

**THE YANKEE CHAPTER**



**ANNUAL REPORT  
FISCAL YEAR 2011 - 2012**

**28<sup>th</sup> Annual Meeting**  
Thursday, November 15, 2012  
University of New Hampshire School of Law  
Concord, New Hampshire



# **The Yankee Chapter PRSA Annual Report for FY 11-12**

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**The Yankee Chapter  
PRSA  
2012 ANNUAL MEETING**

**Thursday, November 15, 2012  
University of New Hampshire School of Law  
Concord, New Hampshire**

**AGENDA**

4:30 p.m. Call to Order – President Tara Payne

Approval of June 2011 Annual Meeting Minutes

Treasurer's Report            Rosemarie Rung

President's Report            Tara Payne

Election of Officers            Susie Stone

Recognition of New APRs    Brett St. Clair

Preview of 2013            Jane Law

Adjourn Annual Meeting

**Awards**

**2012 James Bradley Memorial Scholarship**

Jennifer Samson, Southern New Hampshire University

**2012 Patrick Jackson Award**

Bishop Gene Robinson

**2012 Summit Award**

Dyn

## **Treasurer's Report**

### **July 1, 2011 – October 31, 2012**

Due a change approved by the membership in December 2011, the Yankee Chapter's fiscal year was changed from a July-June calendar to a January-December calendar. For the six months of the fiscal year prior to this change (July 1-December 31, 2011) our revenues were \$2,706.25, with expenses totally \$4778.04 during this period. Since the beginning of the new fiscal year beginning January 1, 2011 through October 31, 2012, the chapter had exceeded its projected revenues, but expenses surpassed revenues.

The board projected a balanced budget of \$11,932.00 each for expenses and revenues. As of November 1, the chapter had \$14,111.41 in expenses and \$13,332.54 in revenues, for a net revenue deficit of \$1400.54. This resulted in a \$4,427.87 difference between projected and actual expenses and a \$3,835.51 difference between projected and actual revenues. The primary reason for the increase in budgeted expenses is the increase in costs of operations due to our contracted services with Cornerstone Management. Although we are deriving important benefits from this association, our budget has not reflected an increase in costs for these services. Secondly, travel costs for our two delegates to attend the PRSA Delegate Assembly in San Francisco were much higher than in previous years. The board is seeking to increase our revenues by securing more sponsorships of our programs.

Once again, the chapter offered a number of high quality seminars this year, including a very successful joint program with Southern NH University, the Social Media Bootcamp. It is on track to exceed projected revenue by at least \$102.46 while spending \$817.09 less on professional development activities than projected. Professional development revenues were budgeted at \$4000, with expenses budgeted at \$932.91. The Chapter continues to offer reduced registration fees as an additional benefit to members.

The details on the operations costs include a budgeted amount of \$1750 with an actual amount to date of \$6207.30, all attributed to the increase in administrative services.

Accreditation expenses totaled \$68.85, while this year's APR course received revenues of \$80.00.

Membership revenues are \$3,725.00 so far for the year, \$675.00 less than the projected budget, with 2 more months outstanding in the fiscal year.

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 \$2234.77, which was \$734.77 more than projected, likely due to the event being held across the country in San Francisco.

As of November 1, the operating account balance was \$7,217.93 and the Money Market account balance was \$20,334.92, for a total of \$27,552.85.

**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 2012 fiscal year. Those figures will be reported to the Board at a future meeting.

Respectfully submitted,  
Rosemarie Rung, Treasurer

**Yankee Chapter PRSA  
Annual Treasurer's Report 2012 (as of November 1, 2012)**

	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	\$ 68.85	\$ (81.15)	\$ 150.00	\$ 80.00	\$ (70.00)	\$ (151.15)	\$ 11.15
<b>Annual Meeting</b>	2,000.00	280.45	(1719.55)	2,000.00	0	(2000.00)	(3719.55)	(280.45)
<b>Assembly Delegates</b>	1,500.00	2234.77	734.77	-	-	-	734.77	(2234.77)
<b>Awards</b>	300.00	-	(300.00)	150.00	75.00	(75.00)	(375.00)	75.00
<b>District Dues</b>	120.00	-	(120.00)	-	-	-	(120.00)	0
<b>Jim Bradley Mem. Scholarship</b>	1,000.00	500.00	(500.00)	-	320.00	320.00	(180.00)	(180.00)
<b>Leadership Development</b>	1,000.00	-	(1,000.00)	-	-	-	(1,000.00)	0
<b>Membership</b>	-	-	-	4,400.00	3725.00	(675.00)	(675.00)	3725.00
<b>Operations</b>	2,900.00	6207.30	3307.30	-	-	-	3307.30	(6207.30)
<b>Paul Dowd</b>	1,212.00	-	(1,212.00)	1,212.00	-	(1,212.00)	(2,424.00)	0
<b>Professional Development</b>	1,750.00	932.91	(817.09)	4,000.00	4102.46	102.46	(714.63)	3169.55
<b>Treasury</b>	-	-	-	20.00	0	0	-	-
<b>Acct. Reconciliation</b>					142.95	142.95		
<b>Social Media Bootcamp</b>		3887.13	(3887.13)		3887.13	3887.13		
<b>Sponsorships</b>					1000.00	1000.00		
<b>Total</b>	<b>\$ 11,932.00</b>	<b>\$ 14,111.41</b>	<b>\$ (1707.72)</b>	<b>\$ 11,932.00</b>	<b>\$ 13332.54</b>	<b>\$ (3,609.54)</b>	<b>\$ (5,317.26)</b>	<b>\$(\$1,921.82)</b>
<b>Account Balance</b>	<b>Balance</b>							
Operating	7,217.93							
Money Market	20,334.92							
<b>Total Cash</b>	<b>\$ 27,552.85</b>							

## **Yankee Chapter President's Annual Report 2011-12**

The diversity of Yankee Chapter PRSA member institutions provides a unique opportunity for learning and collegiality across industries and sectors. During the leadership retreat in August of 2011, the board united around three goals which would provide the compass for our work on behalf of the Chapter: increase member value, build strategic partnerships with other organizations, and advance our reputation as public relations experts.

Our first opportunity to align our activity with one of our goals came within only a few weeks of that retreat, when public relations positions were threatened by Vermont's state budget shortfall. We responded with a letter in support of the work of these professionals. And, in everything we endeavored since, these three goals provided the overarching standard against which we measured our decisions and developed our programming.

I am especially proud that we have opened our programs and targeted our outreach to young professionals spending a year or more in service through the national volunteer programs, AmeriCorps and Vista. By offering professional development and access to public relations experts, we are helping these young leaders to make a positive difference in the lives of others through impactful and ethical communication about issues of great importance.

You, too, can be proud of your chapter's leadership. Never have I worked with a team of volunteers so committed to each other and the greater goals of an organization. Often, the work that makes the most remarkable difference is done quietly and without fanfare: rewriting the by-laws, updating the website, editing the newsletter, communicating with new members, promoting the events, managing the budget, securing support from generous sponsors, and coordinating speakers. These tasks and the challenges that sometimes accompany them were managed with skill and cooperation and appeared effortless.

Public relations professionals seeking a meaningful learning experience among colleagues should get involved in the Chapter. I consider my tutelage under senior practitioners in particular to have been an extraordinary experience. Everyone should be so fortunate.

Membership in PRSA provides all of us with access to expertise, innovative ideas, high ethical standards and a commitment to scholarship. But, perhaps unexpectedly, it also produces strong friendships, a sense of community and the powerful opportunity to grow.

It has truly been a privilege.

Respectfully submitted,

Tara Payne  
President,  
Yankee Chapter PRSA 2011-2012

## 2011-12 Professional Development Year in Review

The Yankee Chapter of the Public Relations Society of America holds frequent professional development (PD) sessions. Sessions feature speakers on topics of interest to public relations professionals and provide the opportunity to meet and exchange ideas with colleagues.

This year our Chapter was fortunate to draw upon expertise from locally- 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 annual Yankee Chapter Membership Survey.

- September '11: "The PR Benefits of Mobile Marketing and Communication" with Adam Vicinus of The Atom Group
- October '11: "Leveraging Social Media and Measuring Influence" with Rebecca Lavoie of NH Public Radio and Jennifer Zingsheim of CustomScoop
- November '11: "The Real Scoop: Ben & Jerry's Full Taste PR Strategy" (PRSSA session at Champlain College) with Sean Greenwood, Grand Poobah of Public Relations for Ben & Jerry's
- November '11: "How Southwest Airlines' Communication Strategy Builds Brand Ambassadors and Contributes to Keeping Customers and Employees Happy" with Chris Mainz of Southwest Airlines
- December '11: CANCELLED due to special meeting—rescheduled for March
- January '12: Journalists Roundtable—"Breaking Down Barriers" with Rick Broussard of New Hampshire Magazine, Jeff Feingold of the New Hampshire Business Review, Beth LaMontagne Hall of the Union Leader, Ben Leubsdorf of the Concord Monitor, Keith Shields of NHPR, David Tirrell-Wysocki of the Nackey S. Loeb School of Communications, and Martin Murray of PSNH (moderator)
- February '12: "Communications that Count" w/ Rosemarie Rung
- March '12: "Good Government Relations" w/Gina Balkus (rescheduled from December)
- March '12: "Crisis Communications" w/Rosemarie Rung (PRSSA Session at NE School of Communications)
- April '12: "Essentials of PR" w/ Robin Schell & Stacy Smith
- May '12: "The Real Scoop: Ben & Jerry's Full Taste PR Strategy" (at Manchester Community College)
- May '12: "Social Media Boot Camp" (in partnership with SNHU)
- August '12: "Model PR: Lessons Learned from PR Case Studies in Ethical Decision Making" w/Prof.Pat Spirou (in partnership with SNHU)
- September '12: "Tourism Case Study: Portugal" with Jayme Simões of Louis Karno & Co.
- October '12: "Business Intelligence: Measuring Your Social Success" with Sean Owen of wedü

We are grateful to the following organizations for hosting PD sessions:

- **The Elliot at River's Edge** (Manchester NH)
- **The Nackey S. Loeb School of Communications** (Manchester NH)
- **New Hampshire Housing Finance Authority** (Bedford, NH)
- **The NHHEAF Network Organizations** (Concord, NH)
- **Long Term Care Partners** (Portsmouth, NH)
- **Manchester Community College** (Manchester NH)
- **Public Service of New Hampshire** (Manchester, NH)
- **Southern New Hampshire University** (Manchester, NH)

Many thanks to the PD committee members: **Kevin Donovan** (Diocese of Manchester) **Erin Hathaway** (NHHEAF Network Organizations), **Mary Ellen Hettinger** (Girl Scouts of the Green and White Mountains).

YPRSA Members who may be interested in joining the PD Committee or who have PD session ideas for the coming year should contact members of the Committee or any member of Chapter leadership.

