

**THE YANKEE CHAPTER**



**ANNUAL REPORT  
FISCAL YEAR 2010 - 2011**

**28<sup>th</sup> Annual Meeting**  
Thursday, June 23, 2011  
Red River Theatres  
Concord, New Hampshire



# **The Yankee Chapter PRSA Annual Report for FY 10-11**

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**The Yankee Chapter  
PRSA  
2011 ANNUAL MEETING**

**Thursday, June 23, 2011  
Red River Theatres  
Concord, New Hampshire**

**AGENDA**

4:30 p.m. Call to Order – President Susie D. Stone

Approval of May 2011 Minutes

Treasurer's Report            Jane Law

President's Report            Susie D. Stone

Election of Officers            Jennifer English

Preview of 2011-12            Tara Payne

Adjourn Annual Meeting

**Awards**

**2011 James Bradley Memorial Scholarship**

Rosanyi Santos, University of New Hampshire-Manchester

**2011 Patrick Jackson Award**

James W. Squires, M.D., Endowment for Health

**2011 Summit Award**

The NHHEAF Network Organizations

## Treasurer's Report July 1, 2010 – June 1, 2011

As of June 1, 2011, the chapter had less-than-projected expenses and revenues, with revenues surpassing expenses, for the 2010-2011 fiscal year.

The board projected a balanced budget of \$11,932.00 each for expenses and revenues. As of June 1, the chapter had \$7,504.13 in expenses and \$8,096.49 in revenues, for a net revenue surplus of \$592.36. This resulted in a \$4,427.87 difference between projected and actual expenses and a \$3,835.51 difference between projected and actual revenues.

Once again, the chapter offered a number of high quality seminars and national PRSA webinars. It spent \$1,030.13 more on professional development activities than projected. Professional development revenues came in at \$2,382.12, which was \$398.01 less than expenses. Revenues came in at \$1,617.88 less than projected, as the Chapter continues to offer reduced registration fees as an additional benefit to members.

The chapter also spent \$1,389.78 less on operations than projected, for a total of \$1,510.22 in expenses under that budget line.

Accreditation expenses came to a mere \$54.82, while this year's APR prep course received revenues of \$125.00.

Membership revenues came to \$3,920.00 so far for the year, only \$480.00 less than the projected budget.

Treasury revenues came in at \$17.48, slightly less than the \$20 projected. There were no Paul Dowd Senior Practitioner Forum Fund revenues or expenses this year, so the account balance remains at \$1,212.

The Board established a new budget line this year to honor the Chapter's founder, James Bradley. This new fund becomes our second set-aside fund and will be used to award a scholarship each year to an undergraduate attending college in ME, NH or VT. The fund was capitalized through revenues received from the March 21, 2011 professional development session. Those revenues came to \$997.45, with expenses for the session at \$499.47. With one \$500 scholarship expected to be awarded this year, the net balance in the fund stands at \$2.02 over budget. The Chapter will budget for additional capitalization of the fund next year.

Assembly delegate expenses were \$804.34, which was \$695.66 less than projected, likely due to the relatively close proximity of the event.

Costs for the Leadership Development budget line have not yet been expensed since the Leadership Rally is not being held until after the submission of this report. It is anticipated that those costs will be expensed prior to the end of this fiscal year and it is further anticipated that those expenses will remain within budget.

As of June 1, the operating account balance was \$9,288.84 and the Money Market account balance was \$20,322.19, for a total of \$29,611.03.

**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 balance of the 2010-2011 fiscal year. Those figures will be reported to the Board at a future meeting.

Respectfully submitted,

Jane N. Law, Treasurer



**Yankee Chapter PRSA  
Annual Treasurer's Report 2010-2011  
As of June 1, 2011**

	Budgeted Expenses	Expenses to Date	Expense Variance	Budgeted Revenue	Revenue to Date	Revenue Variance	Account Variance	Net Revenues Over Expenses
<b>Accreditation</b>	\$ 150.00	\$ 54.82	\$ (95.18)	\$ 150.00	\$ 125.00	\$ (25.00)	\$ (120.18)	\$ 70.18
<b>Annual Meeting</b>	2,000.00	1,251.15	(748.85)	2,000.00	654.44	(1,345.56)	(2,094.41)	(596.71)
<b>Assembly Delegates</b>	1,500.00	804.34	(695.66)	-	-	-	(695.66)	(804.34)
<b>Awards</b>	300.00	-	(300.00)	150.00	-	(150.00)	(450.00)	-
<b>District Dues</b>	120.00	104.00	(16.00)	-	-	-	(16.00)	(104.00)
<b>Jim Bradley Mem. Scholarship</b>	1,000.00	999.47	(0.53)	-	997.45	997.45	996.92	(2.02)
<b>Leadership Development</b>	1,000.00	-	(1,000.00)	-	-	-	(1,000.00)	-
<b>Membership</b>	-	-	-	4,400.00	3,920.00	(480.00)	(480.00)	3,920.00
<b>Operations</b>	2,900.00	1,510.22	(1,389.78)	-	-	-	(1,389.78)	(1,510.22)
<b>Paul Dowd</b>	1,212.00	-	(1,212.00)	1,212.00	-	(1,212.00)	(2,424.00)	-
<b>Professional Development</b>	1,750.00	2,780.13	1,030.13	4,000.00	2,382.12	(1,617.88)	(587.75)	(398.01)
<b>Treasury</b>	-	-	-	20.00	17.48	(2.52)	(2.52)	17.48
<b>Total</b>	<b>\$ 11,932.00</b>	<b>\$ 7,504.13</b>	<b>\$ (4,427.87)</b>	<b>\$ 11,932.00</b>	<b>\$ 8,096.49</b>	<b>\$ (3,835.51)</b>	<b>\$ (8,263.38)</b>	<b>\$592.36</b>
<b>Account Balance</b>	<b>Balance</b>							
Operating	9,288.84							
Money Market	20,322.19							
<b>Total Cash</b>	<b>\$ 29,611.03</b>							

## **Yankee Chapter President's Annual Report 2010-11**

This year, the board of directors worked diligently to raise the bar on chapter operations. To start, we identified a gap in communication with our two PRSSA chapters, located in Burlington, Vermont, and Bangor, Maine. To improve connectivity, a PRSSA liaison chair position was created. Judy Stokes, APR, is now serving in this role, as well as being our ethics officer. Judy will be working with the PRSSA advisors and students over the next year to create the program. We look forward to her updates!

In support of our PRSSA chapters and to uphold the chapter's commitment to advancing the profession of public relations, The James Bradley Memorial Scholarship was created. James Bradley was one of the founding members of Yankee Chapter. The scholarship will be presented at the chapter's annual meeting to a student with a declared major in a public relations-related field who is studying at an accredited college or university in Maine, New Hampshire, or Vermont.

Over the past few years, the board of directors has taken on more and more of the operational tasks of running the chapter. To enable the board to have a more strategic role and shift away from these tasks, we determined the chapter needed a new administrative company. After a thorough search, we selected Cornerstone Association Management, located in Concord, New Hampshire, which serves a number of non-profit organizations in New England. We're pleased to now have Cornerstone onboard and are confident they will provide the chapter professional service.

As president of Yankee Chapter for nearly two years, I can say it has been an honor and a privilege to work with such a talented and dedicated board of directors. The daily work this group does for the greater good of the chapter is remarkable. Thank you to this year's board for your countless hours of work and endless enthusiasm for the chapter.

It has also been very rewarding to meet so many wonderful professionals in our chapter. I am grateful to be a part of the PRSA network, where we know we always have colleagues nearby for guidance, support and encouragement. I hope to help continue this fellowship and service to Yankee Chapter in the years to come.

Respectfully submitted,

Susie Dimick Stone, MS  
President, 2010-2011

## 2010-11 Professional Development Year in Review

The Yankee Chapter of the Public Relations Society of America (Chapter) holds frequent professional development (PD) networking sessions. 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.

