

# **THE YANKEE CHAPTER**



## **ANNUAL REPORT FISCAL YEAR 2013**

**29<sup>th</sup> Annual Meeting**  
Thursday, November 21, 2013  
Red River Theatres  
Concord, New Hampshire



# **The Yankee Chapter PRSA Annual Report for FY 2013**

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**The Yankee Chapter  
PRSA  
2013 ANNUAL MEETING**

**Thursday, November 21, 2013  
Red River Theatres  
Concord, New Hampshire**

**AGENDA**

4:00 p.m. Call to Order – President Jane Law

Approval of November 2012 Annual Meeting Minutes

Approval of October 2013 Minutes

Treasurer's Report Erin Hathaway

President's Report Jane Law

Election of Officers Tara Payne

Recognition of New APRs Brett St. Clair

Preview of 2014 Rosemarie Rung

Adjourn Annual Meeting

**AWARDS**

**2013 James Bradley Memorial Scholarship**

Jennifer Samson

**2013 Summit Award**

Families in Transition, Manchester

**2013 Good As Granite Award**

Robin Schell, APR, Fellow APR

**2013 Lifetime Achievement Award**

Isobel Parke, APR, Fellow APR

## Treasurer's Report

### November 1, 2012 – November 30, 2013

For the current fiscal year the Board presented the same balanced budget as had been previously used, with the goals of reducing operating costs and increasing sponsorship contributions. As of mid-November 2013, both revenues and expenses were less than the projected budget.

The presented revenue budget was set at \$11,835.15 after an adjustment for the Senior Practitioner's event was made to the Paul Dowd revenue. The expenses budgeted remained the same from the previous year at \$11932.00. As of November 5, the chapter had \$9528.09 in revenue and \$10360.76 in expenses. To date, this results in a deficit between projected and actual revenue of \$2307.04 and a deficit for projected and actual expenses of \$1571.24. Again this year Operations costs exceeded the projected budget as the 2013 budget projection was not adjusted to account for the increase incurred for using Cornerstone Management. Decreased travel expenses for the Assembly delegates and professional development functions are also accountable for the difference in budgeted and actual expenses.

There has been a conscious effort to decrease operational costs over the past year including increased involvement of the Treasurer and Professional Development committee in organizing and administering necessary duties for professional development events which has contributed to a decrease in expense from the prior year. Other areas still being explored for continued decrease in cost include utilizing free online banking and PayPal services available to the chapter.

Other important occasions to note:

- Another year of productive and engaging professional development sessions led to revenues of \$3510.15 with a decrease in expenses from previous years.
- A Senior Practitioner's gathering was held this year, accounting for the change in the revenue amount.
- Increase in revenue of \$300.00 as last year's donations to food banks for the holidays did not reach their destination. (This Board will be discussing what to do about these donations for this year at a future meeting.)
- The Board chose to honor a couple of noteworthy members of the Yankee Chapter with recognition awards for their hard work and dedication to the field of public relations. These were unplanned at the time budget projections were made, as reflected the budget did not account for the increased expense.

Sponsorships and donations were both successful additions to the revenue stream for the chapter. Two award sponsors at \$500.00 each were received. A new milestone for the chapter was the introduction of member donations to the scholarship fund, the first member contribution of \$30.00 was received in August and plans to increase involvement in scholarship fundraising with members will continue. Membership revenues are on par to meet the projected revenue.

As of November 1, the operating account balance was \$7615.90 and the Money Market account balance was \$20,249.01, an increase of just over \$300.00 from this time last year.