Respectfully submitted,

Tom Bebbington, Chair, Professional Development Committee

## **Slate of Officers 2013**

### **President Jane Law, APR**

New Hampshire Housing Finance Authority

### **President-elect Rosemarie Rung, APR (\*\*)**

Higher Rung Communication

### **Past President Tara Payne**

New Hampshire Higher Education Assistance Foundation

### **Secretary Grace Lessner (\*\*)**

New Hampshire Public Television

### **Treasurer Erin Hathaway (\*\*)**

New Hampshire Higher Education Assistance Foundation

### **Assistant Treasurer Mathew Chagnon (\*\*)**

Public Service of New Hampshire

### **Assembly Delegate Robin Schell, APR**

Jackson Jackson & Wagner

(term expires 12/31/13)

### **Assembly Delegate Jayme Simoes**

Louis Karno & Company

(term expires 12/31/14)

### **Alt. Assembly Delegate**

#### **Jennifer English**

Clarke Distributors

(term expires 12/31/13)

### **Director Kevin Donovan**

Diocese of Manchester

(term expires 12/31/13)

### **Director Tom Bebbington**

Long Term Care Partners, LLC

(term expires 12/31/13)

### **Director Mary Ellen Hettinger, APR (\*\*)**

Girls Scouts of the Green & White Mountains

(term expires 12/31/14)

### **Director Terri Rosenstock, APR (\*\*)**

King Arthur Flour

(term expires 12/31/14)

(\*\*) requires vote

**YANKEE CHAPTER PRSA  
ANNUAL MEETING BOARD MINUTES  
June 23, 2011  
Red River Theatres, Concord, NH**

The meeting was called to order at 4:33 pm by Susie Stone.

**2010 Annual Meeting Minutes.** Gail Winslow-Pine moved to accept the minutes of the 2010 Annual Meeting and Byron Champlin seconded. The motion passed.

**Treasurer's Report.** Jane Law provided a summary of the financial standing of the Chapter. Rosemarie Rung moved to accept the Treasurer's Report and Brett St. Clair seconded. The motion passed.

**President's Report.** Susie Stone presented the President's Report, highlighting progress and achievements of the chapter during the year, specifically the improved communications with the two student chapters we sponsor, the establishment of the James Bradley Memorial Scholarship, and selecting new administration for the Chapter. She thanked everyone for their support during the year.

**Election of Officers.** Jennifer English presented the slate of officers for the 2011-2012 fiscal year as follows:

President - Tara Payne  
President elect - Jane Law (\*\*)  
Past President - Susie Stone  
Secretary - Grace Lessner (\*\*)  
Treasurer - Rosemarie Rung (\*\*)  
Assistant Treasurer - Martin Murray (\*\*)  
Assembly Delegate - Robin Schell (term expires 6/30/13)  
Assembly Delegate - Jayme Simoes (term expires 6/30/14) (\*\*)  
Alternate Assembly Delegate - Jen English (term expires 6/30/13)  
Director - Donna Eason (term ends 6/30/12)  
Director - Mary Ellen Hettinger (term expires 6/30/12) (\*\*)  
Director - Tom Bebbington (term expires 6/30/13) (\*\*)  
Director - Kevin Donovan (term expires 6/30/13) (\*\*)

(\*\*) requires vote

Gail Winslow-Pine moved to accept the slate of officers as presented and Laura Simoes seconded. The motion passed.

**Preview of 2011-2012.** Incoming president, Tara Payne, offered her thoughts on the coming year: bringing national expertise and resources of PRSA more to the local chapter members, reviewing our bylaws for potential updating, including a potential change in our fiscal year to the calendar year, and building relationships with other professional organizations. She emphasized that she wants to hear from members about what they want to get from the Chapter.

Chip Griffin moved to adjourn the meeting and Jane Law seconded. The motion passed and the meeting was adjourned.

Respectfully submitted,  
Rosemarie Rung, Secretary

**YANKEE CHAPTER PRSA  
MINUTES OF BOARD RETREAT**

August 2, 2011

Saint Anselm College, Manchester, NH

Present: Tom Bebbington, Kevin Donovan, Donna Eason, Mary Ellen Hettinger, Jane Law, Grace Lessner, Martin Murray, Tara Payne, Rosemarie Rung, Susie Stone

The meeting was called to order at 9:45 by Tara Payne, and introductions were made. The following agenda items were discussed.

**Membership Survey.** The results of the online survey conducted after the June annual meeting were reviewed by Tara. The top reasons for belonging to YPRSA cited by respondents were: (1) professional connections, (2) professional development, and (3) networking opportunities. Other takeaways from the survey included that the meeting exceeded or met expectations; the cost was reasonable; the speaker Katie Paine was good; and the scheduling of the event was satisfactory. The awards portion of the meeting was rated lower in meeting expectations. A discussion then ensued about last year's annual meeting, and how we might develop the 2012 annual meeting [see section below].

**Discussion about committee work.** The group reviewed the various committees, their past and upcoming work, and their composition.

**Accreditation Committee.** [*Brett St. Clair, Bob Lindquist*] The committee will continue to be co-chaired by Brett and Bob; there was no update on activity.

**Annual Meeting.** [*Jane Law - chair, Rosemarie Rung, Grace Lessner, Susie Stone, Michele White (tentative – Rosemarie will invite her)*] The FY12 annual meeting was discussed, and the looking for a new venue. Also discussed was the timing of the awards announcements, and the need to better coordinate information among the awards and communications committees. The thought is that publicizing the award winners several weeks prior to the event helps promote the meeting in general, and will increase attendance.

The board agreed the timeframe worked this past year, and that we preferred the 3 - 6 p.m. schedule because it is likely to draw more members. The evening/dinner format used in the past is perceived as less of a draw for members due to conflicts with post-work activities.

Financially, the annual meeting is always a loss, according to the treasurer, and the board accepts this. It was agreed that we should continue to seek sponsors for the event. Northeast Delta Dental has been a steady sponsor, but we lost New England Newsclip / Burrelles Luce this year.

There was discussion about the best time to hold the business meeting so there's a quorum. It was pointed out that the FY12 business meeting could be lengthier due to proposed changes to the by-laws and fiscal year discussion.

**Awards Committee** [*Susie Stone – chair (Jackson), Martin Murray (Summit), Donna Eason (Bradley), Michele Peterson, Michelle Talwani (Bradley), Robin Schell*]

It was agreed that the past president will be a member of the awards committee. Members who took the survey indicated the presentation of the Pat Jackson, Summit and Bradley scholarship awards were of less interest to them than other aspects of the event. It was suggested that a video or other presentation would enhance the awards presentations.

The **James Bradley scholarship** selection will be folded into the awards committee; Donna will continue to be the lead for the scholarship publicity and application process. The board agreed we should begin publicizing the awards and scholarship criteria in the fall so as to increase awareness and also submissions. The Bradley scholarship release will go to the tri-state area's colleges with a request that it be entered in scholarship databases for students to tap.

For the **Pat Jackson award**, it was agreed that the past president (in this case, Susie) would continue to be the point person for nominations. These are usually submitted by a YPRSA member as this award has more of a direct relationship to membership.

A focus for this year's **Summit award** must be determined, as it changes annually. The board agreed it makes sense to keep the focus of the award flexible.

**Communications Committee** [*Grace Lessner - chair, Kevin Donovan, Rosemarie Rung, Bob Lindquist, a new member to be solicited, chapter social media leads*]

The board discussed avenues for expanding our communications and messaging to current and potential members. Suggestions included a listing in the Business NH directory or NHBR's directory of professional associations, as well as working to place stories and articles that have a news angle and will raise positive awareness of the profession.

The **Annual Report** format of the past few years is considered satisfactory, and Grace agreed to continue as editor of the report, which is distributed at the chapter's annual meeting.

The **website** is our key repository of information and announcements. Bob will continue as webmaster. The group discussed some changes to the site, such as streamlining the menus and information, and providing access to Martin, Tara, Susie, Jane and Grace so updates can be made by committee chairs. The job listings were also mentioned as a draw to the site.

The chapter's monthly **e-news** will continue to go out the first week of each month, except August, with Grace as editor and Rosemarie as back-up. The open rate of the e-news is presently 70%. In an effort to drive more traffic to the website, the e-news may carry a headline and a follow-up sentence but link to the website where the full story will reside. An increase in traffic to the website would make sponsorship opportunities more appealing. Also discussed were ongoing topics in the e-news, and featuring a member in each issue.

The chapter's **social media** presence and posts were discussed, and what makes effective messaging in these mediums. For example, Facebook and Twitter generally would have different messages. Presently Jayme is the lead for Facebook postings, and Annette Kurman has taken the lead on our LinkedIn page. Rosemarie agreed to activate our Twitter account and be the lead poster for it. The Communications committee will be in touch with these social media leads and map out inter-chapter communications.

**Membership Committee.** The board had a wide-ranging discussion about how we communicate with current members and how we might recruit and retain new members. Joining forces with other PRSA chapters in the region, such as Boston and NY State, was mentioned. It was suggested that members of the philanthropic community might provide networking opportunities for us.

How to better serve members in Vermont and Maine, who are at distance disadvantage from the majority of our membership in central NH, was discussed. It was suggested that we try to hold a PD session in Burlington/Champlain College (student chapter is there). Maine PRSA members belong to a different Maine chapter, not the Yankee chapter. Rosemarie will follow-up on having a session in Vermont. Also discussed: offering a webinar or Skyping a PD session,

and Tom suggested that we might be able to produce a PD session through his company (which has the facilities) but it could be costly.

Additionally, group membership for larger organizations such as PSNH or PR agencies was discussed. Tara will confirm how many individuals constitute a group and if it's possible for five people to constitute a group, given that NH is a small state with smaller businesses and organizations.

National PRSA dues are scheduled to increase for the first time in years. The board discussed how to temper this announcement and if there was a way to reassure members that membership was still an excellent value and important to them professionally. One suggestion was to offer a "attend 3 PD sessions, get one for free or at half-price" discount.

**Nominating Committee.** This committee is composed of past presidents; Tara will seek members.

**Past President's Council.** Tara and Susie will follow-up on the status of the council at the board's next meeting.

**Professional Development Committee** [*Tom Bebbington – chair, Bree Simmers, Matt Cookson, Mary Ellen Hettinger, Erin Hathaway, Doug Nadeau (tentative)*]

We want to use PD as a springboard to demonstrate the value of YPRSA beyond our organization. The board also sees it as an opportunity to partner with professional organizations that need some PR assistance and/or get them to sponsor a PD session (e.g., HR pros - educators - BIA - NH Nonprofits - Rotary - other organizations that Cornerstone works with - Chamber of Commerce, etc.). Different PD session topics were discussed.

Also discussed was expanding our publicity of the PD sessions via business calendars and to try to tap into young professionals networks and students.

It was agreed that committee members would have roles at each session, such as managing the speaker, being the greeter, registration, finding a location, etc.

It was proposed that the chapter establish an online and print **Directory of Member Services** as an added membership benefit. This would serve as both a resource for members and for those who are seeking the services of PR professionals.

**PRSSA Committee.** The board agreed it would like to have a PD session involving our PRSSA members. A goal of the committee is to increase awareness of the Bradley scholarship and get word out in fall to financial aid offices and journalism schools. It was also suggested that we explore integration with the PRSA Foundation, use the current recipient for testimonial about scholarship, and consider other ways to engage the student chapters in the professional chapter.

**Development Committee.** [*Tara Payne, Jane Law, other members - TBD*] While our chapter is sound financially, the board agreed it was worth exploring new ways to increase revenue. Establishing a development committee was discussed, particularly since national dues are increasing. Ways to increase revenue include: website ads, ads in e-news or find a sponsor for the e-news, solicit sponsors for PD sessions, and seek in-kind sponsorships. PayPal can be used for receiving payments.

**By-Laws Committee.** [*Jane Law - chair, Tara Payne, Bob Lindquist, Gail Winslow, Susie Stone*]

PRSA National voted to change its by-laws; it requested that local chapters check for compliance by September. However, because they have a different fiscal year than us, we have a special extension until December. National has created a sample by-law template for local chapters. We're applying the language to the new template and including some things that are not currently in the by-laws. Two questions have arisen: since we are one of two national chapters that does not have a January – December fiscal year, the committee is proposing to the board that we change to the national fiscal year cycle. If we decide to do this, there's some coordination to be worked out with the IRS (not a significant issue) and the board and membership would vote on this. There is no downside to aligning with the national schedule, except the short-term inconvenience of having a short year to adjust to the new fiscal year. Officers' terms would have to be extended or revoted, and we'd need a quorum to vote at June annual meeting, and then at new annual meeting in December. We could call a special meeting.