The Chapter was very fortunate to draw upon expertise from locally celebrated and nationally recognized speakers on a variety of relevant and engaging topics. Topics were selected based on member needs and preferences as identified in results of the 2010 Yankee Chapter Membership Survey.

- 8/19/10 ***How to Grow Word-of-Mouth Movements: People Are the Killer App***
- 9/21/10 ***Public Radio: A Conversation with NHPR CEO Betsy Gardella & Broadcast Center Tour***
- 10/28/10 ***Understanding Change and Communicating Through It with Rosemarie Rung, APR of Higher Rung Communications***
- 11/15/10 ***Why Should Your Boss Listen to You? The Seven Disciplines of the Trusted Strategic Advisor with Jim Lukaszewski***
- 1/25/11 ***Media Training Webinar & Media Roundtable with Jeff Feingold, Kevin Flynn and Ben Leubsdorf***
- 2/24/11 ***Qualities of an Entrepreneur Panel*** (*postponed due to attendance*)
- 3/21/11 ***Essentials for Effective Public Relations***  
Featuring Robin Schell, APR and Gail Winslow-Pine, APR
- 4/14/11 ***Who is the American Consumer? 2010 Census Data Implications for American Business***  
Featuring Demographer Peter Francese
- 6/23/11 ***Get Your ROI: Measure What Matters Seminar with Katie Paine of KDPaine & Partners***

The Chapter is grateful to the following organizations for hosting PD sessions:

- **Clarke Distributors** (Keene, NH)
- **New Hampshire Public Radio** (Concord, NH)
- **wedü** (Manchester, NH)
- **New Hampshire Housing Finance Authority** (Bedford, NH)
- **Long Term Care Partners** (Portsmouth, NH)
- **Public Service of New Hampshire** (Manchester, NH)
- **Southern New Hampshire University** (Manchester, NH)

Many thanks to the PD committee members: **Tom Bebbington** (Long Term Care Partners), **Matt Cookson** (Cookson Stephens), **Erin Hathaway** (The NHHEAF Network Organizations) and **Mary Ellen Hettinger** (Girl Scouts of the Green and White Mountains). Members with ideas for next year should contact members of the PD Committee or any member of Chapter leadership.

Respectfully submitted,

Tara Payne, Chair, Professional Development Committee

## **Slate of Officers 2011 - 2012**

President	Tara Payne, The NHHEAF Network Organizations
President-Elect	Jane Law, New Hampshire Housing (**)
Past President	Susie Dimick Stone, Maine Medical Center
Secretary	Grace Lessner, New Hampshire Public Television (**)
Treasurer	Rosemarie Rung, APR, Higher Rung Communications (**)
Asst. Treasurer	Martin Murray, PSNH (**)
Assembly Delegate	Robin Schell, APR, Jackson, Jackson & Wagner (term expires 6/30/13)
Assembly Delegate	Jayne Simoes, Louis Karno & Associates (term expires 6/30/14) (**)
Alternate Delegate	Jen English, Clarke Distributors (term expires 6/30/13)
Director	Donna J. Eason, APR, Consultant (term expires 6/30/12)
Director	Mary Ellen Hettinger, Girl Scouts of the Green & White Mountains (term expires 6/30/12) (**)
Director	Tom Bebbington, Long Term Care Partners, LLC (term expires 6/30/13) (**)
Director	Kevin Donovan, Diocese of Manchester (term expires 6/30/13) (**)

(\*\*) requires vote

**Minutes from the Yankee Chapter PRSA Board Meeting  
May 20, 2010  
NHHEAF and by Teleconference**

Present: Donna Eason, Jenn English, Jane Law, Grace Lessner, Bob Lundquist, Martin Murray, Tara Payne, Rosemarie Rung, Robin Schell Susie Stone

Meeting was called to order at 3:02 by Susie Stone.

**Approval of Minutes from April Meeting**

Grace moved to accept the minutes with 2 revisions/corrections. Jane seconded. The motion passed.

**Treasurer's Report (Jane Law)**

Jane reviewed the Treasurer's report as it was distributed prior to the meeting. Operating fund is going down as we are covering costs of the annual meeting and it will continue to do so until all the expenses are paid. The membership revenue reflected 2 months of collection. Revenues exceeded expenses. Rosemarie moved to accept the Treasurer's report and Grace seconded. The motion passed.

**Slate of Officers (Jenn English)**

Jenn reviewed the slate of officers:

Tara Payne – President Elect

Rosemarie Rung - Secretary

Jane Law - Treasurer

Sue Noon – Assistant Treasurer

Robin Schell - Assembly Delegate

Jenn English - past president, alternate Assembly Delegate

Donna Eason – Director

Susie mentioned that she and Tara P. were not able to attend the Leadership rally this year, but Tara P. will have it on her calendar for next year.

Susie also mentioned that she thinks it would be beneficial for her to attend the National Conference and questioned whether the budget could support that expense, as well as that for Leadership rally next June for Tara P.

Grace moved that we carry over \$1000 that was not expended for this year's Leadership Rally to add to next year's budget to cover both the Leadership Rally and the National Conference. Robin seconded. The motion passed.

**Annual Meeting – Grace Lessner and Jane Law**

Grace said that plans for the annual meeting are all set with 32 people registered to date. Rich Brooks is fully engaged. Susie will introduce Rich.

There was discussion on the timeline of the evening and when the awards will be presented. Board members are asked to arrive at 2:30 pm to meet and greet attendees. Susie will send out a final schedule of the event to the board.

Grace also asked that each director reach out to appropriate organizations in an e-mail blast after Memorial Day to increase attendance. She also suggested that we pitch it specifically for the PD session with Rich.

Grace will need all the material for the annual report by June 1.

### **Awards Committee– Martin Murray**

The Summit Award is coming together – there is one nominee – and Martin, Katie Paine and Rich Brooks will judge the nomination to ensure that it is qualified.

The Jackson Award recipient has been selected (Phil Auger, UNH Water Resources).

For next year, we should strive to get more entries, since the groundwork has already been done this year.

Martin described how the awards will be made at the annual meeting. Katie Paine will be joining us as one of the Summit Award judges.

Martin is getting Twitter mugs for Rich and Katie for volunteering as judges.

### **PD Committee – Tara Payne**

The session on the Delta/Northwest merger scheduled in early May was postponed until the fall due to low registration. The Boston chapter is interested in participating in it as a joint session.

Robin is going to explore the joint session with Boston chapter and will keep Tara P. in the loop.

The micro-scripting session was very successful despite the low attendance.

Jane suggested re-capping the PD sessions in the following newsletter.

There was discussion about offering a version of Robin's PR Bootcamp to the chapter.

### **Chapter Communications - Rosemarie**

Rosemarie updated the board on a short communications meeting held prior to the board meeting. 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 discussed the membership report. The PRSA promotion in May will focus on prospective members with two years or less of experience.

### **Accreditation Committee – Bob Lundquist**

There was little interest in the APR preparation workshop but Bob said that it will be offered in the fall. One member went through the readiness review and is expected to take the exam this month.

### **Other**

Donna asked Jane about our requirements to file with the IRS and state. Jane said that we do that every year by filing a 990.

### **Adjournment**

Bob moved to adjourn the meeting and Rosemarie seconded. The motion passed. The meeting adjourned at 4:11 pm.

Respectfully submitted,

Rosemarie Rung, Secretary

**Minutes of Yankee Chapter PRSA Annual Meeting  
June 10, 2010  
Red River Theatres, Concord, NH**

The meeting was called to order at 5:00 p.m. by Susie Stone.

**2009 Annual Meeting Minutes**

Rosemarie Rung moved to accept the minutes of the 2009 Annual Meeting and Jane Law seconded. The motion passed.

**Treasurer's Report**

Grace Lessner moved to accept the Treasurer's Report and Rosemarie Rung seconded. The motion passed.

**President's Report**

Susie Stone presented the President's Report, highlighting progress and achievements of the chapter during the year. She thanked everyone for their support during the year.

