order by President Jennifer English at 4:10 p.m. Copies of the 2008-2009 annual report were distributed. The minutes of the 2008 Annual Meeting were approved.

Patrick Jackson Award. The chapter presented this year's Patrick Jackson Award to Amoskeag Business Incubator, for exemplifying the values that Pat Jackson was known for in the public relations community.

Slate of Officers for the 2009-10 Yankee PRSA Chapter Year

President	Chris Williams, Plymouth State University
President-Elect	Susie Dimick Stone, Maine Medical Center (**)
Past President	Jennifer English, Clarke Distributors
Secretary	Amy Ellrod, NH Healthy Kids (**)
Treasurer	Jane Law, New Hampshire Housing (**)
Asst. Treasurer	Susan Noon, APR, C.S. Noon Marketing & Communications
Assembly Delegate	Laura Simoes, Louis Karno & Co. (**) (term expires 6/30/11)
Assembly Delegate	Robert Lindquist, APR, St Anselm College (term expires 6/30/10)
Alternate Delegate	Robin Schell, APR, Jackson, Jackson & Wagner (term expires 6/30/10)
Director	Tara Payne, The NHHEAF Network (term expires 6/30/10)
Director	Grace Lessner, New Hampshire Public Television (term expires 6/30/11)
Director	Martin Murray, PSNH (**) (term expires 6/30/11)
Director	Tara Hershberger, Pannos Winzeler Marketing (**) (term expires 6/30/11)

Jack Briggs motioned to approve the 2009-2010 Slate of Officers. Robert Lindquist seconded the motion.

Treasurer's Report. Review of Treasurer's Report. Jane Law motioned to accept the Treasurer's Report. Kevin Smith seconded the motion.

President's Report. Jennifer English thanked everyone for electing her as president this year and noted it was fulfilling personally and professionally to serve on the board. She thanked the Board for its dedication.

Membership. Eight new members joined the chapter in past year.

Jennifer English passed the gavel to Christopher Williams as the new Board President. Chris thanked Jen for her hard work and presented token of appreciation. The Board will continue the tradition of the annual retreat in the fall. Also, the president and the president-elect will attend the Leadership Rally. The chapter will look to broaden membership to ME and VT.

Michelle Dunn motioned to adjourn the annual meeting; Jane Law seconded. Meeting adjourned 4:34 p.m.

Respectfully submitted,
Amy Ellrod, Secretary

Treasurer's Report

July 1, 2009 – June 1, 2010

As of June 1, 2010, the chapter had less-than-projected expenses and revenues, with expenses surpassing revenues, for the 2009-2010 fiscal year.

The board projected a balanced budget of \$12,787 each for expenses and revenues. As of June 1, the chapter had \$6,468.18 in expenses and \$5,649.29 in revenues, for a revenue deficit of \$818.89. This resulted in a \$6,318.82 difference between projected and actual expenses and a \$7,137.71 difference between projected and actual revenues.

The chapter offered a number of high quality seminars and several national PRSA teleseminars and spent \$969.11 less on professional development activities than projected. Professional development revenues came in at \$2,205.00, which was \$1,424.11 more than expenses. However, revenues came in at \$1,795.00 less than projected, in part due to the board's decision mid-year to offer reduced registration fees as an additional benefit to members.

The chapter also spent \$1,123.82 less on operations than projected, for a total of \$2,376.18 in expenses under that budget line.

Accreditation expenses came to \$110.89, for text books and APR pins. No APR prep course was held this year, thus revenues were zero.

Membership revenues came to \$3,040.00 so far for the year, \$2,285.00 less than the projected budget.

Treasury revenues came in at \$15.02, less than the \$50 projected. There were no Paul Dowd Senior Practitioner Forum Fund revenues or expenses this year, so the account balance remains at \$1,212.

Assembly delegate expenses were \$931.98, which was \$568.02 less than projected due to one delegate being unable to attend.

The President was unable to attend the national conference or the leadership summit this year, so the \$1,000 budgeted was not spent. This amount will be carried forward to the 2010-2011 budget year along with additional funding to allow the President to attend the national conference and the President-elect to attend the leadership summit next spring.

As of June 1, the operating account balance was \$10,411.60 and the Money Market account balance was \$20,303.88, for a total of \$30,715.48.

Note: The report does not include complete expenses and revenue from the annual meeting/awards event or outstanding operating expenses and membership dues for the remainder of the 2009-2010 fiscal year.

Respectfully submitted,

Jane N. Law, Treasurer

**Yankee Chapter PRSA
Annual Treasurer's Report 2009-2010**

As of June 1, 2010

	Budgeted Expenses	Expenses to Date	Expense Variance	Budgeted Revenue	Revenue to Date	Revenue Variance	Account Variance	Net Revenues Over Expenses
Accreditation	\$200.00	\$110.89	(\$89.11)	\$200.00	\$0.00	(\$200.00)	(\$289.11)	(\$110.89)
Annual Meeting	3,000.00	1,865.24	(1,134.76)	2,000.00	314.27	(1,685.73)	(\$2,820.49)	(1,550.97)
Assembly Delegates	1,500.00	931.98	(568.02)	0.00	0.00	0.00	(\$568.02)	(931.98)
Awards	500.00	294.00	(206.00)	0.00	75.00	75.00	(\$131.00)	(219.00)
District Dues	125.00	109.00	(16.00)	0.00	0.00	0.00	(\$16.00)	(109.00)
Membership	0.00	0.00	0.00	5,325.00	3,040.00	(2,285.00)	(\$2,285.00)	3,040.00
National Cfc/Leader Summit	1,000.00	0.00	(1,000.00)	0.00	0.00	0.00	(\$1,000.00)	0.00
Operations	3,500.00	2,376.18	(1,123.82)	0.00	0.00	0.00	(\$1,123.82)	(2,376.18)
Paul Dowd	1,212.00	0.00	(1,212.00)	1,212.00	0.00	(1,212.00)	(\$2,424.00)	0.00
Professional Development	1,750.00	780.89	(969.11)	4,000.00	2,205.00	(1,795.00)	(\$2,764.11)	1,424.11
Treasury	0.00	0.00	0.00	50.00	15.02	(34.98)	(\$34.98)	15.02
Total	\$12,787.00	\$6,468.18	(\$6,318.82)	\$12,787.00	\$5,649.29	(\$7,137.71)	(\$13,456.53)	(\$818.89)

Account Balance	Balance
Operating	10,411.60
Money Market	20,303.88
Total Cash	\$30,715.48

Yankee Chapter President's Annual Report 2009-10

It has been an honor to serve the chapter as Acting President since October 2009. The Yankee Chapter Board of Directors and committee chairs is a group of outstanding professionals and we all worked together to have a successful year.

I am proud of the work we as a board accomplished for the betterment of the chapter. One area of focus was to improve our communication with members and others interested in the chapter through online vehicles.

- The Communications Committee created a chapter Facebook page so we can be where people are communicating.
- We created a Constant Contact account so we can send timely, branded messages to members and member prospects. Using Constant Contact, we have resumed the chapter's tradition of sending monthly newsletters!
- The chapter website was redesigned, through the hard work of Bob Lindquist, making it an easy-to-use resource for members and can easily be updated by the board.
- The chapter has a LinkedIn group which the Communications Committee uses to share professional development and networking opportunities.

These communication changes will help us reach our stakeholders and increase awareness about the many benefits of Yankee Chapter PRSA.