Currently, assembly delegates are separate board positions. National recommends that the board president and president-elect serve as assembly delegates to keep the leadership continuum. Presently, YPRSA has two separate delegates (Jayme and Robin) and there's an alternate. The board discussed the role of the delegates, and whether they should attend board meetings regularly. The delegate positions are in the chapter by-laws, so change could be delayed until the passage of our new by-laws. Our board needs to decide, approve and it has to be approved by national.

It was agreed that Jane would poll board members via e-mail to weigh in on National's recommendation regarding delegates. Also, she will seek alternative ideas (e.g., president-elect as one delegate and the other from membership or a past-president, etc.).

### **Yankee Chapter PRSA Major Goals for 2011-2012**

- Increase member value
- Build strategic partnerships with other organizations
- Advancing reputation as the public relations professional experts

**National PRSA update.** A plan for communicating to members about the dues increase was discussed. Robin has asked for feedback. We could send an e-letter with reasons, asking for members to comment. Members who renew by Dec. 31 can renew at this year's rate. It is assumed the dues increase will pass the National Assembly. Tara will ask Robin and Jayme to craft a letter asking members for feedback, and we'll use Constant Contact and a link to Survey Monkey to gather responses.

**Other business.** The board agreed it was pleased with the work and initiative of Matt Gatzke, our liaison with Cornerstone, which was hired earlier this year to serve as the chapter's administrator. There was discussion about the extent of the role of Cornerstone, how to keep costs down, and how we might partner with other organizations that use Cornerstone.

**Schedule of Board meetings.** The board agreed that, where possible, board meetings would be held before a PD session. The proposed schedule of meetings is:

- September 15 TBD - PSNH
- October 20 3pm (teleconference)
- November 17 TBD
- December 15 3pm (teleconference)
- January 19 TBD

- February 16 3pm (teleconference)
- March 15 TBD
- April 19 3pm (teleconference)
- May 17 TBD
- June – Annual Meeting TBD

The schedule of meetings for the year will be confirmed by Tara, after consulting with the PD Committee chair.

The meeting was adjourned at 3 p.m.

Respectfully submitted,  
Grace Lessner, Secretary

**YANKEE CHAPTER PRSA  
BOARD MINUTES  
September 15, 2011**  
Long Term Care Partners, Portsmouth, NH

**Present:** Tom Bebbington, Donna Eason, Mary Ellen Hettinger, Jane Law, Grace Lessner, Tara Payne, Rosemarie Rung, Susie Stone

The meeting was called to order at 1:10 p.m. by Tara Payne.

The minutes from the May 2011 meeting were approved, with the provision that the spelling of Tom Bebbington's name be corrected.

The minutes from the August 2011 Leadership Retreat were approved.

**Treasurers Report.** Rosemarie Rung reviewed the report, and indicated that the bulk of our revenue is from chapter membership. Under expenditures, it was noted that the recent Cornerstone invoice was \$30, while in June it was high because of annual meeting activities. The budget will be adjusted to account for these expenditures each month. The August treasurers report was approved. Also reviewed were committee budgets for chairs to consider.

**Development Proposal.** Tara Payne presented the board with a draft of a Yankee PRSA Sponsorship Opportunities one-sheet. The sheet presents various sponsorship levels for various chapter events and activities. The draft was discussed with Northeast Delta Dental, which has been a long-time annual meeting sponsor; they expect to continue to be a \$500 sponsor. The board agreed to have the following sponsorship levels: \$2,500 - \$1,000 - \$500. Possible sponsors include PR companies and web design companies. A letter and the one-sheet will be mailed out by Tara, and the sponsorship information will be posted on the chapter website and further publicized.

**Discussion about National PRSA issues.** Robin Schell reported on the survey feedback from members regarding assembly delegates and the pending national dues increase. She indicated there was a tolerance among members for the \$30 increase. The vote will be taken October 15 at the assembly meeting in Orlando; Robin and Jayme are attending.

**Bylaws Committee.** Jane Law reviewed the draft of the Bylaw changes. One key change is to align our chapter's fiscal year with the national calendar; the board approved this change. She also reviewed the proposed change in how assembly delegates are selected, and whether they stay as separate positions on the board or if the chapter president and president-elect should take up those duties. We could incorporate the delegate positions into the board membership. The board agreed that the chapter president and president-elect should serve as assembly delegates. If one of them can't make it to the National Assembly, the board can select someone to attend in their place. Additionally, the Bylaws were updated to align with national language, reordered, and the list of standing committees was deleted. Under the updated Bylaws, only the Nominations Committee is included; it will be chaired by the immediate past president. The Board agreed to the proposed changes to the Bylaws, and they will be submitted to national for approval, and then to our membership for approval and the annual meeting. The proposed Bylaws will be posted on the website, and will be included in the membership e-news; an executive summary of implications of the changes and description of process will be provided.

**Membership Report.** Jayme Simoes submitted the membership report from national PRSA via e-mail to the board.

**Communications.** The committee's goal is to ensure e-publicity of PD sessions, press releases go out to promote events, maintain posts on social media, and send out a monthly e-newsletter. A new committee member has been added.

**Professional Development.** Tom Bebbington reviewed the upcoming line-up of speakers, topics and locations that the committee has come up with (team lead is in parentheses):

- "Social Media Strategy & Management" w/ J. Zingsheim & R. Lavoie—October 13 @ NHHEAF (Erin)
- "The Real Scoop: Ben & Jerry's Taste-full PR Strategy" w/Sean Greenwood, customer e-lations —November 3 @ Champlain College (PRSSA/Mary Ellen)
- "How Southwest Airlines' Communication Strategy Builds Brand Ambassadors and Contributes to Keeping Customers and Employees Happy" w/ Chris Mainz—November 17 @ SNHU (Erin)
- "8 Steps to Government Relations" w/ Gina Balkus — December @ Portland (Tom)

**Accreditation Committee.** The date and location for the APR preparation session is being sought and will be announced.

**Scholarship Committee.** Donna and Michele Talwani will begin working on outreach for scholarships.

**Annual Meeting.** A speaker for the FY12 annual meeting was discussed, and we've added a new member to the annual meeting.

**Other business.** National PRSA president Rosanna Fisk will be hosted by Boston chapter on September 20; Tara and Jane plan to attend the presentation.

The next scheduled board meeting will be held October 20 at 3 p.m. via teleconference.

The meeting was adjourned at 2:25 p.m.

Respectfully submitted,  
Grace Lessner, Secretary

**YANKEE CHAPTER PRSA**  
**BOARD MINUTES**  
**October 20, 2011**  
Via teleconference

Present: Tom Bebbington, Kevin Donovan, Donna Eason, Mary Ellen Hettinger, Jane Law, Grace Lessner, Martin Murray, Tara Payne, Jayme Simoes, Susie Stone, Brett St. Clair

The meeting was called to order at 3 p.m. by Tara Payne.

The minutes from the September 2011 board meeting were approved.

**President's Report.** Tara Payne reported that she attended the Northeast District conference in Albany, and that the sessions were solid but NY-centric. Are we interested in hosting the conference in the future? It was suggested we could join forces with the Boston chapter. There's a lot involved in holding the conference. Years ago, the Yankee Chapter did host the district conference. Tara's impression is that conference pays for itself and the chapter makes some money. There was a strong college student presence at the conference, as well as professionals.

**National Assembly Report.** Jayme Simoes reported that he and Robin Schell attended the assembly, and that it was a positive experience. There has been a significant drop in members over the past three - four years. National has cut staff in response but feels it can't cut any more, therefore the request for a dues increase. There was some concern that people would opt out of belonging to local chapters. Other discussion involved use of social media. A report on the meeting will be written by Robin and shared with chapter members via the e-news. The benefits of membership, including free webinars, should be emphasized when discussing the increased dues.

**Professional Recognition Supporter – \$500 level.** Northeast Delta Dental confirmed it is a sponsor at the \$500 level, and Wedu also is expected to be a \$500 level sponsor of the meeting or an award. Additionally, a Wedu staff member is expected to join YPRSA.

**Treasurers Report.** Rosemarie Rung was unable to participate in the call, so the treasurers report was deferred to the November meeting.

**Professional Development Activity & Communication.** Tom Bebbington had two events so far and had about the same attendance of about 21 people, including members of the committee and board as well as new faces (some of whom were not members of PRSA). Two more PDs are scheduled for November: Ben & Jerry's at Champlain College on 11/3, which is a PRSSA event, and Southwest Airlines 11/17 at SNHU. The committee is still working on the December government relations PD with Gina Balkus, APR. A tentative plan for the rest of year is drafted. Releases for both November PDs were sent out by Jayme.

At the Southwest PD at SNHU, students will attend. There's room for up to 80; there will be food and no charge for space. SNHU will contribute to the courtesy gift, but are they considered a sponsor? If so, they should receive recognition on the website.

Publicity about programs: Tom has a checklist and template for how to do a PD session, from promotion to executing the event. The committee would love to have 50 people at an event. Tom will share this template with the board.

**Bylaws Update & Recommendations for Member Communication.** Jane Law discussed the status of our proposed bylaws changes. The board discussed having a December

membership/PD/bylaws meeting in order to have enough people to vote on the bylaws. There was discussion about the business impact of the change, such as when to close the books (December 31?) and a shorter year. Procedural questions were discussed, such as how much notice needs to be given for changes, and how to get a quorum at the meeting, and whether the vote can be conducted by e-mail, using SurveyMonkey as a secure means of voting. Also, how will this change impact the annual meeting, which would be held in December, not June as we're accustomed to. And, when would we give the awards, in November or December 2012? Another possibility discussed was to have a conference call where people can ask questions at the December meeting, and then vote online. The board agreed this was a good option.

**Committee Updates:**

**Scholarship.** A scholarship application is being drafted, and it should be ready for review by the November PRSSA session. This will help to encourage submissions.

**Awards.** There was clarification as to who's on the committee: Susie Stone is the chair, Jayme and Martin also will serve on it.

**Accreditation.** Typically an accreditation session is offered every other year, and one was offered last year. A candidate took the readiness review two weeks ago, and used the APR online prep. Brett St. Clair will talk with Bob Lindquist about what we might hold this year, such as a readiness review.

**Communications.** Grace Lessner reported that the goal is to have the chapter e-newsletter go out monthly, but that meeting this deadline was a challenge at the moment. The chapter's inactive Twitter account was discussed; no one seems to know what the password is for it. It was decided that if we couldn't unearth the password, we will create a new account name for the chapter and share the new password so we can become active on Twitter, and have our Facebook messaging feed to it.

**Other Business.** The board agreed to continue its recent tradition of donating money to each of the primary food banks in our chapter's three-state region in lieu of purchasing and mailing holiday cards. An e-card will be sent wishing members a happy holiday season, and noting that the donations were made.

The next scheduled board meeting will be held November 17 at Southern New Hampshire University.

The meeting was adjourned at 4:08 p.m.

Respectfully submitted,  
Grace Lessner, Secretary

**YANKEE CHAPTER PRSA  
BOARD MINUTES  
November 17, 2011 at 3:30 p.m.  
Southern New Hampshire University, Manchester**

**Present:** Kevin Donovan: Jen English, Mary Ellen Hettinger, Jane Law, Grace Lessner, Tara Payne, Robin Schell, Susie Stone, Brett St. Clair

The meeting was called to order at 3:32 p.m. by Tara Payne.

The minutes from the October 2011 meeting were approved.