**Election of Officers**

Jennifer English presented the slate of officers for the 2010-2011 fiscal year as follows:

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 6/30/11)	Laura Simoes, Office of U.S. Senator Jeanne Shaheen (term expires
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) (**)

**Preview of 2010-2011**

Susie Stone previewed upcoming professional development opportunities and the introduction of the Summit Award to the Yankee Chapter awards program. She also mentioned the August board retreat as an opportunity for the chapter to identify its goals for the upcoming year and invited members to become involved in the many committees of the chapter.

**Adjournment**

The meeting was adjourned 5:15 pm.

Respectfully submitted,

Rosemarie Rung  
Secretary

**Minutes from the Yankee Chapter PRSA Board Meeting  
Board Retreat August 25, 2010  
PSNH**

Present: Donna Eason, Jenn English, Tara Hershberger, Jane Law, Bob Lindquist, Grace Lessner, Martin Murray, Tara Payne, Rosemarie Rung, Laura Simoes, Susie Stone, Gail Winslow-Pine

Meeting was called to order at 9:18 am by Susie Stone and introductions were made.

**Membership** – Donna Eason

Donna distributed the membership report. There were 102 active members; since the annual meeting 2 have joined and 11 have dropped. Donna said that she calls dropped members, as does national, to find their reasons why they are leaving.

The national organization's promotion for July and August is to waive the initiation fee.

Donna mentioned that with her new chapter duties and her length of service as membership chair, that it might be time to bring in a new membership chair. Grace suggested that we add a vice-chair to the committee as well to address succession and to involve more members.

Ideas to welcome new members include mention in the newsletter, providing a complimentary PD session, and PRSA branded gifts.

Jenn mentioned that we could include membership questions in the member survey. Plans are to distribute the survey in September. Jenn and Susie will work on this. Rosemarie asked that questions on communication be included.

Grace mentioned that it is important that we maintain a personal connection to members.

**Committee Chair Positions**

**Membership** – need chair and vice-chair

**Awards** – Martin continues as chair

**Accreditation** – Brett and Bob will continue

**Ethics Officer** – Martin will check with Judy Stokes to see if she wants to remain in this position. Grace suggested that we invite her to a future meeting to discuss her duties. This will occur at our September meeting

**Communications** – Rosemarie continues and will check with Sue to see if she wants to remain as vice-chair.

**Nominating** – Jenn will continue

**Past Presidents Council** – Jayme is chair and Susie will reach out to him. Gail offered to become involved in this

**Professional Development** – Tara P. will continue

**Event (includes Annual Meeting)** – Jane and Grace will continue

The consensus is to encourage "new blood" on the committees and draw from both members and non-members. For non-members, it would encourage them to join. Notices will be placed in the newsletter, web site, and Facebook page.

**Board Meeting Schedule**

We will continue to schedule board meetings for the third Thursday of the month, alternating between teleconferences and in-person. The meetings will begin at 3 p.m.

- ▶ **September 16** (NH Fish and Game, Concord)
- ▶ **October 21** (teleconference)
- ▶ **November 18** (NH Housing Finance Authority, Bedford)
- ▶ **December 16** (teleconference)
- ▶ **January 20** (NH Higher Education Assistance Foundation, Concord)
- ▶ **February 17** (teleconference)
- ▶ **March 17** (Pannos Winzeler Marketing, Bedford)
- ▶ **April 21** (teleconference)
- ▶ **May 19** (PSNH Energy Park, Manchester)
- ▶ **June 9** (Annual Meeting tentative)

**National Update** – Gail Winslow-Pine

Things are going smoothly at national; downsizing and staffing changes there resulted in a strong core of staff, financials are break even, and there is a small uptake in membership with 20,000-21,000 members. The Job center is “breaking the bank” with high level of activity and revenue. There is also an increase in professional development.

There will not be a dues increase in base membership (no increase in 10 years), so dues remain at \$225 per year, but this may not remain the same next year.

Out of all members only 6000 are section affinity members. Gail is advocating that any increase in dues includes section affinity membership.

Gail recommends that we go to [www.prsa.org](http://www.prsa.org) to view the slide deck on the home page, “The Business Case for PR.” This may help support client pitches.

There have also been roundtable discussions with senior practitioners about the future of the profession with priorities identified as advocacy, diversity and ethics, etc.

There is an amendment to synch the terms of directors to have six share the same term.

The November 4 district conference will be in Troy, NY. They expect about 100-150 attendees.

The Foundation is having some “growing pains” and lack of agreement on its direction whether it be growing public relations awareness or providing scholarships.

Leadership development (“how are we developing leaders in PRSA?”) needs are beginning to be discussed. Bill Murray (CEO) is present at the nominating committee to insure that board nominations address the governance and leadership needs of the organization.

A hot topic issue is the criteria to have APR a requirement of serving on national. An amendment to have APR as one of criteria (among several) was overwhelmingly defeated at the assembly last year.

Gail said that there is reason for us to feel very satisfied with the national organization.

Gail encouraged us to participate in the Leadership Assembly in June. Gail mentioned that we are one of 5 that start our fiscal year on July 1, which may hinder our ability to respond to ideas/plans developed at the Leadership Assembly.

**Assembly Delegate Selection Process** – Bob Lindquist (with Gail Winslow-Pine)

Bob talked about the transformation of the Delegate Assembly from one where delegates debate governance (e.g., bylaws) to one that provides more of a continuum of leadership. This shift may impact the selection of delegates. Bob mentioned that it is an advantage to have delegates

attend consecutive assemblies and that, perhaps, the nomination of delegates become more thoughtful as the leadership component of the delegates is considered. Bob distributed the National bylaws as they pertain to assembly delegates.

Laura mentioned that a charge of a delegate committee this year is to draft a white paper to be presented at the next assembly that addresses the big issues facing the organization. Gail offered to do the QuickStart program at our September meeting that talks about the nuts and bolts of national to inform chapter leadership.

The issue of delegate selection will be on the September agenda to continue the discussion.

### **Annual Meeting Recap**

Susie asked over lunch for feedback about the annual meeting. Rosemarie said the multiple reminders and networking was very helpful but that the lobby was crowded and made ease of networking a challenge.

Gail suggested that the business meeting be first. We reviewed the reasons for making the speaker presentation a PD session. There was a suggestion to present the Summit Award directly after the PD session – assuming the themes are the same. Jane will be doing the financial review to see how we fared with revenues vs. expenses.

### **Professional Development Session Protocol— Tara Payne**

The first meeting of the PD committee is scheduled for September 10. Tara said we need to promote the free webinars available through PRSA. She asked about the financial resources available for speakers. We agreed to empower Tara P. to decide whether to recognize speakers with a \$50 gift card or cover their expenses or provide a fee.

Tara discussed upcoming topics and the possibility of a longer session (e.g., PR 101). There were also suggestions that we host sessions in VT and ME and one at Champlain College (our PRSSA chapter). The Summit Award winner offered to host a session in Burlington, VT.

There was some discussion about our contracted administrator (Dover Secretarial). Susie asks that board member come to the next meeting with a list of duties they think fall under the purview of a paid administrator.

### **Standard Operation Procedures**

Susie spoke of the importance of documenting the procedures and processes that we use to operate the chapter. It provides greater continuity between leaders and clarity and efficiency of operation. Committees are asked to identify SOPs for their committee and bring them to the September meeting.

### **Summit Award (off-agenda)**

Martin solicited ideas for this year's Summit Award.

### **Website Tutorial – Bob Lindquist**

Bob reviewed the website and how it is organized and maintained. He requested that board members forward to him a headshot, professional title/affiliation, and phone number to place alongside your name on the website.

The meeting was adjourned at 3:04 pm.

Respectfully submitted,

Rosemarie Rung  
Secretary

**Minutes from the Yankee Chapter PRSA Board Meeting  
September 16, 2010  
NH Fish & Game Department and by Teleconference**

Present: Jen English, Jane Law, Grace Lessner, Bob Lindquist, Martin Murray, Sue Noon, Rosemarie Rung, Judy Stokes, Susie Stone

Susie called the meeting to order at 3:05 pm.