To increase professional development session attendance, and to make our events easier to attend, the board agreed to decrease session fees from \$35/members, \$45/non-members to \$20/members, \$35/non-members. This pay structure provides a clear benefit for members, but is also feasible for non-members to attend. Treasurer Jane Law created a PayPal account to provide an easier way to register and pay for professional development sessions in a one-stop-shopping online process.

The Awards Committee worked hard to develop The Summit Award, a new award for the chapter. The Summit Award recognizes excellence in a specific area of focus, which will vary year-to-year, based on trends, behaviors, and new technologies in the public relations field. The work the committee did in putting together the criteria will surely make this award a prestigious honor for Maine, New Hampshire and Vermont public relations professionals.

I would like to thank Bob Lindquist, Brett St. Clair and Robin Schell for providing me guidance on chapter history, chapter operations and their never-ending encouragement. I could not have made it through the year without them and I hope to be able to pay their favors forward to future chapter leadership.

Many thanks to everyone on the board for pitching in and making this past year run as smoothly as possible! It has been a privilege working with all of you and I appreciate your hard work and dedication to the board and chapter.

Cheers to continued growth and success in 2010-2011!

Respectfully submitted,

Susie Dimick Stone
Acting President, 2009-2010

2009-10 Professional Development Year in Review

The Yankee Chapter of the Public Relations Society of America (Chapter) holds professional development (PD) and networking sessions every other month. Meetings feature workshops and first-class speakers on topics of interest to public relations professionals and provide the opportunity to meet and exchange ideas with colleagues.

One snowstorm and one postponed event aside, the year was quite productive with over 300 PD session attendees in all. In fact, 137 individuals representing 80 unique organizations participated in one or more professional development sessions. The approach this year involved surveying members, diversifying location, reducing pricing and drawing upon outstanding talent from within the chapter.

- **PD Survey** – In an effort to plan for upcoming programs and learn more about the expertise within the Chapter, a simple survey was provided to the membership using Survey Monkey. This helped the committee plan sessions that were meaningful and relevant to the membership.
- **Reduced Pricing** – In recognition that the financial position of the Chapter was strong and that professional development is a key benefit of membership and critical way to introduce non-members to the Chapter, the board decided to adjust the pricing of PD sessions for members from \$35 to \$20 and for non-members from \$45 to \$35 effective April 2010.
- **Quality Speakers** – The committee focused on drawing upon the outstanding talent from within our chapter's membership and reaching out to nationally-recognized speakers.
- **Diverse Locales** – The Chapter is grateful to Fidelity Investments (Merrimack), McAuliffe-Shepard Discovery Center (Concord), NH Higher Education Assistance Foundation (Concord), Public Service of New Hampshire (Manchester), and University of New Hampshire (Durham) for hosting the PD sessions this year. Thanks also to Red River Theatres (Concord) for the annual meeting accommodations and Wedü (Manchester) for hosting at a future date the postponed "Communicating During a Merger" session.

9/30/09 Back to Branding: Marketing in a Tough Economy

Jayme Simões & Brett St. Clair, Louis Karno & Company *McAuliffe-Shepard Discovery Center, Concord*

11/3/09 Content Copyright Compliance: Stay Compliant & Stay Out of Trouble

PRSA Teleseminar *NH Higher Education (NHHEAF), Concord*

1/12/10 Brand or Be Branded

J.T. O'Donnell, nationally-syndicated career expert *NH Higher Education (NHHEAF), Concord*

2/11/10 Power Prism 101: An Advocacy Framework

Lori Fresina of M+R Strategic Services *University of New Hampshire, Durham*

3/18/10 Effective Social Media Measurement: Uncover What Works

PRSA Teleseminar featuring Katie Delahaye Paine *Public Service of New Hampshire, Manchester*

4/12/10 Tales from the Front Line: Lessons in Crisis Communications

Rosemarie Rung, APR *Fidelity Investments, Merrimack*

4/27/10 Micro-Script Rules: How Ideas Break Through in the Hyper-Connected World

Bill Schley, Author, President & Chief Creative Officer of David ID *NH Higher Education (NHHEAF), Concord*

6/10/10 How to Be a PR Rock Star in a Social Media World

Rich Brooks, Founder and President of flyte new media *Red River Theatres, Concord*

The Chapter wants its PD sessions to be engaging, relevant and energizing. Members with ideas for next year should contact the PD committee or any member of the Chapter leadership.

Respectfully submitted,

Tara Payne, Chair, Professional Development Committee

Slate of Officers 2010-2011

President	Susie Dimick Stone, Maine Medical Center
President-Elect	Tara Payne, The NHHEAF Network (**)
Past President	Jen English, Clarke Distributors
Secretary	Rosemarie Rung, APR (**)
Treasurer	Jane Law, New Hampshire Housing (**)
Asst. Treasurer	Susan Noon, APR, Bi-State Primary Care Association (**)
Assembly Delegate	Laura Simoes, Office of U.S. Senator Jeanne Shaheen (term expires 6/30/11)
Assembly Delegate	Robin Schell, APR, Jackson, Jackson & Wagner (term expires 6/30/13) (**)
Alternate Delegate	Jen English, Clarke Distributors (term expires 6/30/13) (**)
Director	Grace Lessner, New Hampshire Public Television (term expires 6/30/11)
Director	Martin Murray, PSNH (term expires 6/30/11)
Director	Tara Hershberger, Pannos Winzeler Marketing (term expires 6/30/11)
Director	Donna Eason, APR (term expires 6/30/12) (**)

(**) requires vote

**Minutes from Yankee Chapter PRSA Leadership Retreat
August 26, 2009, 9 a.m. – 3 p.m.
Plymouth State University**

Present: Chris Williams, Susan Stone, Jane Law, Bob Lindquist, Grace Lessner, Brett St. Clair, Susan Noon, Martin Murray

Committee Assignments – each chair will write a description of that the committee does

- Professional Development – Tara Payne (chair), Susie Stone, Tom Bebbington
- Membership – Donna Eason (chair), Jen English, Chris Williams
- Annual Meeting – Amy Ellrod, Jane Law, Grace Lessner, additional members will be requested to serve on committee
- Accreditation – Bob Lindquist, Brett St. Clair (co-chairs)
- Awards – Martin Murray (chair), additional members will be recruited
- Ethics Officer – Judy Stokes
- Chapter Communications – Susan Noon (chair), Bob Lindquist, Grace Lessner, Annette Kurman, Jayme Simoes
- Nominating – Jen English (chair), add'l members (Jen to recruit)
- Patrick Jackson Award (TBA)
- Past President's Council Jayme Simoes (clarify what this is)

Leadership rally report (Chris Williams & Susie Stone). Both attended the rally in New York during the summer, and see value in both current and incoming president attending. Helpful for continuity to be there the second time. Gail Winslow-Pine also attended. National is paring back staffing; trying to broaden membership scope to marketing; improving chapter communications. They attended sessions and took advantage of networking ops. Attendance was good. There's a reduction in the number of companies who are willing to pay dues on behalf of their staff who wish to be PRSA members. Susie talked with the PRSA CFO about changing our fiscal year (we are one of two chapters who don't follow national schedule). We are currently 7/1.