**Treasurer's Report.** Rosemarie Rung was unable to attend the meeting, so the Treasurer's Report was deferred to the next meeting.

**Membership Report.** Jayme Simoes is submitting the membership report from national PRSA via e-mail to the board.

**2012 James M. Bradley Memorial Scholarship.** The application has been updated and is available on our website. The deadline may need to be adjusted, but the goal is to award the scholarship by May 12, 2012 to dovetail with the end the school year.

**Professional Development.** Tom Bebbington reported there were 25 attendees at the Ben & Jerry's seminar at Champlain College on November 3rd. It was co-sponsored by the YPRSSA chapter at the college.

Recent PD sessions have been well-attended, with around 20 people at each of the events so far (September 15 and October 13) and nine members, plus 10 students, at the YPRSSA event at Champlain College. Also of note is the fact that each of the "regular" (non-PRSSA) events has attracted a handful of non-members.

The upcoming 12/1 PD session on Government Relations is being finalized, and work has begun on the January, February and March sessions. We are also looking into the possibility of holding another PRSSA-oriented session at the New England School of Communications in Bangor, ME, in the spring.

Tom reported that the PD Committee is functioning very well, and the new procedures streamline the tasks around coordinating a session have lightened the load for everyone. However, the committee lost a member in mid-October, when other commitments forced Matt Cookson to resign.

The question arose as to whether we have a policy regarding payment in the event of cancellation or non-attendance after registering for a PD. In the past, there was a 24-hour cancellation policy. In the event of payment, it was suggested that the registration cost be credited to a future PD session. It was agreed that a refund/charge policy should be stated on our website and be on the registration page and confirmation.

Jen English said she knew a LinkedIn expert and it was agreed that would be a good PD subject. Additionally, Robin Schell and Gail Winslow are available to lead a PR 101 session.

**Annual Meeting.** Speakers for the annual meeting were discussed, including Peter Shankman talking on social media. At \$4,000, he seems too costly for our budget. Other topics for a panel discussion could be "Good – Bad – Ugly PR," covering Ben & Jerry's and also Bank of America.

Since the meeting would likely now be in December (due to anticipated changes to our bylaws), we still have some time to engage a speaker.

**Proposed Bylaw Changes.** Jane Law distributed a draft of the bylaws changes. The language and implications of changing the bylaws was discussed, including our new meeting schedule, scholarship and other awards, and how to ensure a quorum at the December meeting to pass the proposed bylaw changes. Kirk Hazlett of national PRSA offered to attend the December bylaws meeting. It was agreed that Jane would hand out the proposed bylaws changes at the meetings (members having had the opportunity to see them prior to the vote), review the changes, answer questions, and there would be a voice vote. The meeting would then be adjourned and the member social would commence.

**Accreditation Committee.** Bob Lindquist and Brett St. Clair will send out an announcement for an accreditation prep class to gauge interest. The response will guide the scheduling of the date and time for the session. The announcement will be posted on the website, go out in a Constant Contact e-blast, in the e-news, and be posted on Facebook, Twitter, and LinkedIn.

**Communications.** The November/December issue of the chapter's e-news went out on November 14<sup>th</sup>. Grace Lessner asked for approval to re-establish the chapter's Twitter account. A new account will be set up under "PRSA Yankee," and it will be fed via the chapter's Facebook posts. Also, the login information will be shared with the chapter administrator and board members.

**Sponsors.** Tara Payne noted that Wedu is sponsoring one of our awards, and is a new PRSA member. She reported that Custom Scoop will consider being a sponsor next year.

**PRSSA.** Judy Stokes is trying to assist students in obtaining a paid internship with Cool Air/Clean Planet.

**Administration.** Matt Gatzke will continue to assist with name tags, certificates and Constant Contact messaging.

The next scheduled board meeting will be held December 15 at 4:45 p.m. at the Barley House in Concord, in conjunction with the bylaws change proposal.

The meeting was adjourned at 4:38 p.m.

Respectfully submitted,  
Grace Lessner, Secretary

**YANKEE CHAPTER PRSA  
BOARD MINUTES  
December 15, 2011 at 4:30 p.m.  
Barley House Restaurant, Concord, NH**

**Present:** Tom Bebbington, Kevin Donovan, Donna Eason, Jen English, Mary Ellen Hettinger, Jane Law, Grace Lessner, Martin Murray, Tara Payne, Rosemarie Rung, Robin Schell, Jayme Simoes, Susie D. Stone, Brett St. Clair

The meeting was called to order at 4:52 p.m. by the chapter president, Tara Payne.

**President's Report.** This month's meeting was a live board meeting and the bylaws vote is incorporated in the agenda. The reading of the minutes and Treasurer's Report were waived to keep the meeting timely. After the meeting, members were invited to remain for a reception.

**Professional Development Update.** Tom Bebbington reported on sessions coming up in 2012, including a panel discussion with journalists; the PR + HR relationship; a session in Bangor for PRSSA in March; a seminar on being a sole PR practitioner in March; "essentials" boot camp in April; and a writing workshop in May.

**Accreditation Committee** Brett St. Clair announced the January accreditation prep class, which he and Bob Lindquist will lead.

**2012 James M. Bradley Memorial Scholarship** Donna Eason announced that the scholarship, which is in its 2<sup>nd</sup> year, will be promoted at colleges in the region and to the public over the next few months, and that the application deadline is April 2, 2012.

**Bylaws Change Proposal.** Jane Law reviewed the proposed changes to the bylaw, explaining why they were desired and what their implications were. Gail Winslow provided some historical and national perspective on changing the bylaws. Essentially, the chapter's fiscal year will now align with the rest of the chapters nationally, and our books for 2011 will now close at the end of the calendar year (i.e., December 31, 2011), making it a six-month year. Also, at the end of the terms of our current national Assembly Delegates, the sitting President and President-Elect would assume the duties of the Assembly Delegates. Additionally, the current board's terms will be extended for six months to adjust to the change in the chapter's fiscal year and ensure continuity.

There were 32 members in attendance, and the bylaws changes were approved by a unanimous vote. Full details of the changes and the final bylaws are posted on the chapter's website.

The meeting was adjourned at 5:45 p.m.

The next scheduled board meeting will be held January 26 at 3:30 p.m. at the Nacky S. Loeb School of Communications in Manchester, prior to the day's professional development seminar.

Respectfully submitted,  
Grace Lessner, Secretary

**YANKEE CHAPTER PRSA  
BOARD MINUTES  
January 26, 2012 at 3:30 p.m.  
Nacky S. Loeb School of Communications, Manchester, NH**

**Present:** Tom Bebbington, Kevin Donovan, Mary Ellen Hettinger, Jane Law, Grace Lessner, Martin Murray, Tara Payne, Rosemarie Rung, Robin Schell, Susie D. Stone

The meeting was called to order at 3:32 p.m. by Tara Payne.

The minutes from the November 2011 and December 2011 meeting were approved.

**President's Report.** Tara Payne noted that we had a short meeting agenda due to the media panel seminar that was starting at 4:30 p.m.

**Treasurer's Report.** Rosemarie Rung reviewed the end of year report for 2011, covering revenues and expenses. She pointed out that with the changes to our bylaws, our fiscal year now begins on January 1, and adjustments need to be made because the 2011 fiscal year was only six months long. There is additional revenue from the professional development seminars that will be transferred from our PayPal account, and so will be reflected in the next report. It was agreed that sponsorship revenues would be one line. The Treasurer's Reports for October, November and December 2011 were approved.

**Awards/Scholarship Committee.** There's a lot of interest in the Bradley scholarship thus far, which has a deadline of April 2nd. We'll award this student scholarship in the spring so that the recipient has time to apply the funds toward fall tuition.

The board agreed that the Summit and Jackson awards would be given in the fall at the annual meeting, tentatively agreed to be held in November before Thanksgiving.

**Professional Development Committee.** Mary Ellen Hettinger and Tom Bebbington reported that the PD schedule for the year is full. The remaining seminars are:

- February: "Communications that Count" w/ Rosemarie Rung
- March: "Good Government Relations" w/Gina Balkus (rescheduled from December)
- April: "Essentials of PR" w/ Robin Schell
- May: TBD

Nancy Roberts of the PRSSA chapter in Bangor is interested in doing a session sometime in March. Rosemarie Rung offered to present a crisis or workplace communications seminar at that time, and Susie Stone and Tom Bebbington indicated they would attend. They anticipate about 35 attendees.

Also discussed: should we offer HR people who belong to a professional association and wish to attend one of our PDs our member rate? It was reported that the PD committee is down to three people, and the committee is recruiting. Additionally, it was suggested that registration and evaluation forms ask "How did you hear about this seminar?" The board also discussed the pricing structure for PDs, and what our strategy is for the different price points, and how it affects member value. It was decided to look at the data from the 1/26 seminar, which had different registration fees, to see if that lured more non-members. It was also agreed that we should include a cancellation policy on the website and when people register. Tom Bebbington agreed to draft this and present it to the board. And, the board agreed that we should list all our seminar topics, past and present, on the website to indicate our scope and value.

**Communications Committee.** There was discussion about the regularity and nature of posts to our Facebook, Twitter and LinkedIn accounts, and how to keep the messages relevant and connected. There are two new people on the committee who can assist with chapter communications. It was also suggested that someone could cover the PD sessions and then post on it a summary and photos on the website and link to this via the social media sites. Grace Lessner offered to outline the committee's responsibilities and draft a messaging process to ensure that all our points of communication connect in a timely manner.

**Accreditation Committee.** The January 28th prep session will be held in Concord, and eight people have signed up for the class, which will be led by Brett St. Clair and Bob Lindquist.

**Annual Meeting.** Jane Law agreed to chair the committee, and Grace Lessner, Teri Rosenstock and Jennifer Jones will also serve on the committee. The annual meeting is tentatively scheduled for November.

**Other business.** It was suggested that we hold a meeting oriented to young professionals in May, and award the Bradley scholarship award then. A Ben & Jerry's PR person might be a draw for such an event. Also, Jen English previously mentioned a beverage company who might present. There are young professionals groups around the state who could be contacted for this event, and we could partner with Stay - Work - Play. There will be further discussion about this idea.

The next scheduled board meeting is February 23<sup>rd</sup> at 2:45 p.m., an hour prior to the PD seminar that's scheduled that day.

The meeting was adjourned at 4:26 p.m.

Respectfully submitted,  
Grace Lessner, Secretary

**Yankee Chapter PRSA  
Board Meeting Minutes  
February 23, 2012**

Attendees: Tara Payne, Jane Law, Martin Murray, Kevin Donovan, Jennifer English, Susie Stone, Mary Ellen Hettinger, Rosemarie Rung, Jayme Simoes

2:50 PM: Meeting called to order

**Secretary's Report:** Tara Payne presented the January 2012 minutes on behalf of Secretary Grace Lessner. Motion to approve by Rosemarie Rung, seconded by Martin Murray, unanimous approval.

**Treasurer's Report:** Rosemarie Rung presented the Treasurer's Report. The board needs to adjust the budget to account for Cornerstone Management's expenses. This is not an unexpected occurrence; we knew we'd have to see how much we utilized Cornerstone and what the expenses would look like in this first year of utilizing Cornerstone. Motion to approve report by Mary Ellen Hettinger, seconded by Jennifer English, unanimous approval.

**President's Report:**

Tara Payne reported that the chapter has been asked by member Tara Hershberger to partner on an upcoming professional development session at SNHU. It's a day-long session on social media for small to mid-sized businesses on Thursday, May 24. The board is open to the SNHU group using our resources for registration and online payment in exchange for a discounted rate for members. Tara Payne will contact Tara Hershberger to work out the details.