**Approval of Minutes from May Meeting and August Board Retreat**

The May draft minutes will be approved at the next meeting. Rosemarie will send them out with the draft minutes of this meeting.

The minutes of the August Board retreat were reviewed. There were no revisions. Martin moved to approve and Jane seconded. The motion passed.

**Treasurer's Report (Jane Law)**

Jane reviewed the Treasurer's report for June (last month of last fiscal year). Martin approved. Sue seconded. The motion passed.

The report for July and August was reviewed. Martin moved to accept and Rosemarie seconded. The motion passed.

Susie asked about the Paul Dowd fund. Bob explained that funds were pulled out of the operating budget years ago to provide a forum for senior practitioners. The concept was to do something a little bit different for senior practitioners than what we do in our regular PD sessions. Funds were primarily used to pay a speaker. We have not sponsored a forum in several years.

The board may want to consider reviving this program. There is presently \$1212 in this line. We would also need to identify who our senior practitioners are.

Susie will place this on a future agenda.

Jane then talked about the \$25,000 we have in a .05% interest account and recommends that we should think about moving it to a higher bearing instrument. The board agreed and Jane will move forward on moving some of the money to a six month CD. Jane asked that we consider what amount we should keep aside for operating expenses. She thinks \$5000 is appropriate.

Rosemarie moved that the board authorize Jane to move forward on seeking higher interest and Sue seconded. The motion passed.

**Ethics Overview (Judy Stokes)**

Judy distributed the Ethics Officer position description and reviewed the responsibilities. She is renewing her role this year and offered to support ethics training in one of our PD or accreditation sessions. She also can serve as a counselor for especially challenging situations and would connect with national for additional assistance.

Judy suggested we could use our Facebook page to generate discussion about ethical challenges.

She also offered to present a PD session on this in the future, especially during Ethics Awareness.

### **PRSSA Chapter**

This chapter in Bangor contacted the Maine Public Relations Council seeking financial assistance for three students to attend the national PRSSA conference. The Maine PR Council agree to split the request so we would each provide \$500 to help defray the students' cost. Susie will confirm the Maine chapter's charter.

The board said that it would be fair to extend a \$500 scholarship to the other chapter as well, so it would be a total of \$1000 going to support our PRSSA chapters' attendance at their national conference.

Bob had a suggestion that we can even peg the revenue from a PD session to go toward a PRSSA scholarship fund.

Rosemarie moved to allow Jane to extend an offer of \$500 to each of our PRSSA chapters and Sue seconded. The motion passed.

### **Professional Development**

Next Tuesday is the session at NHPR and will need a reminder, which Rosemarie will do.

Rosemarie is doing a session at wedu in Manchester on October 28, "Understanding Change and Communicating it Effectively."

Jim Lukaszewski will be doing a November 16 session at NHH on "Why Your Boss Should Listen to You."

December PD will likely be a webinar.

(Grace joined the meeting).

Robin offered to do her Boot Camp session in January as a half-day session. There is still a question on cost and format (e.g., inclusion of a panel). The board thought that \$75 for attendees and \$50 for students was reasonable. Martin offered to host it at PSNH.

Ed Nicholson from Tyson Foods may be giving a session on cause branding in February.

It was suggested that we hold a spring session for communications majors what employers are looking for in their entry level positions.

### **Communications**

Rosemarie summarized the Communications Committee meeting held just prior to the board meeting. Bob, Jane (not on the committee but attended meeting), and Rosemarie outlined the process the committee uses. Rosemarie will document the draft process and get it to the board for review.

### **Chapter Administrator Discussion**

Susie asked to table this to the next month's meeting. The board concurred.

### **Adjournment**

Martin moved to adjourn the meeting and Rosemarie seconded. The motion passed. The meeting adjourned at 4:21 pm.

Respectfully submitted,

Rosemarie Rung, Secretary

**Minutes from the Yankee Chapter PRSA Board Meeting  
October 21, 2010  
Teleconference**

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

Susie called the meeting to order at 3:05 pm.

**Approval of Minutes from May Meeting and September Meeting**

The minutes of the May and Board were reviewed. There were no revisions. Robin moved to approve and Donna seconded. The motion passed.

The minutes of the September meeting were reviewed. Jane moved to approve with the spelling correction of Jim Lukaszewski's name. Grace seconded. The motion passed.

**Treasurer's Report**

Jane reviewed the treasurer's report and noted that PayPal does deduct a fee for monies they collect on our behalf. She also noted that we are doubling our interest now that she has moved our account into a money market account.

We also had to add money into Constant Contact account since we added event marketing.

She has to amend the report to reflect to donation we made to the PRSSA so a vote will be made on the report next month.

Jane trimmed the budget a bit to be more realistic, based on last year's experience. The budget is at \$11, 092. Rosemarie moved that we accept the budget as submitted. Donna seconded and the motion passed.

**Jim Bradley Memorial**

Robin discussed opportunities for us to honor Jim Bradley, one of the founders of our chapter. Options include renaming the Summit Award or setting up a scholarship in his name.

Since we already have money in the budget for a scholarship and this is something that Jim would have liked, the Board agreed to name a scholarship after him. Jane suggested that we should identify parameters for the scholarship. Susie recommended that we put a committee together to define the criteria for student applications. Robin and Donna volunteered to serve on the committee.

Robin said that it would be nice to inform his family about it. Donna said we could do that soon and use the annual meeting to formally announce it. Jane said it would be good to send a letter to the PRSSA chapters to inform them that it is being organized. Tara recommended that we open it up to juniors so we can benefit from their senior year as a PRSSA member and scholarship recipient. Robin and Donna will work on details including the communication plan.

Susie asked if we should contribute \$100 to the scholarship fund to memorialize Jim. Jane moved that we rename the scholarship fund in Jim's name and approve the \$100 donation. Rosemarie seconded and the motion passed.

**November Meeting**

Susie asked the Board if they would mind moving the November meeting to November 16 so that it coincides with the PD session scheduled that day at NHHFA in Bedford. The board agreed and the meeting will begin at 1:00 pm.

### **Membership Report**

Donna reviewed the membership report and asked that Rosemarie include a welcome to new members (active, 3 this month) in the newsletter.

Donna reiterated that it is very important for members to update their information on PRSA as any information there is what the Chapter pulls. Only members can update their information.

Susie reported that Jayme has volunteered to be the new membership chair. Susie and Donna will reach out to him to welcome him and work on the transition.

### **Professional Development**

Tara recapped the September program at NHPR. She reported that Rosemarie is presenting one on change communications on Oct. 28 and Jim Lukaszewski will be giving one November 16 in person. Due to Jim's national stature, the board should make personal contacts to promote this event to their colleagues.

Tara said that a webinar would be more appropriate for December since attendance is traditionally low. Additionally, a social networking event may not have a lot of attendees due to competition with other holiday events.

Tara previewed a couple of sessions planned for 2011.

### **PRSSA Chapter Involvement Discussion**

Susie spoke to Nancy Roberts, the advisor for the PRSSA chapter at the NE College of Communication in Banger, to discuss opportunities to strengthen our relationship with the chapter. One topic was to assign a liaison between the two chapters and this person could be a member. Susie recommended we reach out to membership to ask if anyone is interested in being the liaison, which would be a committee chair-level position. Rosemarie will put a call out to members in the next newsletter.

Susie will reach out to the two chapters to get a description of their chapters that we can include on our website.

### **Chapter Administrator Discussion**

Susie recommended that we need a comprehensive description of the chapter administrator so we can better insure that we have the proper resources in place. Tara and Donna volunteered to help her on this.

### **Assembly Delegate Report**

Robin reviewed the delegate assembly report that she and Laura prepared and distributed to the board earlier.

### **Adjournment**

Jane moved to adjourn the meeting and Donna seconded. The motion passed. The meeting adjourned at 3:57 pm.