CHAPTER GOALS for 2009-2010

- Review progress toward 2008/09 goals established last year
- Identify and establish 3 – 5 attainable goals for the board this year
 1. Strengthen committees and their work.
 - a. Each chapter committee will write a process and policy statement to guide group and for future reference – “charters”
 - b. Work to get more members involved – go through membership list – find 5 people – get 10 more people involved – should membership chairs find replacements for themselves?
 - c. Create short-term task force to focus on certain topics – such as how the awards committee should focus. The task force is different from a standing committee.
 - d. Communications Committee will make sure all committees are represented consistently in chapter's collateral materials
 - e. Clarify Ethics Officer's role
 - f. Clarify Past President's Council role – consolidate it to a list of individuals who are resources?
 2. Twice a year, Board will go on the road to Maine and Vermont to:
 - a. Reach out to members and prospects there
 - b. Combine with Board meeting
 - c. Combine with PD session

- d. Try to tie-in with area PRSSA chapter – how?
 - e. Should a board member go to each chapter's campus to meet with them?
3. How are we going to connect, engage and leverage our new PRSSA chapters?
 - a. Board member(s) will serve as liaison
 - b. Encourage chapter to host one PD teleconference – we'll pay – all their members would be invited
 - c. Invite PRSSA chapter advisor + student to attend a board meeting or teleconference in – use Skype?
 4. Membership retention & recruitment
 - a. Member benefits: PD, accreditation, meetings
 - b. What is the value of being a member? How are we going to define it?
 - c. Membership committee will review the Yankee Chapter brochure, make recommendations, work with Communications Committee to get word out
 - d. How can each committee contribute to sustaining and growing membership?
 - e. How can we engage members in retention & recruitment?
 - f. Are we collecting names from non-member from PDs? (check w/ Meg)
 - g. Utilize press releases for PD to promote chapter membership
 - h. Lower prices for members to attend PD sessions (from \$35 to \$25)?
 - i. Conduct annual survey of members
 - j. Set goal of increasing number of members by X amount
 - k. Board will appoint a task force to create a comprehensive media directory as a member benefit
 - l. Which organizations can we network with and what does our outreach consist of? Info to their membership lists? Report out in September at board meeting – info gathering to get word out about PD and org
 - i. BIA [PR for small businesses] (Grace); hospital association (Brett); Maine Public Relations Council (Susie); NH Center for Nonprofits (Chris); Women's Business Center (Susan); NH Business Review, NH Made (Susan); NH Creative Club (Bob); Catapult (Martin); CASE – NH/ME/VT (Chris/Bob); NHBSR (Martin); Nacky Loeb School of Communications (Martin); HR association (Jane); NH Bar Association (Susan), etc.

COMMITTEE GOALS

Professional Development

- Get schedule in place asap – identify a year's worth of sessions
- Goal is have 9 sessions (teleseminar and live)
- PR101 / PR boot camp (Robin Schell already teaches this class)
- Establish a SOP for each session – survey process/registration/payment/follow-up with attendees after session (eval or ?); \$\$ info to be sent to Jane
- PD committee coordinates promotion of sessions with Communications Committee
- Evaluation form – need standard form – paper & electronic – keep it short - looking for ideas
- Recruiting sponsors for sessions where appropriate – have we identified the need for this? Some speakers have hefty fees – sponsor's employees could attend
- Board needs to approve a paid PD speaker

- Jane will work with PD committee on assessing prices for members and nonmembers attending PD sessions
- Are attendance reports from last year available?

Membership

- Goal: Increase membership to 130
- Provide new members with one free PD session
- Offer members an opportunity to invite one free guest to a PD – create a PDF coupon and promote it via Comm Committee
- Use business cards or postcards for member outreach to reduce paper and push to our website for info
- Board will review list of PD attendees for prospects follow-up
- Provide a link on our website where nonmembers can sign up for our e-mails
- Membership directory? e-mail list to members? Info available through national website? How do we best get this information out to members since it's a valuable resource? Bob will test drive national website to see how this works.
- Call dropped members - conduct exit interviews - survey
- Membership packet that is sent to members: what is its value – is it up to date and does it say what we want it to about the chapter? What do we want members to do with it? Can we make our outreach info available electronically
- Survey nonmembers

Annual Meeting

- Debrief of last year's meeting
 - Red River Theatres location – good networking spot, good size for number, plenty of food
 - Liked Hirshberg as speaker
 - 52 in attendance
 - Annual business meeting segment: what are the fundamental functions? Share love – recognize board – pass the gavel – election of incoming board & officers – presentation of annual report – acceptance of previous annual meeting report. Skip gift-giving as part of the official business meeting. Have board set-up to face audience. Have tight agenda.
- Planning timeline drafted by November – set date – get awards and nominations committee nominations into timeline – create better event planning/tracking spreadsheet or system

Accreditation

- Create SOP for committee
- All day prep session last year was a success
- Good job on raising awareness re accreditation
- Raise awareness thru Comm Committee
- Establish a readiness review panel

Awards

- Current chapter awards
 - Patrick Jackson award (doesn't have to be awarded)

- Good as Granite award (awarded as merited)
- Create SOP
- Martin & Jen (ex officio) & Tara Hershberger are on committee (other possible committee members: Matt Cookson, Sharon Callahan, Stacy Smith, Gail Winslow-Pine)
- Some (large) chapters have awards that require entry fees for submissions
- Create task force to work w/ committee to determine if we want to do a Pinnacle Award

Communications Committee

- Create SOP for Comm Committee
- All committees and task forces should be represented consistently in collateral
- Make sure Bob gets info to post on web
- Raise awareness of benefits
- Try to network w/ other organizations to increase PD attendance
- Coordinate PD communications w/ committee
- Work with PD Comm to publicize sponsorship opportunities
- Create option for new members to sign up for newsletter
- Need e-list of names of members
- “Linked In” – how do we want to utilize? Currently Annette posts
- Facebook – do we want a presence there? fan or group page?
- List past presidents on web (pick up from annual report)
- Comm tools
 - Website (Dreamweaver)
 - E-Newsletter – use Constant Contact – monthly? – first issue in September (draft to board) - Needs to be archived
 - Listserve
 - Info at PD sessions

BOARD MEETING DATES AND LOCATIONS FOR THE YEAR

- Should we keep tying in board meeting days/times w/ PD sessions?
- Continue alternating live meetings w/ teleconferences
- Fall & spring roadtrip to VT & ME
- Sign up for an 800 call-in service for teleconference (Brett / Jen / Chris will provide info)
- Chris will ask Tara H. to be secretary

MEETING SCHEDULE (tentative)

September 17 – Bedford (Jane)	February 18 - teleconference
October 15 - teleconference	March 18 -
November 19 – PSNH, Manchester (Martin)	April 15 - teleconference
December 17 - teleconference	May 20 -
January 21 –	June 17 – annual meeting (tentative)

WRAP-UP

- Create Board binder w/ master calendar, committee responsibilities, board meetings, by-laws, P&P items [Susie & Chris]
- Need to establish an audit procedure

Respectfully submitted,

Grace Lessner, Acting Secretary

Minutes from the Yankee Chapter PRSA Board Meeting
Thursday, September 17, 2009
NHHFA, Bedford, NH

Present: Chris Williams, Jane Law, Bob Lindquist, Grace Lessner (phone), Susan Stone (phone)

Welcome & Announcements

Chris welcomed those present and announced that Amy Ellrod had submitted her resignation as chapter secretary citing lack of adequate time to devote to the chapter as a result of new responsibilities. She would also be unable to serve as a director. Several members were suggested who may be interested in serving in this position. Chris will contact those individuals to determine interest. Chris was going to contact Amy to acquire minutes to the annual meeting.

From the Treasurer

Jane presented the treasurer's report, which was minimal since chapter activities have been light since the annual meeting in June. Jane also presented the proposed current year budget for those present to review. Budget projections were based on 125 chapter members. Bob suggested that the assembly expenses will be a little higher than in the past this year since the assembly is in San Diego. He will look at actual travel costs and share with Jane. Due to lack of a quorum, action on these items was tabled until the next meeting.