**APR Update:**

Four candidates are up for their APR Readiness Review on April 23.

**Regional Update:**

Northeast District Conference is going to be in early November, date yet to be determined. It will be held in Troy, NY. We will need to keep an eye on this date so as to not conflict with our annual meeting and awards presentation.

**Scholarship:**

- No applicants yet, although there have been a few inquires
- Rosemarie will send the info to her contacts at SNHU to share with students
- Need to pick a date for the May presentation. Ben & Jerry's has been asked if they are available either May 3 or 17.

**Professional Development:** Upcoming PD sessions include:

- February 23: "Communications that Count" w/ Rosemarie Rung
- March 21: "Good Government Relations" w/Gina Balkus (rescheduled from December)
- March 29: "Crisis Communications" w/Rosemarie Rung (PRSSA Session at NE School of Communications in Bangor, ME)
- April 16: "Essentials of PR" w/ Robin Schell
- May: TBD

The PD Committee is proposing the following "no-show policy": "Pre-registration is required for PD sessions, so that we can ensure adequate seating, refreshments, handout materials, etc. Cancellations must be received prior to NOON the day before the event to receive a full refund. No-shows and late cancellations will be charged the full event price. Reservations will not be accepted from anyone owing a balance from a prior event.

The board recommends using “strongly recommended” instead of “required”. The message will be added to registration confirmation messages. In situations of bad weather, if the session is canceled we’ll offer refunds. If we do not cancel, we’ll offer credit to those who do not show.

Evaluation forms from the media panel session indicate the majority of people heard about the session from email, and email referrals from members.

PD session price structure was discussed. It has been decided to keep the prices as Member/\$20, Non-Member/\$35 and Student/Intern/\$10. We are going to test a new coupon at members annual renewal and for new members: free PD session for themselves and one free “bring a guest”. The expiration date will be one year from the join/renew date and members must bring the coupon with them to the event.

### **Communications Committee**

Social media presence: The committee is going to put together a strategy on how Twitter, Facebook, and LinkedIn should be used including goals, tone, frequency, and message content.

Next meeting: teleconference on March 15 from 3 – 4 PM

Meeting adjourned at 3:40.

Respectfully submitted,  
Susie Stone, Acting Secretary

**YANKEE CHAPTER PRSA  
BOARD MINUTES  
March 15, 2012 at 3 p.m.  
Teleconference**

**Present:**

Tom Bebbington, Kevin Donovan, Donna Eason, Mary Ellen Hettinger, Jane Law, Grace Lessner, Martin Murray, Rosemarie Rung, Jayme Simoes, Susie D. Stone

The meeting was called to order at 3:07 p.m. by Jane Law, who presided at the meeting in the absence of Tara Payne.

The minutes from the February 2012 meeting were approved.

**President's Report.** There was no report.

**Treasurer's Report.** Rosemarie Rung presented the Treasurer's report, and explained that she has now reconciled the account with three uncashed checks that date back between two and five years. That money has been added back into the balance, and a new line was added to the revenue sheet to account for this. Also, there was an error in the money market account last month, and that has been corrected. She also noted that the PayPal account balance has been transferred to our checking account, and will show up in the March Treasurer's report. The treasurer's report was approved by the board.

**Membership Committee.** Our membership numbers are holding steady.

**Awards/Scholarship Committee.** Donna Eason noted that we haven't had any applicants yet for the Bradley Scholarship. We are continuing to reach out to regional colleges and universities and advisors to encourage them to get the word out to students.

**Summit Award.** Now that we have scheduled the annual meeting for November, we can determine what the topic for the award will be. The board suggested that keeping the topic broader or general is fine, as our goal is to encourage the greatest number of submissions. Judging will be done in early October. The first communication about the award will go out in June.

**Nominations Committee.** Susie Stone will review what openings need to be filled. The board needs to have at least three individuals with APRs. Suggestions for nominees should be forwarded to Susie.

**Professional Development Committee.** Jayme offered his interns or staff to assist at professional development sessions so the chapter can save on Cornerstone expenses.

The Gina Balkus PD session on building good government relations has 13 people registered. Rosemarie will send out another e-blast a few days before the session. The crisis communications PD in Bangor, led by Rosemarie, is set. Our hope is to have members from the professional community, as well as students, attend. Susie will help promote it in Maine.

Registration for the Essentials of Public Relations PD is up on the website. There's a different pricing structure (member, non-member, student) and it's a 3-hour workshop without lunch. Coming up: a Social Media Business BootCamp at SNHU on May 24<sup>th</sup> that we've agreed to help promote; our members will receive a special rate. Ben & Jerry's has been invited to give a presentation on its "Taste-Full PR Strategy."

There was a discussion about whether we want to hold summer sessions. The board discussed considerations such as being prepared for lower attendance, giving the PD committee a rest, not tapping out potential PD speakers, and our interest in keeping the membership engaged throughout the summer.

Jayme Simoes suggested holding a chapter event at the Fishercats in the summer; the cost would include a ticket and food. This would be a fun networking opportunity for members and their families. Jayme agreed to explore the options and get the information to the board.

**Communications Committee.** Presently it is not always clear who will take care of disseminating information through various media distribution points. Grace Lessner agreed to draft a communications plan/process and send it out for review and discussion.

**Annual Meeting.** The annual meeting is tentatively scheduled for November 15. We will let membership know about this change, as we customarily have held the annual meeting in June.

**Other business.** Susie and Jane participated in the PRSA Northeast District call. The Northeast District meeting will be held again in Troy, NY. The District is looking for a volunteer from our chapter to participate in the planning sessions. They will be giving awards and are looking for chapters to nominate individuals for categories, which have not yet been set.

The Boston PRSA Chapter is having a social media summit on May 23<sup>rd</sup> at Bentley University; we are letting our members know about it.

The next scheduled board meeting will be held April 19 at 3 p.m. via teleconference.

The meeting was adjourned at 3:50 p.m.

Respectfully submitted,  
Grace Lessner, Secretary

**YANKEE CHAPTER PRSA  
BOARD MINUTES  
April 19, 2012 at 3 p.m.  
Teleconference**

**Board Members Present:**

Kevin Donovan, Donna Eason, Mary Ellen Hettinger, Jane Law, Grace Lessner, Tara Payne, Rosemarie Rung, Robin Schell, Jayme Simoes, Susie D. Stone

**Staff:** Matt Gatzke, Cornerstone

The meeting was called to order at 3:05 p.m. by Tara Payne.

The minutes from the March 2012 meeting were approved.

**President's Report.** There was no report.

**Treasurer's Report.** Rosemarie Rung reviewed the treasurer's report, and responded to a few questions. The Constant Contact charges for February and March are being moved from the PD account to the operations account. The board approved the Treasurer's report.

**Membership Committee.** Jayme Simoes reported that our membership is starting to rise, and that is encouraging. Matt Gatzke noted that he had called some lapsed members to encourage them to renew.

The Chapter's member night out at the Fisher Cats game is June 19<sup>th</sup>. Final details on the package will be sorted out shortly. Jayme is looking for a sponsor to help underwrite the discounted cost.

**Awards/Scholarship Committee.** Donna Eason reported that we had two applicants for the James Bradley scholarship, and the award recipient is from Southern NH University, and has been notified. The board agreed that the check will be sent to the recipient immediately, and a press release will be sent out now, too. The award will be formally presented at the November annual meeting.

**Development.** Granite State College inquired about sponsorship opportunities, and they've agreed to a \$1,000 PD sponsorship for the year. We'll need to ensure that they receive sponsorship credit in the following ways: in PD session e-blasts, on the website, in press releases, and during speaker introductions.

**Professional Development Committee.** Rosemarie Rung reported there were over 30 professionals and students at the crisis communications PD session she gave in Bangor in March. "The Essentials of PR" session by Robin Schell and Stacey Smith had 15 attendees. It was well-received, and some of the attendees stated they would have liked a longer session. There was a mix of seasoned as well as new practitioners. Upcoming: On May 3<sup>rd</sup>, we'll host "The Real Scoop: Ben & Jerry's Full Taste PR Strategy" at Manchester Community College.

**Communications Committee.** A communications / information distribution plan is in the process of being drafted, and will be sent to the board for review and discussion.

**Northeast District Conference.** The conference is November 7 in Troy, NY. They will be giving awards, and chapters can nominate individuals for the awards. The board was asked if anyone was interested in presenting at the conference.

**Awards.** Susie Stone reported that she is working on the awards presentations.

**Other business.** None.

The next scheduled board meeting will be held May 24th at 3 p.m. at SNHU, following the Social Media Boot Camp conference.

The meeting was adjourned at 3:55 p.m.

Respectfully submitted,  
Grace Lessner, Secretary

**Minutes from the Yankee Chapter PRSA Board Meeting  
Thursday, May 24, 2012  
SNHU and by Teleconference**

Present: Jen English, Tara Payne, Mary Ellen Hettinger, Rosemarie Rung, Tara Payne, Tom Bebbington (Grace Lessner joined later by phone)

The meeting was called to order at 3:34 by Tara.

For lack of a quorum, no votes were taken. The minutes of the April meeting were tabled. The treasurer's report for April was tabled.

**Membership Committee.** Jayme reported that our membership dropped by 2, but an employee from Lindt joined national. We will reach out to her to join the local chapter.

**Professional Development Committee.** Tom reported that the Professional Development committee is wrapped up until the fall begins. There was discussion about Jane's suggestion to offer sessions on the core competencies (as defined by PRSA). Tom will follow up with Jane and see if it can be a fit with the Accreditation committee.

There was discussing about hosting a PRSA webinar during the summer and offering local experts to speak on it as a follow-up. Tom will follow-up on it.

**Accreditation Committee.** Three chapter members passed the Readiness Review and will be taking the computer-based exam next month.

**Chapter Social.** There are 10 people signed up for the Fisher Cats game and 10 more to sign-up for the group of tickets we prepaid.

**SNHU Social Media Bootcamp.** The event was very well attended. However, for the future, consideration needs to be made on the administration requirements as this event consumed a lot of resources to manage registrations and PayPal payments.

**Annual Meeting.** Nothing is happening on this to date. The tentative date for the meeting is November 15.

**Nominations Committee.** Jen will follow up with Susie and will report on this next month.

**Other.** Rosemarie will follow up on setting up a member directory, which was suggested during last fall's board retreat.

The meeting was adjourned at 4:24 pm

Respectfully submitted,  
Rosemarie Rung, Acting Secretary

**YANKEE CHAPTER PRSA  
BOARD MINUTES  
June 28, 2012 at 3 p.m.  
Teleconference**

**Present:**

Tom Bebbington, Kevin Donovan, Donna Eason, Mary Ellen Hettinger, Jane Law, Grace Lessner, Tara Payne, Rosemarie Rung, Robin Schell, Susie D. Stone

The meeting was called to order at 3:02 p.m. by Tara Payne.

The minutes from the April 19, 2012 and May 24, 2012 meetings were approved.

**President's Report.** Tara Payne congratulated our two newest APRs, Mary Ellen Hettinger and Jane Law, and asked for their comments on the test and preparing for it. They noted that the Chapter's prep training was helpful, as was mentoring, being in a study group, the APR study guide, and the online sample test. Payne also noted her appreciation for Bob Lindquist's work on updating the Chapter website.

**Treasurer's Report.** The Board voted to accept the Treasurer's report. Rosemarie Rung noted that the Boot Camp PD revenues and expenditures have been reconciled, along with PayPal costs. As a result of the work involved with this PD partnership, Rung made suggestions regarding how to manage similar partnerships in the future to avoid extensive reconciliation and time costs. The report also reflects extra expenses involving support provided by Cornerstone for PD and a postcard mailing for our member night at the Fisher Cats.