Respectfully submitted,

Rosemarie Rung, Secretary

**Minutes from the Yankee Chapter PRSA Board Meeting  
Tuesday, November 16, 2010  
NHHFA and By Teleconference**

Present: Donna Eason, Jen English, Jane Law, Grace Lessner, Tara Payne, Rosemarie Rung, Susie Stone

Meeting was called to order 1:08 pm.

**Holiday Donation/Membership Communication**

Susie said that last year in lieu of printed holiday cards, we sent out an e-card and made a \$100 donation to a food bank in each of our three states. Susie was requesting feedback on whether we should do it again this year.

We decided to do the e-card and donation again, but to make it a Thanksgiving message going out on Tuesday. Susie will follow up on this.

**Membership Committee**

There are 104 current members as of November 15 with two dropped members (one deceased).

**PRSSA Chapter Liaison**

Susie shared a chapter liaison description that she mined from another chapter and it was reviewed and supported.

In the next newsletter, we will solicit someone for this role.

There was discussion on how to build our mailing list. Susie will ask board members to forward e-mail addresses to Rosemarie.

**Jim Bradley Memorial Scholarship**

Donna and Robin met and Donna shared their recommendations and criteria.

There was discussion about altering the criteria to include all public relations related majors, requiring only one letter of recommendation, and stating that PRSSA members are given preference, and opening it to all undergraduates in accredited colleges and universities rather than just upperclassmen.

Donna shared an example of an admission form and suggestions were made for revisions.

Donna will revise the document and resend.

**Approval of October Minutes**

Grace moved to accept the minutes as submitted and Donna seconded. The motion passed.

**Treasurer's Report**

A corrected version of the September treasurer's report was submitted. Grace moved to accept the report and Jen seconded. The motion passed.

Jane reviewed the October treasurer's report. Rosemarie moved to approve the report and Grace seconded. The motion passed.

**PD Committee**

The April program will feature Peter Francese, demographic expert and Exeter resident, who speak on how census data translates for marketers and those in public relations.

The session is planned for April 14, 2:30 – 4:30 pm, at SNHU's Mara Auditorium.

January's session will be a media training webinar in Portsmouth with 45 minutes for a media type panel discussion.

Tara is not sure we can secure the February session on cause branding.

Erin Hathaway gave a great session at the District conference that would be an opportunity for a PD session for us.

**Annual Meeting Committee**

Grace mentioned that planning for the annual meeting begins in January. Grace suggested we have two speakers with complementary topics.

A suggestion was made to consider John Bello, founder of Sobe and graduate of the Tuck School.

**Awards Committee**

This topic was tabled until the next meeting.

**Chapter Administrator**

This topic was tabled until the next meeting.

**Adjournment**

Donna moved to adjourn the meeting and Grace seconded. The motion passed. The meeting adjourned at 2:14 pm.

Respectfully submitted,

Rosemarie Rung, Secretary

**Minutes from the Yankee Chapter PRSA Board Meeting  
Thursday, December 16, 2010  
By Teleconference**

Present: Donna Eason, Jane Law, Grace Lessner, Bob Lindquist, Martin Murray, Tara Payne, Rosemarie Rung, Robin Schell, Jayme Simoes, Susie Stone

Meeting was called to order 3:04 pm.

**Jim Bradley Memorial Scholarship Funding**

Donna explained that, after conferring with Jane, donations to this would not be a charitable tax-deduction. Ideas might be to take the profit from the PR Boot Camp and to take a portion of a PD session, since those could be accounted as a business expense.

Rosemarie suggested that we determine an annual goal and fund it through our general revenue sources. Any donations or other funds going toward this fund could offset general revenue from the budgeted amount.

Someone asked if we need a separate account for this. Jane stated that the other special fund we have is in the money market account and the scholarship monies could reside in that account.

We will also announce to members that they are welcome to donate to the scholarship.

The PR Boot Camp will be in March likely 9 or 10 am to 3 pm with proceeds to the scholarship fund.

**Jim Bradley Memorial Scholarship Update**

Donna sent an updated document with criteria. She and Robin will discuss it in more detail during the holidays and then plan for communications to the family.

**Approval of November Minutes**

Donna suggested we change to "one deceased" under Membership and Jane noted a typo under the PD section. Jane moved to accept the minutes as corrected with Donna seconding. The motion passed.

**Treasurer's Report**

Jane reviewed the November treasurer's report. Jane said we sold 11-12 copies of Jim's book (so need to push the others via newsletter). We still have a negative balance sheet, but with some profitable PD sessions, we should be fine. Rosemarie moved to approve the report and Grace seconded. The motion passed.

**PD Committee**

Bob updated the web site.

January's session will be a media training webinar in Portsmouth with 45 minutes for a media type panel discussion. Tara has secured the speakers for the panel, with one pending.

A notice on January's session will go out now and a reminder in the January newsletter.

February 24's session will be about "Becoming a Full Practitioner" Jim Burke, Lori-Storrey Manson, Matt Cookson and one of his colleagues will be presenters.

April 14 the session, "Who is the American Consumer?" will be held at SNHU. A SNHU student group and PSNH will be sponsoring it.

### **Membership Committee**

Jayne said that 21 people dropped their membership this year. He mentioned that national leaves a short window to renew. Jayme is going to send out the list and asks that the board reach out to them and invite them to rejoin.

We have 2 new members and Jayme encouraged us to reach out and welcome them. He also mentioned that the brochure is dated, as is the member list. Jayme suggested that we update it and he offered to cover the graphic design. Susie will look into having the MMC print

Jayne also suggested that we have a new member welcome "mixer" perhaps following a regular PD session, where one might bring a friend complementary.

We currently have 106 members we have one new member and one member was reinstated.

Donna said the national promotion for December is the same as October and November.

### **Annual Meeting Committee**

Grace mentioned that planning for the annual meeting begins in January. Susie asked if the committee could meet in early January.

Grace will set up the meeting and asks for directions from the board on its goals for the meeting.

Rosemarie mentioned that last year's meeting was well-attended and coordination with the theme of the Summit Award seems to work well. The survey feedback was very positive so perhaps we can follow along the same process.

### **Awards Committee**

Martin said they are looking this year at a topic of "Success Stories" for this award.

We also need to promote the Pat Jackson Award. Rosemarie said she will communicate about both of them in the next newsletter.

### **Communications Committee**

The newsletter will go out in January. Rosemarie had no other updates.

### **Chapter Administrator**

This topic was tabled until the next meeting.

### **STAR Program**

Jane said this was too expensive to pursue.

### **Adjournment**

Rosemarie moved to adjourn the meeting Jane seconded. The motion passed. The meeting adjourned at 4:04 pm.

Respectfully submitted,

Rosemarie Rung, Secretary

**Minutes from the Yankee Chapter PRSA Board Meeting  
Thursday, January 20, 2011  
NHHEAF and by Teleconference**

Present: Donna Eason, Jen English, Jane Law, Grace Lessner, Martin Murray, Sue Noon, Tara Payne, Rosemarie Rung, Robin Schell, Jayme Simoes, Brett St. Clair, Susie Stone

Meeting was called to order 3:04 pm.

**Approval of December Minutes**

Corrections proposed included: remove "t" from Donna Eason's last name, correct 3<sup>rd</sup> paragraph under Jim Bradley's Scholarship to change it to if, correct spelling of Simoes by removing "n." Donna moved to accept minutes as corrected, and Jane Law seconded. The motion passed.

**Treasurer's Report**

Jane reviewed the December treasurer's report. Rosemarie moved to approve the report and Robin seconded. The motion passed.

**Membership Committee**

Jayme reviewed the membership report. We have 105 members total.

Jayme asked the board to review the draft new membership brochure and letters to new members. Susie asked that if anyone has input on the drafts, to send that onto Jayme by February 3. He'll then get it laid out, we can arrange to get it printed, and use the content to refresh the website. Susie mentioned that the Maine Medical Center's print shop will print the brochure at cost.

Jayme also offered to serve as an administrator for our Facebook page and Susie will add him.

**PD Committee**

Tara reviewed the January PD session for next week – media relations webinar and 3 person live panel.