From the Secretary

Grace distributed the minutes from the chapter retreat on August 26 at Plymouth State University. She was unanimously praised for the thoroughness of her minutes. Reviewing the minutes Chris noted that it would be near impossible to successfully complete the number of initiatives discussed and proposed at the retreat, and that each committee should prioritize the most important, beginning with completion of operating procedures for each committee and board position. A lengthy discussion followed on the promotion of chapter events, how that happens, or doesn't, and what role the communications committee has in that process. It was recommended that the communications committee meet as soon as possible to address this issue, with also an examination of the types of services that Dover Secretarial provides to the chapter, and what is the best usage of the services.

Professional Development

The first event of the year, *Back to Branding: Marketing in a Tough Economy* with Jayme Simoes and Brett St. Clair, will be held on Wednesday, September 30th, from 2-4 at the McAuliffe - Shepard Discovery Center in Concord. Approximately 15 people have registered.

Membership

Donna submitted membership reports of new members (6), dropped members (7) and reinstated members (3). Current membership is: 117. PRSA national is offering a new member promotion for September and October. When a new member joins PRSA for \$290 (\$225 for national dues plus the \$65 initiation fee), PRSA national will cover the cost of the first year of their chapter dues.

Awards

Tara Hershberger has joined the committee.

Accreditation

Liz LaRose of Peterborough is the chapter's newest APR. Congratulations.

PRSSA

All the paperwork for the new PRSSA chapter in Maine has been submitted to national.

Assembly

Bob gave a brief update on progress of bylaw rewrites for the November assembly. A number of conference call are being conducted over the next several weeks with delegates and PRSA leaders to share information and get feedback on the process.

The meeting was adjourned at 4:03 p.m.

The next meeting is by teleconference on October 15.

Respectfully submitted,

Bob Lindquist
Acting Secretary

**Minutes from the Yankee Chapter PRSA Board Meeting
Thursday, October 15, 2009
By Teleconference**

Present: Donna Eason, Tara Hershberger, Jane Law, Grace Lessner, Bob Lindquist, Martin Murray, Susan Noon, Tara Payne, Rosemarie Rung, Brett St. Clair, Robin Schell, Susie Stone

Meeting was called to order at 3:06 pm.

Welcome, Introductions, Information Update

Susie welcomed Rosemarie Rung to the board as Secretary.

Approval of Minutes from September 17 Meeting

Jane moved to accept the September minutes and Sue Noon seconded. The motion passed.

Treasurer's Report

Jane reviewed the August Treasurer's Report and mentioned that she included in the latest draft the interest in the money market account. Grace moved to accept the August report, and Martin seconded. The motion passed.

Jane reviewed the September Treasurer's Report and noted that there was revenue received, including interest on the money market account. She also noted that the Paul Dowd account has not been accessed for some time.

Robin moved to accept the September report and Sue seconded. The motion passed.

Jane discussed the budget and said that the expenses to cover the Delegates Assembly should be sufficient since Bob is the only one planning to attend.

Tara H. moved to accept the budget and Grace seconded. The motion passed.

Jane mentioned that there were no expenses from the September 30 Professional Development (PD) session as refreshments were provided in-kind. Since there is still unclaimed revenue, invoices will be sent to those that did not yet pay the fee.

Jane will send Donna the list of non-member attendees to cross reference with the member list to support Donna's outreach to prospective members.

Secretary's Report

Rosemarie mentioned that she received past minutes from Amy and is still awaiting the minutes from the June 2009 Annual Meeting.

Nominations Committee

No updates.

PD Committee

Tara P. thanked Brett for the successful Back to Branding PD session.

Tara P. discussed the value of offering an upcoming Content Copyright Compliance teleseminar, particularly with the increased use of electronic communications. The cost is \$50 for the host site with the seminar offered to members free and non-members at \$10. It is scheduled at 3:00 pm on Tuesday, November 3 at NHHEAF in Concord offered to host the teleconference. A suggestion was made to extend it to VT and Maine. Susie will contact VT. The suggestion was made to extend it to the PRSSA chapters.

Another potential PD session was offered from Lori Fresina of M+R Strategic Services on PowerPrism© a simple approach on collecting data and building a coalition to influence policy and decision makers. There is a cost \$300 (normally \$1000). Board members supported the session. The cost was deemed reasonable, but it would be important to market to Maine. December 9 was selected as a date for the 2-hour session; it would likely be held in Portsmouth. A suggestion was made provide an extended networking session afterwards, particularly since this would be within the holiday season.

Susie is going to ask Jenn English for the member survey information to identify topics for future PD sessions.

Membership Committee

Donna reviewed the membership report.

It was suggested that the chapter promote the current PRSA membership promotion (first year chapter dues paid with PRSA membership). An e-mail blast to non-members will be pursued.

A suggestion to drop prices for members was made, but further comments recommended that this be part of an overall budget discussion.

Awards Committee

Martin noted that Tara H. has joined his committee. The idea of establishing a Pinnacle Award was discussed.

Some board members commented that earlier boards were discouraged from considering this because of the preparations required, but a suggestion was made that it could be coupled with the annual meeting and established with a limited number of categories..

Martin is going to collect information from other groups and present a recommendation and time table to the board at its next meeting.

Accreditation Committee

Brett said the focus of the committee is to bring together a readiness review panel for 2 potential candidates. A readiness review session is being considered to help those who are close to proceeding with the process.

A suggestion was made to include APR designations when making introductions of board members to elevate the recognition of the accreditation.

Chapter Communications

Sue Noon reviewed the tasks to support chapter communications, and mentioned that we should have a second person trained to update the web site to provide coverage for Bob who is the sole person updating it at present.

Bob discussed the distribution lists supporting electronic communications from the host server. It is manually managed and consists of e-mail addresses of members, those that opt-in (opt-out also enabled), and could be used for e-newsletters.

There may be an opportunity to have a presence on the national PRSA web site. Bob will get more information at the national assembly and report back to the board.

Tara offered to set up a Facebook page set up for the chapter.

Sue discussed the criteria for news releases and establishing a rotating list of members to take responsibility for drafting and distributing them. Rosemarie offered to assist.

The idea of creating a media list for the benefit of membership was discussed, but it was considered a low priority for the committee at this time.

The committee will meet prior to the next board meeting on Nov. 19 at Energy Park at PSNH in Manchester.

PRSSA

Susie will talk with Jenn English to understand status with the Vermont chapter.

Annual Meeting

The board is encouraged to propose names for speakers.

Susie reminded committee chairs to prepare their process and policy statements.

Robin moved to adjourn the meeting. Bob seconded. The motion passed and the meeting adjourned at 4:15 pm.

Respectfully submitted,

Rosemarie Rung
Secretary

**Minutes from the Yankee Chapter PRSA Board Meeting
Thursday, November 19, 2009
PSNH and by Teleconference**

Present: Donna Eason, Tara Hershberger, Jane Law, Grace Lessner, Bob Lindquist, Martin Murray, Susan Noon, Tara Payne, Rosemarie Rung, Brett St. Clair, Robin Schell, Susie Stone

Meeting was called to order at 3:06 pm.

Approval of Minutes from October 15 Meeting

Jane moved to accept the October minutes and Bob seconded. The motion passed.