**Note:** *This report does not include complete expenses or revenues, most notably revenues from the annual meeting and membership for the months of November and December, as well as operating expenses for this same time period.*

Respectfully submitted,

Erin Hathaway, Treasurer



**Yankee Chapter PRSA  
Annual Treasurer's Report 2013**

As of November 1, 2013

	Budgeted Expenses	Expenses to Date	Expense Variance	Budgeted Revenue	Revenue to Date	Revenue Variance	Account Variance	Net Revenues Over Expenses
Accreditation	\$150.00	\$0.00	(\$150.00)	\$150.00	\$0.00	(\$150.00)	(\$300.00)	\$0.00
Annual Meeting	2,000.00	2,205.47	205.47	2,000.00	20.00	(1,980.00)	(\$1,774.53)	(2,185.47)
Assembly Delegates	1,500.00	1,361.48	(138.52)	0.00	15.00	15.00	(\$123.52)	(1,346.48)
Awards	300.00	514.95	214.95	150.00	1,060.00	910.00	\$1,124.95	545.05
District Dues	120.00	106.00	(14.00)	0.00	0.00	0.00	(\$14.00)	(106.00)
Jim Bradley Memorial Scholarship	1,000.00	800.00	(200.00)	0.00	687.00	687.00	\$487.00	(113.00)
Membership	-	0.00	0.00	4,400.00	3,927.50	(472.50)	(\$472.50)	3,927.50
Leadership Development	1,000.00	0.00	(1,000.00)	0.00	0.00	0.00	(\$1,000.00)	0.00
Operations	2,900.00	4,059.03	1,159.03	-	300.00	300.00	\$1,459.03	(3,759.03)
Paul Dowd	1,212.00	96.87	(1,115.13)	1,115.13		(1,115.13)	(\$2,230.26)	(96.87)
Professional Development	1,750.00	1,216.96	(533.04)	4,000.00	3,510.15	(489.85)	(\$1,022.89)	2,293.19
Treasury	-		0.00	20.00	8.44	(11.56)	(\$11.56)	8.44
<b>Total</b>	<b>\$11,932.00</b>	<b>\$10,360.76</b>	<b>(\$1,571.24)</b>	<b>\$11,835.13</b>	<b>\$9,528.09</b>	<b>(\$2,307.04)</b>	<b>(\$3,878.28)</b>	<b>(\$832.67)</b>

Account Balance	Balance
Operating	7,615.90
Money Market	20,249.01
<b>Total Cash</b>	<b>\$27,864.91</b>

## **Yankee Chapter President's Annual Report 2013**

At the beginning of each year, the PRSA Yankee Chapter's leadership meets to discuss goals for the upcoming year. This past January's meeting resulted in a renewed commitment to the goals set forth in 2012, which included increasing member value, building strategic partnerships with other organizations, and advancing our reputation as public relations experts. Added to those ideals were internal goals to improve the operations of the Chapter, such as to streamline/codify the Board/Committee responsibilities. Initial inroads toward those goals were made during the year and will be completed in 2014.

Earlier this year, the Board invited our senior practitioners to a social gathering to brainstorm ideas for engaging them in Chapter activities and programs, as well as finding ways that new and mid-level professionals could benefit from their expertise. We are hoping to put many of those ideas into practice. In fact, the Yankee Chapter Book Club, one idea that emerged from that event, held its inaugural meeting in October to discuss its first book choice.

A new survey was conducted this summer to help the Board find ways to better serve the Chapter membership, particularly regarding member satisfaction and preferences for the Chapter's Professional Development sessions. Your comments were heard, and the PD Committee will be factoring in those comments as they work on programming for the upcoming year. This includes working toward simulcasting PD sessions so those in more remote locations will have more opportunities to take part in one of the most valuable offerings of the Chapter.

I am excited to report that the Yankee Chapter now has a third PRSSA affiliate. Southern New Hampshire University has completed all the work and applications necessary to receive its PRSSA chapter certification. It is with great pride that we can now say the Yankee Chapter has a PRSSA affiliate in each of the three northern New England states represented by our membership.

It has been a privilege to serve with the other members of the Yankee Chapter's 2013 leadership team. My profound thanks go out to all of the officers, directors and committee chairs for the hard work and dedication you demonstrated this year. Your service to the Chapter has been exemplary. Likewise, there has been a solid and hardworking cadre of members who have volunteered on committees and have made sure that events went smoothly, email notifications went out, newsletters were produced, and so much more. The Chapter could not function without your help. Thank you all so much.