February 24 will be about the qualities of entrepreneurship. Matt Cookson will be the moderator.

March there will be a session similar to a PR Boot Camp, still to be named. It's scheduled for March 21 at PSNH from 9-1 with lunch included, plus coffee and muffins. The cost will be \$50 for members, \$100 for non-members, and \$50 for students.

The session on April 14, "Who is the American Consumer?" is still on for 2:30-4:30 pm. There are expenses associated with the speaker but SNHU has donated \$500 as a sponsorship for their students to attend. It is also a benefit that the students will increase attendance.

**Annual Meeting Committee**

Jane updated the board that Grace, Susie, Rosemarie and her met on this and said that the primary task at this point is to confirm a speaker. Two are being considered: Kathy Barbour, internal communications from the Mayo Clinic and Katie Paine, a leader in social media measurement. Katie's topic is relevant to the membership survey feedback received for desired topics, she is local and a member of our chapter. There was also an idea to raffle a consultation service with Katie to those that pre-register.

Robin suggested Angela Sinicis who presents for PRSA on measurement. She is from California, which may be an cost obstacle.

Grace asked the board if they think Katie is overexposed. The general consensus is that she is not and would be able to fulfill our members' request to have more on this topic.

Since Martin knows Katie personally, he'll reach out to her. Grace will talk to Martin about points to cover in his call to her and she will follow up with Katie after Martin's initial call.

We are looking at June 9 for the date of the meeting.

Jane also brought forth the idea of a poster session on best practices. The board thought that was a great idea.

Rosemarie will add a blurb about it in the next newsletter to solicit interest.

### **Awards Committee**

Martin said the topic will be "A PR Miracle – what major/minor PR miracle did you pull off?" He reviewed the announcement, which gives two months from now for entries to be submitted. Included in the prize would be a Kindle, if the budget allows.

There was discussion about the entry fee and discounting fees for members, with a proposal to charge \$25 for members and \$50 for nonmembers. Robin moved that proposal and Donna seconded it. The motion passed.

Robin spoke of the need to "talk up" the awards. Susie will talk it up at the PD sessions. She also asked if we should continue with a clock as an award for the Pat Jackson Award. Brett gave some background on it. Susie asked if there are other suitable gifts to get back with her and the Awards Committee.

### **Communications Committee**

The newsletter will go out in February. She will make sure the Constant Contact list is synched with our membership list. Rosemarie had no other updates.

### **Chapter Administrator**

Susie and Donna met with Cornerstone Association Management, an administrative firm in Concord, to evaluate their services. They charge by the hour, with no extra charge for a physical address, and provide very comprehensive services.

Susie wants to complete the evaluation and make a transition by June.

### **Jim Bradley Memorial Scholarship Update**

Donna sent an updated documents for the board to review and asked the board to get back to her by February 3. Robin will be the contact. The scholarship will be \$500 and is intended for students who attend schools in ME, NH or VT.

### **PRSSA Chair Update**

Judy Stokes responded to the request (she was the only one). Susie asked the board their thoughts and the consensus was that she would be a great chairperson. Susie will follow-up.

### **Adjournment**

Rosemarie moved to adjourn the meeting Martin seconded. The motion passed. The meeting adjourned at 4:18 pm.

Respectfully submitted,

Rosemarie Rung, Secretary

**Minutes from the Yankee Chapter PRSA Board Meeting  
Thursday, February 17, 2011  
Teleconference**

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

Meeting was called to order 3:04 pm.

**Northeast District Update**

Susie provided an update regarding the Northeast District. They are calling for volunteers to work on a district-wide award committee. The district conference will be in Rochester, NY. Date TBA.

**Approval of January Minutes**

Correction is to remove "t" from Donna Eason's last name, Jane moved to accept minutes as corrected, and Donna seconded. The motion passed.

**Treasurer's Report**

Jane reviewed the January treasurer's report as submitted. We were a little expense heavy in January but nothing that can't be made up. Rosemarie moved to approve the report and Tara seconded. The motion passed.

**Membership Committee**

Jayme reviewed the membership report. We have lost 3 members since the beginning of the year.

Susie said she may have a revision for the draft new membership brochure.

Jayme also mentioned that we have 135 "friends" of our Facebook page.

**PD Committee**

Tara reviewed the upcoming February PD session for next week about the qualities of entrepreneurship. Matt Cookson will be the moderator.

Tara is going to promote the March event to HR professionals, as well as promoting the awards.

The session on April 14, "Who is the American Consumer?" is still on for 2:30-4:30 pm.

There was some discussion about the May program and the planning and expenses for bringing in an industry-specific speaker, [enter name and title]

**Annual Meeting Committee**

Katie Paine is available to be the annual meeting speaker for either June 21, 22, or 23, all dates available at Red River Theatres. The board chose to finalize the date for the Thursday, June 23<sup>rd</sup>. Rosemarie will notify Grace so she can confirm with Katie and Red River.

**Awards Committee**

Martin requested help with some tasks around the Summit Award.

1. Posting the information on the web site – Bob will do this with content provided by Martin
2. Preparing an electronic or printable collateral form to promote the award – Tara offered to do this
3. Post the reference to FB and LinkedIn – Susie offered to do this
4. Criteria for judging the Summit Award – Robin will forward some content to Martin

A Kindle will not be given as a gift, but a hearty congratulations and handshake will be the reward.

### **Communications Committee**

The February newsletter went out today. The Constant Contact lists are synched with our membership list. Rosemarie had no other updates.

### **Chapter Management**

Susie and Donna are recommending we go with Cornerstone Association Management, an administrative firm in Concord, to provide administrative services. They charge by the hour, with no extra charge for a physical address, and provide very comprehensive services. Susie reviewed a proposal previously distributed to board members today.

Rosemarie moved to accept the recommendation to move to Cornerstone as chapter administrator, Robin seconded. The motion passed. Susie, Donna, and Tara will move forward on the transition.

### **Jim Bradley Memorial Scholarship Update**

There has been difficulty contacting the family to inform them of the scholarship prior to its communication. Donna is optimistic that her most recent effort to contact a daughter will be successful.

### **PRSSA Chair Update**

Judy Stokes accepted this position and she is exchanging e-mails with Susie about its responsibilities. Susie will be reaching out to PRSSA chapter advisors to inform them of the new role. She'll keep us updated. Judy is also connecting with people holding this role at other chapters.

### **March Meeting**

The next meeting will be on March 17. Details to be announced.

### **Adjournment**

Rosemarie moved to adjourn the meeting and Robin seconded. The motion passed. The meeting adjourned at 3:59 pm.

Respectfully submitted,

Rosemarie Rung, Secretary

**Minutes from the Yankee Chapter PRSA Board Meeting  
Thursday, March 17, 2011  
Pannos Winzeler Marketing, Bedford**

**Present:** Donna Eason, Jane Law, Tara Payne, Robin Schell, Jayme Simoes, Susie Stone, Grace Lessner, Tara Hershberger

Meeting was called to order at 3:15 p.m.

**Approval of the February Minutes**

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

**Treasurer's Report**

Jane reviewed the February Treasurer's report as submitted. Jane noted that she is monitoring the interest rate on the Chapter's account which currently stands at .05%. Tara P. moved to accept the report. Tara H. seconded. The motion passed.

Susie shared that there was a member suggestion based on best practice to have a Treasury Audit during which operational procedures, bank statements, etc. would be reviewed. Only a small, key group would be required but would likely include: the President, Treasurer, Assistant Treasurer and up to two additional members. Grace shared that twice annually should suffice. The group agreed. It was decided that the first audit would occur in July and the second would be in mid-January.

**Chapter Management Update**

Susie shared that the Chapter's letter of agreement is effective with Cornerstone Association Management on April 1. However, publicly the switch would take place following the April 14 PD session in order to facilitate a seamless transition prior to the Annual Meeting. Donna has offered to get any remaining materials from Dover Secretarial to Cornerstone in anticipation of the transition.