Treasurer's Report

Jane reviewed the October Treasurer's Report and noted that the rate of return from interest is down. She'll have a YTD projection for the next report. Brett suggested that we think about the \$30,000 the organization has in cash, which will be discussed in more detail at the December meeting.

Sue moved that we accept the minutes and Bob seconded. The motion passed.

Sue summarized the November PD session.

Assembly Delegate Report

Bob attended. Bob reported that the intent of the delegate assembly was to review the national bylaws to streamline governance and representation. The draft of bylaws approved had 17-18 proposed amendments. Highlights included:

Governance – an amendment to have officers elected by members, not elected by delegate assembly, was defeated since there is no process in place to do so. Next year's assembly will bring forth the process to have the amendment reconsidered.

Another amendment was to have directors all be "at large," not by district. This failed to proceed with the caveat that if no qualified representative from a district comes forth within the cycle, an at large delegate would be selected.

Another proposal would not require APR for board membership, but this was not met enthusiastically as, although it would open the base of candidates for board consideration, the opinion was that APR should be the first criteria, despite the fact that many good leaders are not accredited and that APR is not a requirement of delegates.

A change adopted that would impact the local chapter is around the election of delegates whereby instead of electing delegates, the chapter could be represented by the president or vice-president. Also, the issue of term guidelines is solely up to the chapter, allowing more flexibility for the chapter, although the national organization needs to be notified by January who the delegates will be for the following assembly.

Bob will distribute the new bylaws at the next meeting to help identify where they impact chapter bylaws. He thinks there will be minimal impact but tweaks here and there.

Awards Committee (Martin Murray)

Martin and Tara H. recommended a new award, Summit Award. Martin distributed details of the award. The general feedback was very positive and the committee will move forward.

Martin also mentioned that they set up a Google group to help them research this topic and he said it was very helpful and may be a good idea for other committees.

Jane thinks we should solidify the entry fee to assist in the budgeting process.

Rosemarie moved to direct the committee to press on and Jane seconded. Motion passed.

Holiday Card

Susie suggested that our holiday card go to an electronic format and the postage and printing savings be donated to a charity. The suggestion to make the donation of \$100 to a food bank in each state (ME, NH, VT) was accepted by consensus.

Sue will check online e-card format and graphics with the distribution go to all members and the non-member list. A president's message will be included and list the board and their affiliations.

Robin suggested it be a New Year's card as it's non-denominational and avoids the rush of holiday cards. There was agreement with this suggestion and a target send-out date will be Dec. 29.

Annual Meeting

Jane and Grace discussed the schedule – it comes down to speaker, time and place.

Tara P. shared an idea to have a panel based on CEO (College Equals Opportunity) with about 3 or 4 panel members discussing how they rely on their PR staff to support their business, with a blend of large and small businesses/organizations represented.

The committee will begin planning in earnest in January.

PD Committee

Next session is scheduled for December 9 at UNH. It will also serve as the holiday/networking social. If those cannot attend the PD session, they are still welcome to attend the social.

The survey results to gauge interest in PD topics had 37 respondents. Areas requested for future PD sessions included:

- Media relations
- Organizational and employee communications
- Government affairs and public affairs
- Writing news features
- Research and evaluation
- Other (psychology on decision-making)

Tara H. also suggested a topic of developing your on-line brand.

Robin and Stacey willing to discuss several topics, as well as Katie Payne on measurement.

Jane suggested that we need a standard protocol for speaker gifts.

Chapter Communications (Sue Noon)

Sue noted that Rosemarie Rung, Tara H and Donna Eason are also on this committee.

With regard to the web site, Bob will remain the primary contact, but Grace and 2 others will be given access to serve as Bob's back-up.

Other committee notes included: Tara H. will set up a Facebook page for the chapter, Rosemarie, Sue and Jayme will work on getting more news releases out, and Grace offered to do the annual report.

Susie will be meeting on Dec. 2 to learn what we are getting for the costs of the database maintenance.

Nominations Committee

No report

Membership Committee (Donna Eason)

Currently, there are 110 active members with 3 members dropping last month. This is probably the lowest level in the chapter.

Donna said there were 20 members of the national PRSA who do not belong to the Yankee chapter. These may be members of the Maine Public Relations Council, who don't see an added value of also joining the Yankee chapter.

Ideas presented include providing partial scholarships to members who have to drop out due to finances (i.e., sole practitioners), and to promote membership more at PD sessions.

Adjournment

Tara moved to adjourn the meeting and Sue seconded. The motion passed and the meeting was adjourned at approximately 4:30 pm.

Respectfully submitted,

Rosemarie Rung, Secretary

**Minutes from the Yankee Chapter PRSA Board Meeting
Thursday, December 17, 2009
By Teleconference**

Present: Donna Eason, Tara Hershberger, Jane Law, Grace Lessner, Bob Lindquist, Martin Murray, Tara Payne, Rosemarie Rung, Brett St. Clair, Robin Schell, Susie Stone

Meeting was called to order at 3:04 pm.

Approval of Minutes from November 19 meeting & Secretary's Report (Rosemarie Rung)

Jane moved to approve the November 10 meetings with 2 corrections and Robin seconded. The motion passed.

Treasurer's Report (Jane Law)

Jane reviewed the Treasurer's report. Bob moved to accept the Treasurer's report and Grace seconded. The motion passed.

PD Committee (Tara Payne (chair), Susie Stone, Tom Bebbington)

Tara reviewed the 3 upcoming PD sessions:

- Using Social Media to develop personal brand
- Reschedule of the December session on that was cancelled due to weather
- A session by KT Paine on measurement

Martin has offered to host the March board meeting following the teleseminar.

Chapter Communications (Susan Noon (chair), Bob Lindquist, Grace Lessner, Annette Kurman, Jayme Simoes, Rosemarie Rung, Donna Eason, Tara Hershberger)

Bob said website is current with notice regarding the new member promotion and PD session.

Tara H. will complete the content and add additional administrators to the Facebook page. Rosemarie will send out guidelines for preparation of press releases. Susie is sending to Sue the New Years card.

Membership Committee (Donna Eason (chair), Jen English, Chris Williams)

The chapter has 110 members (even from last month) with one member dropped and one new one added. Susie asked if we should send a notice out to the nonmember list about the promotion, but Donna recommended we wait until after the first of the year when the new promotion comes out.

Grace asked if we had a mechanism to follow up with current members as their membership approaches expiration. Bob said they get notices from national. Robin and Susie offered to use a report from Donna to reach out personally to members about membership renewal.

Awards Committee (Martin Murray (chair))

Tara P drafted a timeline for the Summit Award to begin promotion in February. Martin will need help in getting the word out. The committee will need help in developing the criteria and in recruiting judges. Robin and Susie offered to help.

Susie included a tickler about the award in the New Year's card.

Accreditation Committee (Bob Lindquist, Brett St. Clair (co-chairs))

Two chapter members are getting ready for their readiness reviews. Robin and Pat McGee have been asked to be on that panel. One is from NH and one is from ME. The review will be scheduled for sometime between January 20-28.

Annual Meeting – June 17 (Jane Law, Grace Lessner)

Planning will begin in full force in January.

PRSA Bylaws - (Bob Lindquist)

National bylaws are now on-line. There are a couple of areas that impact the chapter:

Section 5 of our bylaws, Rights and Privileges of Membership, require APR to be an accreditation chair or to be a PRSSA advisor. We need to understand if this is a national criteria, and if so, revise our bylaws accordingly.

Chapter representation to the assembly is more at the liberty of the local chapter, with one delegate per 100 members. Revising our bylaws to have them reflect how we want to assign delegates, their terms, etc. would be done at the annual meeting since changes to the bylaws must go to the membership for a vote.