My five plus years serving on the Yankee Chapter Board has provided me a wonderful opportunity to meet and become friends with so many smart and talented public relations professionals. Becoming active with the Chapter also gave me the confidence to pursue my APR as I knew the wealth of knowledge within the body of our membership was open to me as a resource. That is one of the tremendous benefits available to all of us in PRSA and the Yankee Chapter: access to expertise, in addition to innovative ideas, high ethical standards and a commitment to scholarship. It can also bring you new friendships, a feeling of community and an opportunity to grow professionally.

It has truly been an honor to serve the Chapter.

Respectfully submitted,

Jane N. Law, APR  
President, Yankee Chapter PRSA 2013

## 2013 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.

- January: “Strategic Planning for Communications Professionals”
- February: YPRSA’s annual Media Roundtable
- March: Webinar and Panel Discussion—“Now They See It—Get the Message Across With Graphic Storytelling”
- April: YPRSA’s annual half-day workshop “Essentials of PR”
- June: “Math Skills for PR People: How to Conduct Survey Research”
- July: Annual YPRSA Social at the Fisher Cats
- August: “Communication Planning for Organizational Change”
- September: PRSA Webinar on Ethics, followed by discussion
- October: Panel Discussion—“What’s Next in Health Care—And How Do We Talk About It?”

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

- The Nackey S. Loeb School of Communications (Manchester NH)
- New Hampshire Housing Finance Authority (Bedford, NH)
- Long Term Care Partners (Portsmouth, NH)
- Granite State College (Concord NH)
- McAuliffe-Shepard Discovery Center (Concord NH)
- Dartmouth-Hitchcock Medical Center (Hanover, NH)

Many thanks to the PD committee members: **Kevin Donovan** (Diocese of Manchester), **Mary Ellen Hettinger** (Girl Scouts of the Green and White Mountains), **Andy Morse** (Concord Regional Visiting Nurse Association), **Stefanie Phillips** (Louis Karno & Co.), and to all of our speakers and presenters throughout the year.

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 2014

**President** Rosemarie Rung, APR  
Hewlett-Packard

**President-elect** Erin Hathaway (\*\*)  
The NHHEAF Network Organizations

**Past President** Jane Law, APR  
New Hampshire Housing Finance Authority

**Secretary** Mary Ellen Hettinger, APR (\*\*)  
Girls Scouts of the Green & White Mountains

**Treasurer** Tom Bebbington (\*\*)  
Long Term Care Partner, LLC

**Assistant Treasurer** Andrew Morse (\*\*)  
Concord Regional Visiting Nurse Association

**Assembly Delegate** Jayme Simões  
Louis Karno & Company  
(term expires 12/31/14)

**Director** Natalie Rudzinskyj (\*\*)  
Director of PR and Marketing at LRGHealthcare  
(term expires 12/31/15)

**Director** Justin LaBerge APR (\*\*)  
Dirigo Engagement Strategies, LLC  
(term expires 12/31/15)

**Director** Liz LaRose, APR (\*\*)  
Crotched Mountain Foundation  
(term expires 12/31/15)

**Director** Stefanie Phillips (\*\*)  
Louis Karno & Company  
(term expires 12/31/15)

**Director** Grace Lessner (\*\*)  
New Hampshire Public Television  
(term expires 12/31/14)

**Director** Terri Rosenstock, APR  
King Arthur Flour  
(term expires 12/31/14)

(\*\*) requires vote

**YANKEE CHAPTER PRSA ANNUAL MEETING MINUTES**  
**November 15, 2012**  
**University of New Hampshire Law School**

The meeting was called to order at 4:35 p.m. by President Tara Payne.

**Minutes.** The minutes from the June 2011 annual meeting were approved.

**Treasurer's Report.** Rosemarie Rung reviewed the report for the past year, and the report was approved.

**President's Report.** Tara Payne reviewed the Chapter's efforts of the past year, and thanked the board and membership.

**2013 Slate of Officers.** Susie Stone presented the slate of officers for 2013, as follows, and the slate was approved.