**Membership Committee.** Jayme Simoes reported that the Yankee Chapter PRSA currently has 108 active members, one up from last month. Facebook is at 180, up five from May. We had 25 people attend our Fisher Cats membership event.

**Awards/Scholarship Committee.** Susie Stone reported that Robin Schell and Martin Murray will be on the committee. They are still determining the theme for the Summit Awards; all awards information will be posted on the website.

**Nominating Committee.** The committee is chaired by past president Susie Stone and comprised of three APRs: Gail Winslow, Bob Lindquist and Brett St. Clair. A committee statement will be posted on the website. The goal is to collect recommendations over the summer for the nominating committee to review in the fall.

**PRSA Northeast District Update.** The District wants to create a District Awards Committee, and we may be looking for a YPRSA member to serve on the committee. Our Chapter members and leadership are encouraged to attend the fall conference, which will be held in New York State.

**Annual meeting.** We're looking for a keynote speaker for our annual meeting on November 15th. Suggestions included a speaker from Disney, and the CEO of King Arthur Flour.

**Professional Development Committee.** The committee is piloting a summer PD session, as we typically have not offered them during the summer. The topic is Lessons Learned from PR Case Studies in Ethical Decision Making , and it will be held August 7<sup>th</sup> from 9 – 10:30 a.m. at SNHU. It's the 13th session we've done since last September. The committee now consists of Tom Bebbington, Kevin Donovan, Mary Ellen Hettinger, and Erin Hathaway.

**Membership Directory.** There was discussion about how to produce the new proposed membership directory, which Rosemarie Rung has agreed to edit. Discussion included printing and posting the guide online, ads, and how to streamline the information collection process.

**Communications Committee.** Grace Lessner asked for ideas on what content to include in the Chapter's July e-newsletter.

**Leadership Rally.** Jane Law attended the PRSA Leadership Rally in NYC in June. Some of the topics from the rally include offering a mentor match, speed pitching for a PD session, paying for PD as an annual series (10 for the price of 8), insurance for directors and the board, and documenting policies and procedures not in the bylaws

**Other business.** None.

The next scheduled board meeting will be July 26 at 3 p.m. via teleconference.

The meeting was adjourned at 4:00 p.m.

Respectfully submitted,  
Grace Lessner, Secretary

**YANKEE CHAPTER PRSA  
BOARD MINUTES  
July 26, 2012 at 3 p.m.  
Teleconference**

**Present:** Tom Bebbington, Mary Ellen Hettinger, Jane Law, Grace Lessner, Martin Murray, Tara Payne, Rosemarie Rung, Robin Schell, Jayme Simoes

The meeting was called to order at 3:03 p.m. by Tara Payne.

**Treasurer's Report.** The Treasurer's Report for June was approved. The report shows a large expense resulting from a check sent to SNHU for proceeds from the SNHU Social Media Boot Camp; we're awaiting the transfer of funds from our PayPal account (where that revenue resided) back to our checking account. Consequently, we will see a significant revenue increase in the July report. The board agreed to add a revenue line for sponsorship to future Treasurer's Reports.

**Secretary's Report.** The minutes from the June 28, 2012 meeting were approved.

**Membership Committee.** Jayme Simões reported that the Yankee Chapter PRSA currently has 109 active members. That is one up from last month. Facebook is at 185, up five from June. The board discussed PRSA national's free chapter membership offer, and how to keep membership numbers up. Jayme has access to a discount offer for members who would like to attend the circus in September, and we will offer that to our members via Facebook and the e-news.

**Professional Development Committee.** Tom Bebbington reported that our first-ever summer PD session is Lessons Learned from PR Case Studies in Ethical Decision Making, and it will be held August 7<sup>th</sup> from 9 – 10:30 a.m. at SNHU. A postcard promoting the PD was mailed the week of July 23<sup>rd</sup>. The PD Committee is planning to meet after the August 7th PD session to plan out the last four sessions of the current (calendar) year.

As part of our ongoing effort to document and improve the processes involved in setting up a PD event, Erin Hathaway is now creating the PD events and registration pages in Constant Contact.

The board offered ideas for 2012-2013 PD topics, including a media panel, crisis communications, a roundtable discussion of topics led by those who attended the national PRSA conference, partnering with other organizations who have breakfast meetings (e.g., BIA), and LinkedIn usage.

**Awards/Scholarship Committee.** Robin Schell and Martin Murray reported that the 2012 Summit and Pat Jackson awards submission information are posted on the website, sent out in the July e-news, and posted to Facebook and Twitter.

**PRSA Northeast District Update.** Jane Law said the conference planning was underway, and that Tara Payne will be participating in that process. There was no update on the District awards discussion.

**Annual meeting – November 15, 2012.** Jane Law discussed the potential keynote speakers for the annual meeting, including a speaker from Disney or the CEO of King Arthur Flour. The committee consists of Jane Law, Grace Lessner, Tara Payne, Rosemarie Rung and Teri Rosenstock. Possible locations for the annual meeting were mentioned, including the McAuliffe-Shepard Discovery Center, the Currier Museum, and Red River Theatres. The committee agreed to schedule a conference call to get the planning officially underway, including determining a location, speaker, and publicity timeline.

**PRSSA Chapter.** Southern New Hampshire University has expressed interest in establishing a chapter. The process is that the school applies to national PRSA, seeks the endorsement of the local chapter, has at least 10 students in its chapter, and pays a \$100 application fee, and applications are reviewed by PRSA in November and March. Now that Judy Stokes has retired, we may need to find a new contact for our PRSSA Chapters. Tara Payne asked what we thought our role should be with establishing and supporting these PRSSA Chapters. The consensus was that we would like to encourage the establishment of chapters, and we'd offer to pay the \$100 application fee.

**Other business.** The Yankee chapter brochure will need to be reprinted this fall, and Tara Payne asked if changes needed to be made before then. Jayme Simoes offered to make any revisions to the brochure and see to the printing.

The next scheduled board meeting will be August 29 at 3 p.m. at NHHEAF in Concord.

The meeting was adjourned at 3:55 p.m.

Respectfully submitted,  
Grace Lessner, Secretary

**Minutes from the Yankee Chapter PRSA Board Meeting  
Wednesday, August 29, 2012  
NHHEAF and by Teleconference**

**Present:** Kevin Donovan, Mary Ellen Hettinger, Matt Gatzke (Cornerstone), Jane Law, Bob Lindquist, Tara Payne, Rosemarie Rung, Robin Schell, Jayme Simoes, Susie Stone

Tara called the meeting to order at 3:05 pm

**Treasurer's Report.** Rosemarie reviewed the treasurer's report, noting that expenses and revenue from the SNHU Social Media Boot Camp are now balanced. Jane moved to approve the report and Robin seconded. The motion passed.

To lower our Constant Contact costs, Matt will delete the e-mails list from the Social Media Boot Camp and Rosemarie will change our billing from monthly to six months.

**Approval of July Meeting Minutes.**

Mary Ellen moved to accept the minutes as submitted and Kevin seconded. The motion passed.

**Membership Report.** Jayme reported that we lost 2 members from last month but two have rejoined; we are presently at 107 with one dropped member to be called to rejoin. Our Facebook "likes" increased from 185 to 190. Jayme will be updating the membership brochure and Susie offered for Maine Medical Center to print it at cost.

**Awards Committee Report.** To promote the awards programs, Jayme will send an e-mail via Constant Contact and distribute a press release. Bob updated the website with details of this year's awards programs. There was discussion about connecting with Judy Stokes about her role as PRSSA liaison and as our ethics officers.

**NE District Call.** There is a new award from the NE District and they want a nomination from each district. 3 categories: student, those with less than 10 years of practice, and those with more than 10 years of practice. There is also an out of industry, (non-PRSA member) category. Nominations, comprising of a 500-word nomination and bio/resume) will be judged based on personal achievement. The board decided to encourage members to nominate rather than the board submitting nominations.

The District has also put out a call for presentations. Several members of the board have made submissions.

The NE District is also soliciting a host for the 2013 conference. Robin mentioned that we can also co-host it with another District. Jane mentioned that the conference is a moneymaker for the host district.

Tara asked that any board member that wishes to pursue the idea of hosting should e-mail her to go forward.

Mary Ellen asked what chapters comprise the NE District: Yankee, Boston, Southeastern New England (Hartford, CT, RI, other MA), Capital Region (Albany, NY), Central (Syracuse, NY), and Rochester (NY).

**Professional Development Committee.** September 20 will be the date for the next PD session: Tourism Case Study: Portugal, hosted by our own, Jayme Simoes.

Sean Owen from wedu will host a session on October 25 (board meeting also on this date). In November, our Annual Meeting will be held on the 15<sup>th</sup>.

A December session will likely leverage a PRSA webinar while including a “live” presenter or commentator.

The January program will feature Dennis Martino from Granite State College speaking on the topic of strategic planning.

**Annual Meeting.** Timberland will likely provide the keynote presentation for the Annual Meeting. The topic will center on their 20 years of pursuing “Path to Service” and around using employees as brand ambassadors.

Jayne pursued the Currier as the venue and the cost would be around \$550 per hour with 15% discount, and includes admission to the museum. The cost is high because the meeting would be held after their operating hours so security would have to be extended to the evening.

Rosemarie looked up our expenses from last year. Red River charged \$350 and our catering was around \$945.

Because of the cost of the Currier, Jayme will pursue the Christa McAuliffe Planetarium as a potential venue. Rosemarie shared some concerns about their caterers that were discussed at a committee meeting.

Kevin suggested the NH Food Bank as a venue. It would be no cost and the food is prepared with food donations brought in to it. The board asked him to have a discussion with the Food Bank about the possibility of hosting the Annual Meeting.

**Nominations Committee.** Susie said that the committee is established per our bylaws with Brett St. Clair, Bob Lindquist, and Gail Winslow-Pine serving. The committee will need to send the slate to members no later than 30 days before the Annual Meeting, which is set for November 15.

Tara asked board members to contact Susie if they want to discuss board service or officers.

**Membership Directory Update.** Rosemarie reviewed the changes to the draft suggested by the board and will incorporate them into the final survey: extending the word count for the description, adding a field for designations/certifications, adding a field for industry. She will send it out next Wednesday.

There was discussion about possible sponsorships that Rosemarie will pursue once the directory data is collected.

**Other.** Jane asked if anyone has a contact at PR Newswire as she said they provide sponsorships to local chapters. A suggestion was made to reapproach Custom Scoop for a sponsorship (they declined last year). Constant Contact was also suggested as a possible sponsor.

Susie moved to adjourn the meeting and Rosemarie seconded. The motion passed and the meeting adjourned at 4:14 pm.

Respectfully submitted,  
Rosemarie Rung, Acting Secretary

**YANKEE CHAPTER PRSA  
BOARD MINUTES  
September 20, 2012 at 3 p.m.  
Location / Teleconference**

**Present:** Kevin Donovan, Donna Eason, Mary Ellen Hettinger, Jane Law, Grace Lessner, Martin Murray, Tara Payne, Robin Schell, Susie D. Stone

The meeting was called to order at 4:13 p.m. by Tara Payne.

Approval of the minutes from the August 2012 meeting was held for the next meeting.

**Treasurer's Report.** Due to the absence of the Treasurer, the report will be reviewed at the next meeting.

**Membership Committee.** The Yankee Chapter PRSA currently has 107 active members. Facebook is at 192 followers.

**Professional Development Committee.** Initial registrations for the 9/20 PD are not high, but it is hoped that a postcard mailing will bring up the numbers. Sean Owen for wedu will headline the 10/25 session at NHHFA. Registration information should be posted to the website shortly and publicity efforts will begin after that.