**Membership Committee**

Jayme reviewed the membership report as submitted and offered an update on the membership brochure. The copy is now updated and graphics are being finalized.

**Professional Development**

Tara P. shared that in total 16 members and non-members have registered for the upcoming "Primer" session hosted at PSNH which features Robin and Gail sharing essentials for effective public relations. Susie is handling the catering and handouts. It was requested that a final e-blast go out to members.

The session on April 14 will include SNHU students, faculty and alumni. SNHU honor society sent Peter Francese a check for \$500 towards his speaking stipend. PSNH has offered to co-sponsor as well.

It was decided prior to the meeting that there would not be a May session in expectation that more energy and focus could be placed on driving interest for the April session and the Annual Meeting in June.

**Annual Meeting**

Grace shared that the annual meeting will be held at Red River Theatres on Thursday, June 23 beginning at 3 p.m. The space is available from 2 p.m. to 6 p.m. for set-up and break-down. The Common Man will cater the event. Katie Paine is confirmed although the issue of her stipend (if required) has yet to be determined.

Grace asked the board think about potential sponsors for the event. There was some discussion about formalizing the sponsorship levels. Grace encouraged anyone with thoughts to contact her directly.

As this year the Chapter will incorporate a “best practices gallery”, board members are encouraged to participate. Members will be invited to display any campaign, project or overview they feel would benefit the attendees.

Grace asked that Rosemarie create a “Save-the-Date” e-blast to go out to members by April 1. Grace plans to create a new postcard invitation which will be mailed at least 60 days prior to the Annual Meeting.

Jayne agreed to create a press release. Grace reminded board members that they will be asked to call members to personally invite them to attend.

**Awards Committee:**

Robin and Susie encouraged the board to invite others to submit for both awards.

**Communications Committee:**

Susie shared appreciation for Rosemarie’s timely work on both the newsletters and e-blast announcements. Grace reminded the board that committee chairs are responsible to submit summary reports for the Annual Report.

**Jim Bradley Memorial Scholarship Fund:**

Donna and Robin discussed that, despite many attempts, they were unable to connect with the family of Jim Bradley personally. So, a formal letter stating the intent of the Chapter to award the scholarship on Jim’s behalf at the annual meeting was sent via mail.

Donna talked with Judy about checking in with PRSSA Chapters to promote the opportunity.

**Other:**

Jane shared that in storage there are financial documents which serve no historical or tax purpose and could be destroyed. The board supported Jane’s request to destroy those non-essential financial records that are seven years old or older.

**Adjournment**

Grace motioned to adjourn at 4:15. Donna seconded the motion.

Respectfully submitted,

Tara Payne, Acting Secretary

**Minutes from the Yankee Chapter PRSA Board Meeting  
Thursday, April 21, 2011  
Teleconference**

Present: Jane Law, Grace Lessner, Bob Lindquist, Martin Murray, Tara Payne, Rosemarie Rung, Jayme Simoes, Susie Stone, Matt Gatzke (Cornerstone)

Meeting was called to order 3:04 pm.

**Welcome & Northeast District Update**

Susie introduced Matt from Cornerstone who is listening in to get a feel for the organization.

September 28 is the date for the District conference, which will be in Rochester, NY. The district also has several leadership positions open. Susie said that anyone who is interested should go to [www.prsa.org](http://www.prsa.org) for more information.

The District is still looking into a district level award, but needs more volunteers to look into this. One idea is to have chapter award winners elevated to a district level award.

**Approval of March Minutes**

There is a typo with "publically" rather than "publicly." Jane moved to approve the minutes as corrected, Martin seconded. The motion passed.

**Treasurer's Report**

Jane reviewed the Treasurer's Report, with revenues exceeding expenses. She noted that there is a charge from Constant Contact for our on-line event registration.

Rosemarie moved to accept the report, Tara seconded. The motion passed.

**Membership Committee**

Jayne reported we have 105 members and asked that members reach out to the dropped members to see if they would return.

If anyone has final edits to the membership brochure, please get them to Jayme asap.

Bob suggested that we delete the reference to the chapter library as the most current item is from the late 90's. There was board consensus to scrap the library since most information is on-line and current and that would be the likely place members would go to for information.

**PD Committee**

The April 11 event went very well and Tara thanked the sponsors. 120 students attended and 7-8 chapter members attended.

**Annual Meeting Committee**

Grace updated the board on the Annual Meeting plans. Katie Paine will be speaking and offered to waive her honorarium of \$300 if we provided complimentary copies of her book. Grace countered that we would offer complimentary copies to the first 25 registrants since offering more copies than that would exceed the \$300.

There was discussion about the schedule and it was decided that Grace would report out over the next several days based on her conversation with Katie Paine and the Annual Meeting committee.

### **Awards Committee**

The board is encouraged to promote submissions for the Summit Award.

Martin reported that there are 2 entries for the Summit Award. He is looking for suggestions for chapter members who might be interested in helping to evaluate entries in mid-May.

Contact Martin via email.

There may not be any candidates for the Pat Jackson award, but Susie will check in with Jen English. Martin encouraged everyone to survey contacts and consider nominating someone.

### **Communications Committee**

There was no report.

### **Jim Bradley Memorial Scholarship Fund**

At this point, there are no applicants for the scholarship. Jane did remind all that this component needs to be included with planning for the annual meeting.

### **PRSSA Chair**

Judy has been in touch with PRSSA advisors and hopes to develop a deeper contact with them.

### **Slate of Officers**

Three APR past presidents approved slate of nominees. We need to get the list out to our members 30 days before the annual meeting.

Grace moved to accept the slate of officers as presented by Susie and Martin seconded. The motion passed.

### **Next Meeting**

Susie suggested that we meet at Cornerstone for the next meeting on May 19.

Susie shared that the Chapter bylaws need to be updated. After speaking with Candice Bellittera (Chapter Relationship Manager of PRSA), the Chapter was encouraged to begin the process by September keeping in mind that the draft bylaws must be approved by the board of the Society to become effective. The goal is to have the new bylaws ready for membership approval during next year's term.

Susie shared that an ad hoc committee will be formed. Jane, Tara, Susie and Bob volunteered. Bob encouraged the Chapter to have it wrapped up by mid-January. Jane asked that we look at changing our fiscal year while we're in the midst of making bylaw changes. The committee will plan to meet before the next board meeting to discuss the approach and timeframe.

### **Adjournment**

Jane moved that the meeting adjourn and Grace seconded. The motion passed.

Respectfully submitted,

Rosemarie Rung, Secretary

## Accreditation Report 2010 - 2011

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 Yankee Chapter currently has 24 accredited members. Congratulations to Suzanne Spruce, APR, community relations director for Eastern Maine Healthcare, and Nancy Kerr, Ph.D., APR, program director for Media Communication at Champlain College, for achieving PRSA accreditation last fall!

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](http://prsa.org/Learning/Accreditation).

The Chapter held a one-day APR preparation class in September and currently has several members who have had APR applications approved and will begin the APR Readiness Review process when ready.

For information on the next Yankee Chapter APR preparation class, or accreditation in general, contact Brett St. Clair at 603-224-5566 or [bstclair@lkarno.com](mailto:bstclair@lkarno.com).

Respectfully submitted,

Yankee Chapter PRSA Accreditation Committee:

Brett St. Clair, APR

Bob Lindquist, APR

Susan Noon, APR

Rosemarie Rung, APR

## **Assembly Delegate Report 2010 - 2011**

### **Reports from PRSA Board Leaders**

Delegates heard from Gary McCormick, APR, Fellow PRSA, 2010 PRSA Board Chair, Rosanna Fiske, APR, chair-elect of PRSA, and William Murray, PRSA president and CEO as part of the annual State of the Society Report. In the presentation "PRSA 2010: On Course for the Future," Gary McCormick explained the work of the Society as the "ABCDE's" or "Advocacy, The Business Case, Communities, Diversity and Education."