Further discussion on proposed changes will occur at the January meeting. Board members should review the national bylaws changes prior to that meeting.

Dover Secretarial Update (Grace Lessner, Donna Eason, Susie Stone)

Grace met with Dover Secretarial to review their service offerings. Dover had until recently managed for the Connecticut chapter. It was noted that there has not been regular communications and directions between Dover and the Yankee Chapter. They provided an estimated cost of services and we have used a minimal amount of their services. Grace thinks it would be useful for using more of their services to strengthen communication with members.

There was discussion on using Dover to process payments through various mechanisms (e.g., PayPal). Jane noted that it may be more worthwhile to use the Annual Meeting as the “test” case for this capability.

Grace, Donna and Susie will bring a recommendation at the January meeting on how we should best utilize the resources at Dover.

Discussion – How to best utilize money in reserves.

Grace suggested using some to update/revamp the web site to refresh how we present the content. There was some discussion on how to move forward, but consensus that we need to see what resources from national are available to us. Susie will follow up with national.

Jane suggested that we may want to offer a graduating senior who was a member of PRSSA a scholarship to cover their first year's membership fee to PRSA and the local chapter. Everyone thought it was a good idea. Brett suggested parameters/guidelines be developed to drive strategic uses of this money.

Jane also suggested that we need criteria for when money gets moved from the operating account to the money market account. Susie, Brett, and Jane offered to draft document.

Adjournment

Bob moved to adjourn the meeting and Grace seconded. The motion passed and the meeting was adjourned at 4:05 pm.

Respectfully submitted,

Rosemarie Rung, Secretary

**Minutes from the Yankee Chapter PRSA Board Meeting
Thursday, January 21, 2010
NHHFA and By Teleconference**

Present: Donna Eason, Jen English, Tara Hershberger, Jane Law, Bob Lindquist, Martin Murray, Tara Payne, Rosemarie Rung, Susie Stone

Meeting was called to order at 3:09 pm.

President's Report

Susie notified the board that Chris Williams is returning to work but is resigning from the Board. He also is a recent dropped member from the chapter.

Approval of Minutes from December meeting and Secretary's Report (Rosemarie Rung)

Rosemarie presented the minutes from the December 17 meeting. There were no corrections.

Jane moved to accept the minutes as submitted and Jen seconded. The motion passed.

Treasurer's Report (Jane Law)

Jane reviewed the Treasurer's report. December was a slow month, but Jane said January is more active. Rosemarie moved to accept the Treasurer's report and Bob seconded. The motion passed.

PD Committee (Tara Payne (chair), Susie Stone, Tom Bebbington)

Tara P. reviewed the Branding session held earlier this month and reminded the board about the upcoming sessions on Power Prism 101 (Feb. 11) and Measurement (March 18). There will be a board meeting/social following the 18th session.

Tara is working with Robin on the May session about mergers. Rosemarie offered to contribute her experience with the Dow/Union Carbide, Dow/Stevens Roofing, Dow/Celanese Acrylates and Dow/Rohm and Haas acquisitions if desired.

Chapter Communications (Susan Noon (chair), Bob Lindquist, Grace Lessner, Annette Kurman, Jayme Simoes, Rosemarie Rung, Donna Eason, Tara Hershberger)

Bob reviewed the website redesign (it can be accessed at <http://pr76.com> and a handout was distributed). It is still a "work in progress" with other features to be added (e.g., "Contact Us").

Bob asked for feedback on what content should appear on the web site. Rosemarie mentioned that the web site should be the launching site for anything we would want to communicate, and use our Facebook page and Twitter account to "push" new content to our audiences.

Bob will continue progress on it and will set up accounts for others that are interested in being administrators (Susie and Martin expressed interest).

Tara H. made our Facebook page live (search Facebook for Yankee Chapter PRSA) and reviewed it with the board. The soft launch is from now until the end of month. 25 fans are needed during this period in order for the page gets a user name. Tara H. recommends sending e-mail on Feb. 1 to members to promote becoming a fan with a chance to win a \$40 discount on chapter dues for them and a friend. Additionally, if 250 fans sign up during the month of February, the chapter would make a donation of a \$1 per fan for Haitian earthquake relief. Tara H. also recommends that we pay for FB advertising at some point to promote it further. Everyone voiced support and gratitude for the work Tara has done.

There is a need for photos to augment both the web site and FB page. Martin will forward to Tara and Bob the ones that he took at the annual meeting. There was also discussion about guidelines for member postings (e.g., no commercial posts).

Membership Committee (Donna Eason (chair), Jen English)

Donna reported that as of December 17, there are 107 members - one joined and 2 dropped. Donna distributed the new list and included membership expiration dates, the latter being requested at the last board meeting so we could remind people to renew. National PRSA contacts members approaching renewal so we may want to be sensitive not to over communicate to them.

Awards Committee (Martin Murray (chair))

Martin said the committee has expanded to include Robin and Susie. The committee will be finalizing application this month. Timetable calls for distribution in February to members and non-members.

Accreditation Committee (Bob Lindquist, Brett St. Clair (co-chairs))

Two members are having their readiness review for accreditation on January 26.

Annual Meeting – June 17 (Jane Law, Grace Lessner, Rosemarie Rung)

Jane reported that the meeting is tentatively scheduled for June 17 (a regularly scheduled Board meeting date). Potential speakers include the CEO Consortium that Tara P. suggested. Michelle Talawni suggested Peter Shackman (Help a Reporter Out). Rosemarie offered to tweet him and gauge his interest.

As far as location, the suggestion to have it in Portsmouth was made as a way to attract potential members from Maine. The general thought was that this wouldn't be successful due to previous history so we will hold to a Concord location. The agenda would be the same as last year: membership meeting at 4 pm, Social at 4:30 pm, Awards 5 pm and Keynote at 5:15 pm.

Dover Secretarial Update (Grace Lessner, Donna Eason, Susie Stone)

Susie said that Donna, Grace, and she talked about the chapter developing the Constant Contact e-mail template and having Dover Secretarial send it out, in order to drive branding and consistency in our e-mail communications. However, with Facebook and the web site (Wordpress software) it may unnecessary.

Constant Contact however, provides a PayPal feature and automatic event reminders. It is also very affordable. The board decided by consensus to set up the Constant Contact account, with Dover as an administrator.

Jane mentioned that just prior to the meeting, she had a call from StarChapter out of Baltimore. They are a chapter management company that manages other PRSA chapters. They are offering a webinar on Jan. 27 to describe their business. Since we are not in need of chapter management, Susie suggested that we cancel plans for us to participate.

Discussion

There was no further discussion.

Adjournment

Bob moved to adjourn the meeting and Jane seconded. The meeting adjourned at 4:36 pm.

Respectfully submitted,

Rosemarie Rung, Secretary

**Minutes from the Yankee Chapter PRSA Board Meeting
Thursday, February 18, 2010
Via Teleconference**

Present: Susie Stone, Donna Eason, Brett St. Clair, Martin Murray, Jane Law, Grace Lessner, Tara Payne, Tara Hershberger and Bob Lindquist

Meeting was called to order at 3:05 p.m.

The minutes of the January meeting were amended and approved.

Treasurer's Report. Jane reported that the Chapter is on budget for the year. We have roughly \$30,000 in our bank accounts. Financial status of the February PD session: potential net gain of \$31 and change.