A November PD session is not scheduled since we will be holding our annual meeting and a seminar on November 15. Also, it is anticipated that there may be a Chapter social event in December; due to that tentative plan and the holidays, no December PD is scheduled. We will instead promote the availability of the free webinars during November and December. PD sessions resume January 17th, with a session on strategic planning at Granite State College in Concord.

**Northeast District Conference.** The District awards are on hold. The Yankee Chapter submitted a session for the conference on November 8<sup>th</sup>.

**Awards/Scholarship Committee.** Announcements have gone out repeatedly soliciting nominations; the deadline for submissions for the Pat Jackson and Summit awards is October 1.

**Annual Meeting.** The meeting will be held Thursday, November 15 in Concord; the location has not been confirmed. The seminar speaker will be Atlanta McIlwraith, senior manager of community engagement for Timberland.

**Nominations Committee.** The committee is making progress in developing a slate of nominations for the board. The slate will be sent to the board for review, and the chapter will receive it at least 30 days prior to the annual meeting and vote.

The next scheduled board meeting will be held October 25 at 4 p.m. at the NH Housing Finance Authority, following the PD session that afternoon.

The meeting was adjourned at 4:45 p.m.

Respectfully submitted,  
Grace Lessner, Secretary

**YANKEE CHAPTER PRSA  
BOARD MINUTES  
October 25, 2012 at 4 p.m.  
NH Housing Finance Authority**

**Present:** Tom Bebbington, Kevin Donovan, Donna Eason, Jen English, Mary Ellen Hettinger, Jane Law, Grace Lessner, Tara Payne, Rosemarie Rung, Robin Schell, Jayme Simoes, Susie D. Stone, Brett St. Clair

The meeting was called to order at 4:10 p.m. by Tara Payne.

**Minutes.** The minutes from the August and September 2012 meetings were approved.

**Treasurer's Report.** Rosemarie reviewed the August and September 2012 revenues and expenditures, and the Board approved the reports. The Board discussed establishing a procedure for auditing the Chapter's books, and it was agreed. Brett St. Clair and Jane Law offered to assist with the audit.

**Membership Committee.** The Yankee Chapter PRSA currently has 107 active members. Facebook is at 192 followers.

**Professional Development Committee.** The next PD session will be in January. The committee has several new members. A PR boot camp session and journalists' panel session are planned for next year. Other session topics were suggested ; the committee will follow up.

**National Assembly Delegate Report.** Robin reported that the latest assembly was relatively uneventful. Financially, national PRSA is in good shape. National is focusing outreach on ethics, education and diversity.

**Northeast District Conference.** The conference is November 8th in Troy, NY. Several board members indicated they plan to attend; Rosemarie is presenting a session.

**Awards/Scholarship Committee.** The Summit Award for using employees as ambassadors will be awarded to Dyn. The Patrick Jackson Award winner is Bishop Gene Robinson. Donna is getting ready to send out the scholarship announcement for 2013; graduate students will be able to submit applications for the first time.

**Annual Meeting.** The annual meeting will be held Thursday, November 15 in Concord at the University of New Hampshire Franklin Pierce Center for Intellectual Property. The speaker prior to the meeting will be Atlanta Mcllwraith, senior manager of community engagement for Timberland. The board agreed to send a press release out prior to the meeting announcing the two award winners and the scholarship winner, and to send a follow-up release with a photo after the event. The award winners will have 3 – 5 minutes to accept their award. Bishop Robinson won't be available to accept the speech personally, so other options are being explored. Brett offered to do a videotape (3 – 5 minutes) of the Bishop.

**Annual Report.** Most of the submissions are in for the annual report, which will be distributed at the annual meeting, and will be available on the Chapter's website, too.

**PR Practitioner Directory.** Rosemarie will send another reminder out for members to submit to the directory. There may be ads in the print version of the directory, too.

The next scheduled board meeting will be held November 15 at the Franklin Pierce Center for Intellectual Property in Concord, at the Chapter's annual meeting.

The meeting was adjourned at 5:10 p.m.

Respectfully submitted, Grace Lessner, Secretary

## **Awards and Scholarships 2011-12**

### **2012 Patrick Jackson Award - Bishop Gene Robinson**

Established as the Yankee Award in 1988, the Patrick Jackson Award recognizes a professional who is not in the public relations field but nonetheless successfully uses public relations principles to benefit his or her organization and society. The idea of the Patrick Jackson Award is to recognize excellence in the practice of public relations and acknowledge the recipient's proven track record of building relationships that earn trust.

Established as the Yankee Award in 1988, the Patrick Jackson Award recognizes a professional who is not in the public relations field but nonetheless successfully uses public relations principles to benefit his or her organization and society. The idea of the Patrick Jackson Award is to recognize excellence in the practice of public relations and acknowledge the recipient's proven track record of building relationships that earn trust.

### **2012 Summit Award - Dyn**

The annual Yankee Chapter PRSA Summit Award recognizes excellence in a specific area of focus, which varies year-to-year. The 2012 Summit Award recognizes excellence in the engagement of employees as ambassadors as an integral component of an organization's public relations philosophy.

Dyn, a Manchester-based technology company, was recognized for believing in the value of employees as ambassadors, applying this philosophy to nearly every aspect of their operations. Rather than simply relying on their sales force or marketing team, they see every single employee as an ambassador of the Dyn brand: in product and culture. Internet infrastructure-as-a-service. As a result, Dyn was named one of the most democratic workplaces of 2012 by WorldBlu, and has been repeatedly named one of the best places to work by Business NH Magazine.

### **James H. Bradley Memorial Scholarship – Jennifer Samson**

In 2012, the second James H. Bradley Memorial Scholarship was presented to Jennifer Samson, a student at Southern New Hampshire University who is pursuing a major in communications and a minor in public relations.

In 2010, the Yankee Chapter of the Public Relations Society of America established the James H. Bradley Memorial Scholarship in honor of the Yankee Chapter's "founding father" James (Jim) H. Bradley who passed away in September of that year. Jim Bradley served as the Yankee Chapter's first president in 1982.

The Chapter is proud to commemorate Jim Bradley's contributions to the profession of public relations by helping future professionals achieve their goals. The annual scholarship recognizes 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.

## Accreditation Report 2011 - 2012

**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.

### YANKEE CHAPTER ACCREDITED MEMBERS

Gina M. Balkus, APR  
Michael P. Bourque, APR  
Sharon G. Callahan, APR  
Karen J. Cashman, APR  
Donna J. Eason, APR  
Craig H. Evans, APR  
Mary Ellen Hettinger, APR  
Nancy Kerr, Ph.D., APR  
Annette Kurman, APR  
John R. Lamb, APR  
Elizabeth A. LaRose, APR  
Jane N. Law, APR  
C. Robert Lindquist, APR  
Patrick F. McGee, Sr., APR, Fellow PRSA  
Tracy Whittier Messer, APR  
Susan J. Noon, MBA, APR  
Isobel Parke, APR, Fellow PRSA  
Renee M. Robertie, APR  
Nancy J. Roberts, APR  
Terri J. Rosenstock, APR  
Rosemarie Rung, APR  
Robin Schell, APR, Fellow PRSA  
Stacey Smith, APR, Fellow PRSA  
Brett St. Clair, APR  
Roger W. Stephenson, APR  
Judy Stokes, APR  
John F. Tansey, APR  
Kathleen B. Walker, APR  
Gail A. Winslow, APR

**The Yankee Chapter currently has 29 accredited members.** We celebrate a **first** this year (at least in recent memory) with the accreditation this past summer of three members at once! Congratulations to Jane Law, APR, Mary Ellen Hettinger, APR and Terri Rosenstock, APR.

**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 last spring and plans another for 2013.

**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) or one of the committee members listed below.

Respectfully submitted,

Yankee Chapter PRSA Accreditation Committee  
Brett St. Clair, APR  
Bob Lindquist, APR  
Rosemarie Rung, APR

## WHAT'S THE VALUE OF PROFESSIONAL ACCREDITATION?

The accreditation process helped me build **confidence** as a PR practitioner and gave me a solid foundation of knowledge about public relations, past and present, that I have continued to build on in my consulting career.

— Robin Schell, APR, Fellow PRSA, Senior Counsel & Partner,  
Jackson Jackson & Wagner

I gained knowledge of a **sound framework** for solving problems that reinforced my instincts and gave me the confidence that what I recommended to management was right.

— Brett St. Clair, APR, Partner, Louis Karno & Company Communications

Personal benefit— introduction to **a new world of resources**, meeting PR local experts, increasing my knowledge and confidence through local chapter affiliation.

— Susan Noon, MBA, APR, Director of Marketing & Development  
Bi-State Primary Care Association

For me, APR is a profound sense of **personal accomplishment**, enhanced by a broad and deep knowledgebase that is a valuable professional asset.

— Donna Eason, APR

Knowledge and confidence to be a **respected strategic voice** with our leadership and board. The tools to implement more effective campaigns.

— Liz LaRose, APR, Director of Marketing and Communications,  
Crotched Mountain Foundation

A major benefit of APR is learning the **history and theories** of public relations. Applying those theories improves our practice of PR.

— Patrick McGee, APR, Fellow PRSA, Secretary for Communication, Planning  
and Development, Diocese of Manchester

It's like receiving the Good Housekeeping Seal of Approval! Earning my APR gave me **credibility** and confidence. I know that I'm a better teacher because of it.

— Nancy Roberts, APR, Director of Marketing Communications Program,  
New England School of Communications

APR accreditation has given me the knowledge and the confidence to go forward as a **thought leader** in the Public Relations field. As a professor I feel accreditation developed a depth of understanding in areas of the industry where I had previously not been engaged. It's been great for me and wonderful for my students!

— Nancy Kerr, Ph.D, APR, Professor/Program Director, Champlain College

While working at Cision the APR accreditation gave our clients a **sense of security** in knowing that they were working with a professional who dedicated himself to, and actively participated in, the advancement of the PR industry.

— John Tansey, APR, Project Leader, Cision

Being an APR gives me added confidence & credibility. It has made me more **strategic** minded and thoughtful of research, evaluation, & ethics.

— Terri Rosenstock, APR, Public Relations Manager, King Arthur Flour

## Assembly Delegate Report 2011 - 2012

The 62nd PRSA Assembly was held Oct. 13, 2012, and Yankee Chapter Assembly Delegates Jayme Simoes and Robin Schell, APR, Fellow PRSA attended the meeting. PRSA Chair Gerald Corbett, APR, Fellow PRSA opened the meeting with a State of the Society Report. Positive trends were noted: there is a growing rate of PR reporting to the C-Suite; there's an explosion of social media; there is a new appreciation for branding and reputation management; and PR and management communications budgets are on the rise. He also reported on progress in a variety of areas under his leadership:

**Advocacy:** PRSA weighed in on the debate on whether or not PR pros can edit Wikipedia to be accurate.

**Viewpoint:** PR pros must respect and follow procedures set forth by the Wikipedia community, but we're in the best position to know if a company is portrayed accurately.

**Business Value of PR:** The PRSA MBA initiative is a multi-year effort to advocate the importance of PR in MBA programs. Schools like Quinnipiac, Tuck/Dartmouth and University of Maryland, with business partners like Southwest Airlines, have been part of the pilot.

**PR Serving America:** The first winners of community service awards introduced at Assembly.

**Membership:** Over 21,000 members. New professionals group is growing at 20% annually.

**Diversity:** Diversity awards announced. This will be an area of PRSA focus next year also. Overall message: we need to do better!

**Education:** PRSA now provides webinars free (live and on-demand). Last year, made 63 available on a variety of topics.