### **Accreditation Still Needed For PRSA Leadership**

There was lots of good debate on this issue and the vote was close (104 for removing the APR requirement, 172 against); it needed a two-thirds vote to pass. A roll call vote was proposed but denied. After hearing the discussion and arguments on both sides of the issue, the Yankee Chapter delegates concurred that they were not in favor of the proposed change as it was worded, and cast two votes against.

Arguments for keeping the APR requirement included:

- APR is a brand for PRSA; how can leadership promote it if they don't.
- Anyone who doesn't have time for an APR doesn't have time to serve at the national leadership level.
- Not necessary. There is no "barrier" to taking the test, anyone can do it.
- Right now you can be a non-APR and be on the Board; there were 2 positions created for non-APRs.
- Some Assembly Delegates thought the language of the bylaw change was setting the bar too low, because it didn't require a certain amount of leadership time in PRSA.

Arguments for doing away with the APR requirement include:

- 80% of members don't have their APR so you're automatically excluding all of them.
- UAB guidelines say one will not use the APR as a means of discrimination against non-APRs, isn't this a violation?
- APR is a matter of personal distinction, but not necessarily a mark of good governance.
- This opens the pipeline for non-APRs to run, but they don't have to get selected if people feel that strongly about the issue.

There was a lot of conversation about the need to do a better job promoting the value of APR outside the Society, and also inside to encourage people to pursue their APR. One person said, "we need to get it to the CPA level for accountants." Most recently the Society offered its first specialized APR opportunity, the APR+M for military public relations professionals. To be piloted in 2011: an accreditation for students who have graduated from college and want to set themselves apart by earning a form of accreditation.

### **Additional Highlights from the Assembly**

- Two other proposed changes to Bylaws wording passed easily. The majority of the afternoon was spent on a discussion of "Defining the Role of Public Relations Professionals of the Future."
- A presentation on future KSA's (the knowledge, skills and abilities) needed in the profession of public relations was shared. It is based a survey of 1060 communications professionals and business leaders. The presentation is available at: [www.prsa.org/AboutPRSA/Documents/2010prsaemployerstudy.pdf](http://www.prsa.org/AboutPRSA/Documents/2010prsaemployerstudy.pdf)
- After several presentations, Assembly Delegates discussed the future of the PR field. Feedback will be incorporated into a white paper being developed on this topic, due in spring.

Respectfully submitted,

Robin Schell  
Laura Simoes

## Membership Committee Report

(As of June 1, 2011)

The Yankee Chapter PRSA ended fiscal year 2010-2011 with 102 active members. This represents a loss of 12 members since May 31, 2010. Of the current active Yankee Chapter PRSA members, 67 are located in New Hampshire, 15 in Maine, nine in Vermont, nine in Massachusetts, one in South Carolina and one in Newfoundland. In fiscal year 2010-2011, we welcomed 14 new Yankee Chapter members:

Kevin P. Flynn  
Communications Director  
NH Community Development Finance Authority  
Concord, NH

Jessica Jean Garcia  
South Portland, ME

Timothy Kershner  
Chief Public Relations Officer,  
Plymouth State University  
Plymouth, NH

Jill Kimball  
B2B Mktg & Communications Mgr  
Littleton Coin Company  
Littleton, NH

Karen McCarthy  
President, m5pr  
St. John's, NL

Andrew Morse  
Rochester, NH

Michael J. O'Brien  
Community Relations, Cityside Management Corp.  
Merrimack, NH

Robert Olson  
PR Manager, Analog Devices  
West Newbury, MA

Jeffrey Michael Penta  
Communication Manager,  
Southern New Hampshire University  
Manchester, NH

Nicole Ravlin  
Partner, PMG Public Relations  
Burlington, VT

Jeffrey Roosevelt  
Public Relations & Marketing,  
Maine Veterans' Homes  
Augusta, ME

Bree A. Simmers  
Account Executive, Louis Karno & Co  
Concord, NH

Amy K.S. Sterndale  
Communications Director, The Carsey Institute  
Durham, NH

Kate Tulloch-Hammond  
N. Charleston, SC

I have headed the membership effort for just a few months – but in that time we produced an all-new membership brochure, updated our letters to new and dropped members, and worked to update the chapter website membership page. We have also upgraded the Chapter Facebook page, where we have 139 “likers.”

To help ensure 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](http://www.prsa.org)) or by calling **212-460-1400**. To check your information or to see a current directory of Yankee Chapter members, log in to MemberNet at [www.prsa.org](http://www.prsa.org). The directory is available as a member service.

Respectfully submitted,

Jayme H. Simoes  
Membership Chair

## Yankee Chapter PRSA Membership Roster (as of June 1, 2011)

Elizabeth A. Andrews	Katherine B. King	Jeffrey Roosevelt
Heather S. Atwell	John R. Lamb, APR	Terri J. Rosenstock
Gina M. Balkus, APR	Jeanne Marie Landau	Dean A. Rosingana
Thomas Patrick Bebbington	Elizabeth L. LaRocca	Natalie Helen Rudzinskyj
Mary-Jo Boisvert	Elizabeth A. LaRose, APR	Rosemarie Rung, APR
Michael P. Bourque, APR	Jane N. Law	Robin Schell, APR, Fellow PRSA
Karen Boushie	Grace Lessner	Stephanye Schuyler
John R. Briggs, Jr.	C. Robert Lindquist, APR	Bree A. Simmers
Janice L. Brown	Elizabeth Ann Mace	Jayme Henriques Simoes
Sharon G. Callahan, APR	Warren E. Mason, Ed.D.	Laura D. Simoes
John Hugh Carroll	Gregg J. Mazzola	Stacey Smith, APR, Fellow PRSA
Susan B. Chadwick	Charles E. McAlpin	Lynne W. Snierson
Matthew J. Chagnon	Karen McCarthy	Brett St. Clair, APR
Byron O. Champlin	Patrick F. McGee, Sr., APR, Fellow PRSA	Roger W. Stephenson, APR
Jesse Ciccone	Tracy Whittier Messer, APR	Amy K.S. Sterndale
Matthew Cookson	Andrew Morse	Judy Stokes, APR
Kevin John Donovan	Michael D. Murphy	Susie D. Stone
Liza Dube	Martin E. Murray	Michael Stoner
Michelle E. Dunn	Douglas Nadeau	Tracy Manforte Sweet
Donna J. Eason, APR	Tiffany L. Nelson	Michele Lee Giannone Talwani
Jennifer Lynn English	Susan J. Noon, MBA, APR	Kate Tulloch-Hammond
Craig H. Evans, APR	Michael J. O'Brien	Susan Faye Vaillancourt
Kevin P. Flynn	Kenneth W. O'Quinn	Kathleen B. Walker, APR
Allison Furbish	Julia Fagan Olivares	Gail A. Winslow-Pine, APR
Jessica Jean Garcia	Robert Olson	Jeff Wise
Leslie A. Gouthro	Henry Thayer Osborne	Sandra R. Yusen
Ernestine J. Greenslade	Elise D. Oulette	Jennifer Zingsheim
Charles Griffin	Katharine D. Paine	
Erin L. Hathaway	Isobel Parke, APR, Fellow PRSA	
Tara S. Hershberger	Tara Payne	
Mary Ellen Hettinger	Jeffrey Michael Penta	
Michele Barney Hutchins	Michele Petersen, MBA	
Ani K. Jigarjian	Nicole Ravlin	
Judy Katzel, APR	Elisabeth L. Richards	
Kim N. Keating	Renee M. Robertie, APR	
Tamara A. Kennedy	J. Nancy Roberts, APR	
Nancy Kerr, Ph.D., APR		
Timothy Kershner		
Jill Kimball		

## List of Past Presidents

Jim Bradley, APR, Fellow PRSA 8/82 – 6/84  
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 Heyssel 7/95 – 9/96  
Debora Tatro 10/96 – 6/97  
Brett St. Clair, APR 7/97 – 6/98  
Frances Provencer Kambour, APR 7/98 – 6/99  
Judy Stokes, APR 7/99 – 6/00  
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 – 6/10 (Acting)  
Susie D. Stone, 7/10 – 6/11