Annual Meeting. General discussion held on potential keynote speakers. It was decided to hold the meeting again at the Red River Theaters in Concord. We may change the date to earlier in June to avoid graduations and other conflicting events.

Professional Development. Tara Payne reported that on March 18, in coordination with the board meeting, the chapter will sponsor a PRSA teleseminar at PSNH featuring Katie Paine on social media measurement. Tara is working with Rosemarie Rung who may present a crisis communication session in April at Fidelity Investments in Merrimack. In May, there's a potential session on the Delta and Northwest airlines merger on tap.

Chapter communications. Bob reported that the new website is ready to launch. Everyone loves it. It will go live in the next few days. Tara Hershberger reported that we have 69 Facebook fans and are among in the top 12 PRSA chapters in that regard. Susie reported that the chapter now has a new Constant Contact account and a professional development session announcement will go out next week.

Susie commented that we have greatly ramped up our chapter communications and branding over the last few months.

It was decided to wait a bit on launching a chapter Twitter account until we see how our other new communications channels work out and we understand how Twitter will add to our ability to communicate with chapter members more effectively.

Membership. Donna reported that we have 107 active members. PRSA has a February incentive the \$65 initiation fee is waived for new members. March/April PRSA new member promotion: Chapter dues paid by national.

Awards. Martin reported that the committee is on target for the Jackson and the new Summit awards for a June annual meeting. Award submission deadlines are likely to be mid-April.

Accreditation. Brett reported that we had 2 candidates successfully complete the APR readiness review process and they are ready to take the computer-based examination. Brett & Bob will send out an email inquiry to gauge interest in a spring APR prep class.

Meeting was adjourned at 3:52 p.m.

Respectfully submitted,
Brett St. Clair, Acting Secretary

**Minutes from the Yankee Chapter PRSA Board Meeting
Thursday, March 18, 2010
PSNH**

Present: Brett St. Clair, Bob Lindquist, Tara Payne, Grace Lessner, Sue Noon, Martin Murray, Jane Law, Rosemarie Rung, Tara Hershberger

Meeting was called to order at 4:20 pm.

Approval of Minutes from February Meeting

Martin moved to accept the minutes from the February meeting. Bob seconded. There were no corrections. The motion passed.

Treasurer's Report (Jane Law)

Jane reviewed the Treasurer's report and noted that revenue is under plan. Rosemarie moved to accept the Treasurer's report and Bob seconded. The motion passed.

Annual Meeting

Jane reviewed potential speakers: Chris Brogan, a social media leader, Peter Shankman, founder of Help a Reporter Out, Rich Brooks, president of flyte new media and known for social media and web communications expertise. Brogan's fee was considered too high, as was Shankman's,

Grace suggested that Brooks would tie into the theme of the Summit Award. Susie has heard him speak, he's "laid back" but very knowledgeable and entertaining.

Martin brought up a point about the sequence of the speaker and that it follows the cocktail social. It may be best to have the speaker before the social. Discussion centered around having a PD session with the speaker for members, then annual meeting, then keynote, then the social.

There was some concern about the capacity of the venue. Grace is going to check with Common Man about an alternative. The date is Thursday, June 10.

Rosemarie moved that we invite Rich up to \$1000 fee. Martin seconded. The motion passed. The committee will continue work on securing the venue.

Brief Committee Updates

Membership report will be coming from Donna.

There are 2 **Professional Development** sessions scheduled for April.

From the **Communications** committee, a March newsletter was distributed through Constant Contact. Bob mentioned that the newsletters can be archived on website as pdfs for reference.

Other

Rosemarie suggested that members be allowed to offer one free PD session registration to non-members as a way of increasing PD participation and membership. There was consensus that this would be a good thing.

Adjournment

Bob moved to adjourn the meeting and Rosemarie seconded. The motion passed. The meeting adjourned at 4:36 pm.

Respectfully submitted,
Rosemarie Rung, Secretary

**Minutes from the Yankee Chapter PRSA Board Meeting
April 15, 2010
Teleconference**

Present: Jane Law, Donna Eason, Martin Murray, Grace Lessner, Rosemarie Rung, Jenn English Brett St. Clair, Bob Lindquist, Tara Payne, Robin Schell

Meeting was called to order at 3:06 pm by Jenn English, in Susie's absence.

Approval of Minutes from March Meeting

Jane moved to accept the minutes with revisions/corrections. Bob seconded. Motion passed.

Treasurer's Report (Jane Law)

Jane reviewed the Treasurer's report and noted that the membership revenue reflected 2 months. Revenues exceeded expenses. Rosemarie moved to accept the Treasurer's report and Bob seconded. The motion passed.

Annual Meeting – Grace Lessner and Jane Law

Grace confirmed that Red River will be the venue at a cost of \$350 (lobby and Stoneyfield Theater). At 2:00 pm, we can access for set up, the PD session will be from 3 pm . We have to vacate the venue by 6 pm.

Grace will follow up with a press release generously donated by Jayme, she'll ask Tara to update the Facebook page.

Robin suggested sending it to the Boston chapter to increase attendance.

Sponsorships were also discussed, with NE Newsclip and Northeast Delta Dental confirmed.

Jane secured Common Man to cater the event with the menu similar to last year with the food arriving at 4. Beer and wine will be handled by Red River. Contracts will be finalized soon.

Awards Committee– Martin Murray

Summit Award

The award material is on the web site. A press release was distributed by Jayme. Rich Brooks has tweeted it and others are getting the word out.

Entries are due end of next week and there are 3 judges confirmed from NH, VT, and ME. Robin drafted a judging criteria form.

Winners will receive a plaque with logo designed by Bob McGuire (design fee is one-time fee) with purchase each year of the plaque.

There was discussion as to the inclusion of the PRSA logo and Martin will make sure the plaque design is consistent.

Robin moved to approve the expenditure of up to \$700 for the Summit Award expenses this year. Rosemarie seconded the motion. The motion passed.

Grace asked for confirmation on the annual meeting costs. Brett suggested that since this is a high profile event, we should offer it at a lower cost to increase attendance. The board agreed to a member cost of \$20 to members and \$25 for non-members.

It was suggested to coordinate the invitations with the selection of recipients of the awards, to incentivize colleagues of the winners to attend the meeting. May 3 will be the date to have final copy to the printer, which may be enough time to get the winners determined.

PD Committee – Tara Payne

Rosemarie's April 12 PD session on crisis communication was well-received. Fidelity Investments hosted it.

Another session on April 27 is scheduled at 3 pm on the subject of microscripting.

Delta Airlines will be offering a session on M&A communications on May 4, hosted by Wedu in Manchester from 2:30-4:45 pm.

Rosemarie will send out the feedback form if others want to leverage that for other PD session.

Chapter Communications - Rosemarie

Rosemarie will be doing another newsletter within the week and asked the board to forward any news items to her.

Membership Committee - Donna Eason

Donna presented the membership report and discussed the May PRSA promotion. PRSA is asking that the May promotion be targeted to PPRSA members. She sent the board the latest roster.

Accreditation Committee – Brett St. Clair

Rosemarie Rung is the most recent accredited member, who is the 4th one this year since the new process was in place. There will be readiness review scheduled next year.

There was not a lot of interest in the APR prep class, although the e-mail address was incorrect. Rosemarie will include this in the next newsletter.

Brett said they may modify the session to focus specifically on readiness review preparation.

Adjournment

Bob moved to adjourn the meeting and Rosemarie seconded. The motion passed. The meeting adjourned at 4:12 pm.