**Ethics:** The emphasis on ethics is one of the most important member benefits ("Act Ethically and Carry On").

Bill Murray, President and COO reported:

- Showing a surplus of \$579,000 (1 cent of every dollar we make in the piggybank going forward)
- Expect \$198,000 surplus. We want our net asset balance continues to grow. We want 6 months of expenses in the bank and we're getting there through the 1% per year.
- Membership: took a hit in the recession and lost 7%; coming back - now 21,378 members strong.
- Programs include: Silver Anvils, Leadership Rally, Conference, Advocacy, Professional Development, Publications, PRSSA

**Of Note:** Participation in webinars has skyrocketed; 83% of participants say they were "satisfied or very satisfied"; 73% would "recommend their webinar". Ninety percent of people who take the webinars stay with membership. Mobilized our website: technically update, releasing final version; adding a webinar library, member directory, link to calendar.

**Chapter/District Support:** New systems and resources. We asked for a better way to share documents to provide continuity. New document sharing platform that will be accessible to sections as well, will be available in the first quarter of next year. We can collect dues quarterly. About 4% do it this way at national level. Plans to revamp "Issues & Trends": Now putting our webinar info on what's breaking right next to the new issue. The August membership campaign was one of the most successful in our history. Promotional emails can be customized. The open rate of email went from 2% to 25% which pushed the behavior.

Mickey Nall, APR, Fellow PRSA, Chair-Elect, gave a brief introduction and said his leadership will focus on 3 areas: Ethics, Diversity and Advocacy.

**Treasurer's Report:** Kathy Barbour, APR said the impact of the dues increase is that our headcount is up 118 (.6%) between Sept. 2011 and Sept. 2012. Our full membership reduced by 21 members (.1%). Difference between the associate membership and full membership). Member dues will remain stable at a rate not to exceed \$255.

**Nominating Committee:** Gary McCormick, APR, Fellow PRSA led the vote for the slate of officers for 2013...passed.

**Foundation Report:** Lou Capozzi, APR. PR will be one of the fastest-growing professions going forward. He questioned why we are having such a hard time with diversity...less than 15% of PRSA is made up of minorities. This will be a focus of the Foundation going forward.

**PRSSA:** Adam Aisner, Past President of PRSSA. They report 1,000 members attending their international conference. Their community service initiative for UCSD Medical Center was one of the most successful in PRSSA's history; they produced over 1,000 cards. PRSSA to PRSA transition rate: estimated it at 18%; want to see it at 25%. They offer one webinar a month which they hope will help with the transition rate. The Bateman Case Study Competition is around cyberspace and in-person bullying. In addition, this year they rebranded their blog, Progressions.

**Certifications in PR Presented by Co-Chairs of Educational Affairs:** Judy Phair, APR, Fellow PRSA and Dr. Susan Gonders said that certifications began in 1990 to insure PR students were getting the best education. In 2007, there were 14 certified programs; now we are up to 34 in the U.S., Canada, Europe, New Zealand and South America.

The process: there is a detailed application, and 2-person teams (1 PR professional, 1 educator) do site visits to the campus and conduct a review that lasts between 2-3 days. The site teams report to the Educational Affairs Committee, and they put the certification before PRSA's Board of Directors for a vote.

**Commission on PR Education:** We are working on standards for a master's degree education in PR. There has been a big increase in Master's Programs...we've gone from 26 in 2000 to 75 by 2011. Conducted quantitative and qualitative research with high-level employers and resulting recommendations include: have standards for content areas; minimum of 30 hours for a masters in PR; and for teaching, a master's degree is a minimum requirement; preferably teachers will have a PhD.

**The Un-Conference Breakout Sessions:** Facilitated by Kaiser Permanente, a variety of break-out sessions produced interesting discussions on a wide span of topics. Some highlights:

**National/Local Relationship:** There is a perceived lack of value regarding National membership. Some solutions: research (find out why people don't join). Free events & webinars (happening now). Perhaps a percentage of funds going to National could come back to the Chapter. Templates that local can use (e.g. send a placed article along with talking points for chapter leaders). Do a gap analysis; what's needed in terms of staff support? An app for better access. Leaders at the Chapter level to better understand all of PRSA's benefits (Leadership Rally helps with this). Offer "meetings in a bag" and a Membership Benefit of the Month.

**Mentoring:** Challenges include lack of time, structure and guidelines. Local resources may not be available. Some seasoned pros feel like they can't apply to be a mentee. Clarify the role of the mentor and the mentee. Explore reverse mentoring opportunities.

**Social Media:** One challenge is that the older generation of practitioners might not "raise their hand" for help. It is an opportunity to attract and showcase younger members. Need more education on use of social media as a strategy, not a tactic. Consider a leadership position in Social Media. Develop templates on SM policies/a toolkit. Support at the National level.

**Districts:** The eternal question, "why do we have districts?" Are they to serve as liaisons with National? Financial and geographic challenges pose barriers. There is also inconsistency in District strengths, numbers, policies etc. Solutions could involve a shared resource program; creation of a master calendar in order to plan events/conferences at different times; and study how other groups do it.

**Volunteering/Community Engagement:** Ideas include providing a toolkit to encourage volunteerism, with tips on how to manage and recruit volunteer support. Make it available via the Chapter website. New Member Engagement: Try personal invitations. Offer help with some of the national products and services; for example, how to use National's website. Invite new members to join task forces with veterans. Give them short-term

projects to get foot-in-door on volunteer work. Treat ourselves like we treat our clients! Do a return-on-investment campaign with students and parents and employers on why membership dues are worth it.

**Engage Business Community:** Get the Chamber to sponsor an award on the partnership between PR and business. Offer special rates: get agencies who don't feel like they need to belong to sign up the group. Look at the Entry Points: Awards, APR Prep Class

**Professional Development:** Some challenges are creating programming that meets senior practitioner and new practitioner needs. Lack of resources to bring in big speakers so use same speaker pool over and over. Solutions: look at partners (legal, CPA, universities etc.) to partner and co-sponsor programs. Survey senior practitioners: separate meeting for them. Make it a committee function vs. just one person responsible.

**APR:** How can we better promote the value of APR to employers? Research why they see no value. Work with HR to make it part of the job descriptions. APR-in-training program mentored by an accredited practitioner. Model other successful programs (e.g. in accounting, the CPA). Throw some marketing dollars behind it.

**Increasing Member Value:** Tell educators to address the value of PRSA. PR pros to go to universities to talk to faculty, students. Create internships. Look at competitor organizations and differentiate. Consider a tiered dues structure. Bundle a membership with a conference registration (it's so expensive to go to conference now). Research with non-members to find out what dues structures would appeal to them? Related topic of "marketing to new members": How can we best promote the "value of the 21,000" network? Have "PR for PR" committees. Figure out how to entice allied industries (e.g. special rates for journalists, group rates for agencies, lower rates for nonprofits?)

**Diversity:** Find out how to reach the right audiences. There are lots of niche associations (eg Black, Hispanic PR associations). Need to do research; look at Best Practices of chapters who are good at diversity. Consider a reduced membership for those who are already members of groups like HPRA and BPRA.

Respectfully submitted,

Robin Schell, APR, Fellow PRSA  
Jayme H. Simoes

## **Membership Committee Report**

(As of November 2012)

The Yankee Chapter PRSA ended its fiscal year with 107 active members. Since the annual meeting in 2011, we gained 28 new national members, 13 reinstated. This is a total gain of seven members for the year. For some perspective, in 2005 we ended the year with 141 members.

The Membership Committee has produced an all-new membership brochure, updated the letters we send 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 192 likes (last year we had 139).

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,

Jayne H. Simoes  
Membership Chair

## Yankee Chapter PRSA Membership Roster (as of November 2012)

Barbara Hunter, APR, Fellow PRSA	Elizabeth A. Andrews	Tamara A. Kennedy
Isobel Parke, APR, Fellow PRSA	Michelle Clements, APR	Elise D. Oulette
Christopher J. Hoppin	Jayme Henriques Simoes	Jonathan D. Boroshok
Rosabelle M. Tiff, APR	Annette Kurman, APR	Kevin P. Flynn
Herbert Pence	Rosemarie Rung, APR	Timothy Kershner
Richard W. Kipperman	Tara S. Hershberger	Andrew Morse
John R. Briggs, Jr.	Henry Thayer Osborne	Jill E. McDonald, APR
Sharon G. Callahan, APR	Jennifer Lynn English	Robert Olson
Richard M. Miles	Tracy Manforte Sweet	Nicole Ravlin
Stacey Smith, APR, Fellow PRSA	Sandra R. Yusen	Jill S. Kimball
Timothy R. Volk, APR	Natalie Helen Rudzinskyj	Karen McCarthy
Craig H. Evans, APR	Susan Faye Vaillancourt	Catalina J. Celentano
Patrick McGee, Sr., APR, Fellow PRSA	John R. Lamb, APR	Jill Teeters
Warren E. Mason, Ed.D.	Julia Fagan Olivares	Melissa Skarupa
Robin Schell, APR, Fellow PRSA	Michelle E. Dunn	Kathleen N. Williams
Byron O. Champlin	Susan J. Noon, MBA, APR	Jennifer Murray
Mary-Jo Boisvert	Charles Griffin	Lisa A. Cramb
C. Robert Lindquist, APR	Jeanne Marie Landau	John F. Tansey, APR
Renee M. Robertie, APR	Elizabeth A. LaRose, APR	George Aud
Judy Stokes, APR	Tiffany L. Nelson	Dirk A. D. Smith
Brett St. Clair, APR	Tara Payne	Jennifer Christie Jones
Gina M. Balkus, APR	Grace Lessner	Ric Pratte
Elizabeth L. LaRocca	Thomas Patrick Bebbington	Elizabeth Catherine Stewart
Katharine D. Paine	Jane N. Law, APR	Melissa Ballard Sullivan
Kathleen B. Walker, APR	Teresa R. Murphy	Leigh Norwich
Tracy Whittier Messer, APR	Terri J. Rosenstock, APR	Chrisitn D'Ovidio
Donna J. Eason, APR	Heather S. Atwell	Karyn D. Madore
Janice L. Brown	Susie D. Stone	Amanda Rose LeFurgy
Katherine B. King	Maria McClellan	Tasha Hughes
Sarah E. Fuller	Matthew J. Chagnon	Rachael A. Soucie
Elisabeth L. Richards	Elizabeth Ann Mace	Deidre Romeo
Jonathan E. Billings	Erin L. Hathaway	Michael R. Barwell
Mark S. Ray, APR	David A. Mace	Michael Skelton
William Yates, APR	Mary Ellen Hettinger, APR	Karen J. Cashman, APR
Susan B. Chadwick	Nancy Kerr, Ph.D., APR	Meagan Downey
Martin E. Murray	Jennifer Zingsheim	Emily Bailey
Ernestine J. Greenslade	Elizabeth M. Gamache	Lauren Politz
Michele Barney Hutchins	Nancy J. Roberts, APR	Pamme Boutselis
Gail A. Winslow, APR	Suzanne R. Spruce, APR	Thomas J. Brennan
Laura D. Simoes	Kristen Aileen Marie Mercure	Sona Iyengar
Kim N. Keating	Karen Boushie	Paul Copleman
Charles E. McAlpin	Michele Petersen, MBA	Sara M. Cleaves
Michele Lee Giannone Talwani	Meghan Graffam	Audra Burns
Michael P. Bourque, APR	Kevin John Donovan	Andrea L. Cronan
Gail Leach Carvelli	Jesse Ciccone	AnnMarie Rowlands French
Roger W. Stephenson, APR	Paulette Faggiano	Stefanie Phillips

## 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  
Tara Payne, 7/11 – 12/12 (change in chapter fiscal year)