Respectfully submitted,

Rosemarie Rung, Secretary

Accreditation Report 2009-2010

APR is a mark of distinction for public relations professionals who demonstrate their commitment to the profession and to its ethical practice, and who are selected based on broad knowledge, strategic perspective, and sound professional judgment.

The Chapter had two members achieve accreditation this year! Congratulations go to **Liz LaRose, APR** and **Rosemarie Rung, APR**. Two other members have successfully completed the accreditation readiness review and will take the examination later this year.

Seasoned practitioners wanting to better position themselves for advancement should consider earning the Accredited in Public Relations (APR) designation to prove their competency in the knowledge, skills and abilities required to practice public relations effectively in today's business arena.

In preparing for accreditation candidates build expertise in:

- Research, planning, implementing and evaluating public relations programs
- Ethics and law
- Communication models and theories
- Business literacy
- Management skills and issues
- Crisis communication management
- Media relations
- Using information technology
- History of and current issues in public relations

Assistance in preparing for the accreditation is available through PRSA's online study course or through a weekend APR bootcamp program. For information: prsa.org/Learning/Accreditation.

We are currently forming a one-day APR preparation class that will be held in the fall. For information on this class, or accreditation in general, contact Brett St. Clair at 603-224-5566 or bstclair@lkarno.com.

The committee would particularly like to thank readiness review panelists Pat McGee, APR; Donna Eason, APR; and Robin Schell, APR for their time and expertise in evaluating APR candidates.

Respectfully submitted,

Brett St. Clair, APR
Bob Lindquist, APR
Susan Noon, APR

Assembly Delegate Report 2009 - 2010

The 2009 PRSA Delegate Assembly spent nearly the entire day crafting a new set of bylaws for the society. By the end of the day, after considerable discussion, numerous proposed amendments that were accepted, rejected and further amended, the assembly overwhelmingly adopted the bylaws.

Following are highlights of the new bylaws.

Delegates rejected the one member-one vote proposal and voted to keep authority to elect directors with the assembly delegates. The assembly directed the board to provide policies and procedures outlining more details of such a plan, if it were to be proposed in the future.

Delegates supported an amendment requiring that each district be represented by at least one director. There will also be two at-large directors.

APR remains a qualification for National Board service.

Despite vigorous discussion to open membership to professionals in communications, delegates voted to retain the requirement that prospective members engage directly in public relations work or have responsibility for the public relations function on a daily basis.

An amendment to disallow proxy voting was rejected.

Two-year term limits were approved with the provision that directors can only serve two consecutive terms. Additional board service will require at least one year interruption.

Delegates also elected the following officers for the coming year: Chair and CEO, Gary McCormick, APR, Fellow PRSA; chair-elect, Rosanna Fiske, APR; treasurer, Philip Tate, APR; and 2010 secretary, Gerard Corbett, APR, Fellow PRSA.

Respectfully submitted,

Bob Lindquist, APR
Laura Simoes

Membership Report

(As of June 1, 2010)

The Yankee Chapter PRSA ended fiscal year 2009 – 2010 with 114 active members. This represents a loss of one member since May 31, 2009. Of the current active Yankee Chapter PRSA members, 75 are located in New Hampshire, 18 in Maine, 12 in Vermont, seven in Massachusetts, one in New Jersey, and one in Pennsylvania. In fiscal year 2009 – 2010, we welcomed 14 new Yankee Chapter members:

Karen Boushie
Assistant Director for Public Relations
Smugglers' Notch Resort

Jesse Ciccone
Vice President & Managing Director
Matter Communications, Inc.

Kevin John Donovan
Director of Communication
Diocese of Manchester

Paulette Faggiano
Communications and Public Affairs Manager
Public Service of New Hampshire

Cheri Gaudet
Marketing Communications Coordinator
The Corporate Library

Sean E. Greenwood
Public Relations Manager
Ben & Jerry's

Carrie Griffiths
Director, Corporate Communications
Waste Management

Priscilla Harlan
Kennebunkport, Maine

Tami A. Kennedy
Director, Communications
Shipyard Brewing Company

Steve Konick
Keene, New Hampshire

Alison Kosakowski
Communications Manager
MyWebGrocer

Susannah Katherine Noel
Communications Specialist
Vermont College of Fine Arts

Elise D. Ouellette
Account Director
Matter Communications, Inc.

Michele Petersen, MBA
Vice President
Amoskeag Business Incubator

To help ensure the accuracy of our member database, which is maintained by PRSA, it is important that Yankee Chapter members update their membership information regularly. This can be done easily from the PRSA website (www.prsa.org) or by calling PRSA Member Services at **212-460-1400**. To check your information or to see a current directory of Yankee Chapter members, including contact information, log in to MemberNet at www.prsa.org. The directory is available as a member service.

Respectfully submitted,
Donna J. Eason, APR
Membership Chair

Yankee Chapter PRSA Membership Roster (As of June 1, 2010)

Karen L. Ager	Timothy Scott Haddock	Julia Fagan Olivares
Jason Aldous	Priscilla Harlan	Henry Thayer Osborne
Elizabeth A. Andrews	Erin L. Hathaway	Elise D. Ouellette
Heather S. Atwell	Tara S. Hershberger	Katharine D. Paine
Michelle Avila	Mary Ellen Hettinger	Isobel Parke, APR, Fellow PRSA
Gina M. Balkus, APR	Michele Barney Hutchins	Tara Payne
Stephen Paul Barba	Kathryn A. Kantorski	Michele Petersen, MBA
Ani K. Bardakjian	Judy Katzel, APR	Elisabeth L. Richards
Thomas Patrick Bebbington	Kim N. Keating	Amy Beth Ridall
Mary-Jo Boisvert	Tami A. Kennedy	Renee M. Robertie, APR
Michael P. Bourque, APR	Nancy Kerr	J. Nancy Roberts, APR
Karen Boushie	Katherine B. King	Dean A. Rosingana
John R. Briggs, Jr.	Steve Konick	Natalie Helen Rudzinskyj
Janice L. Brown	Alison Kosakowski	Rosemarie Rung, APR
Joyce Marie Brown	Annette Kurman, APR	Robin Schell, APR, Fellow PRSA
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Peter Hollister, APR, Fellow PRSA 7/84 – 6/85
Sharon Callahan, APR 7/85 – 6/86
Paul A. Dowd, APR, Fellow PRSA 7/86 – 6/87
Janet Copestakes 7/87 – 6/88
Robin Perrin, APR, Fellow PRSA 7/88 – 6/89
Stacey Smith, APR 7/89-6/90
Pat McGee, APR, Fellow PRSA 7/90 – 6/91
Dan Greenleaf 7/91 – 6/92
Martha A. Netsch, APR 7/92 – 6/93
Robin Schell, APR 7/93 – 6/94
Myra E. Barradas 7/94 – 6/95
Christine Heysse 7/95 – 9/96
Debra Tatro 10/96 – 6/97
Frances Provencer Kambour, APR 7/97 – 6/98
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Kathleen Walker, APR 7/00 – 6/01
Retha Lindsey Fielding, APR 7/01 – 6/02
Gail Winslow-Pine, APR 7/02 – 6/03
Robert Lindquist, APR 7/03 – 6/04
Laura D. Simoes, 7/04 – 6/05
Jayme H. Simoes, 7/05 – 6/06
John R. Briggs, Jr. , 7/06 – 6/07
Kevin H. Smith, 7/07 – 6/08
Jennifer English, 7/08 – 6/09
Christopher Williams, 7/09 – 10/09 (resigned)
Susie D. Stone, 10/09 – 7/10 (Acting)