**President Jane Law, APR**

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

**Past President Tara Payne**

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

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

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

**Assembly Delegate Robin Schell, APR** (term expires 12/31/13)

**Assembly Delegate Jayme Simoes** (term expires 12/31/14)

**Alt. Assembly Delegate Jennifer English** (term expires 12/31/13)

**Director Kevin Donovan** (term expires 12/31/13)

**Director Tom Bebbington** (term expires 12/31/13)

**Director Mary Ellen Hettinger, APR (\*\*)** (term expires 12/31/14)

**Director Terri Rosenstock, APR (\*\*)** (term expires 12/31/14)  
(\*\*) requires vote

**Preview of 2013.** President-Elect Jane Law offered her thoughts on leadership and goals for the Chapter in the coming year.

**APR recognition.** The APR Committee co-chairs Brett St. Clair and Bob Lindquist recognized the most recent members who received their APR credentials.

The meeting was adjourned at 4:50 p.m.

Respectfully submitted,  
Grace Lessner, Secretary

**YANKEE CHAPTER PRSA BOARD MINUTES**  
**January 17, 2013 at 2:45 p.m.**  
**Granite State College, Concord**

**Present:** Tom Bebbington, Matt Chagnon, Kevin Donovan, Donna Eason, Erin Hathaway, Mary Ellen Hettinger, Jane Law, Grace Lessner, Tara Payne, Terri Rosenstock, Rosemarie Rung, Jayme Simoes

The meeting was called to order at 2:50 p.m. by Jane Law.

**Minutes.** The minutes from the October 2012 meeting will be approved at the next meeting.

**Treasurer's Report.** The treasurer's accounts are being transitioned from Rosemarie Rung to the new treasurer, Erin Hathaway. The reports will be reviewed at the next meeting. Jane Law, Brett St. Clair and Erin met January 14 to conduct an audit of the chapter's books. All is in order and Erin will reconcile some items into the books. She'll also be sending the bank statement to the board on a quarterly basis.

**General Discussion.** The board discussed how the annual meeting turned out, and some ideas for the 2013 meeting. The chapter's Strategic Planning Meeting will be held January 30, 2013 at Granite State College (tentatively).

**Membership Committee.** The Yankee Chapter PRSA currently has 109 active members – down about 4 from last year. Facebook is at 196, up 1. The board discussed making calls to those who've dropped their membership and ways to follow up with them, as well as new PRSA members in our chapter region.

**Ethics Officer/PRSSA Liaison.** Since Judy Stokes has retired, these two positions are vacant. Jane will contact a few members to see if they are interested in the position. SNHU is exploring establishing a chapter. Jayme has agreed to speak to prospects, and Jane also will attend, schedule permitting.

**PRSSA Chapters.** The Maine Chapter requested a \$1,000 sponsorship to help bring chapter members to the regional conference in Boston. After discussing the amount that might be allocated, the board agreed to provide \$300 to the chapter as matching funds to attend the conference. The board also agreed to review the PRSSA budget at the strategic planning session, and look at budgeting for such expenditures in the future.

**PD Committee.** The Journalists Roundable is tentatively scheduled for February 21<sup>st</sup>. The date is not confirmed, nor location. The committee is still building out the PD schedule. Since Erin is now the chapter treasurer, she is resigning from the PD Committee. The board discussed how PD sessions are paid for, and the consensus was that we want to discourage cash payments due to accounting issues.

**Board meeting schedule.** The board discussed when to schedule its meetings, which will remain on Thursdays following PD sessions, whenever possible, in the late afternoon.

**Scholarship Committee.** Donna reported that she is getting the word out to schools about the scholarship.

**Other business.** Jane noted that a goal for this year was to create or update policies and procedures for each committee.

The next scheduled board meeting will be held February 14, 2013 via conference call.

The meeting was adjourned at 4:05 p.m.

Respectfully submitted,  
Grace Lessner, Secretary

**YANKEE CHAPTER PRSA BOARD MINUTES**  
**February 14, 2013 at 3:30 p.m.**  
**Via teleconference**

**Present:** Tom Bebbington, Matt Chagnon, Kevin Donovan, Donna Eason, Erin Hathaway, Mary Ellen Hettinger, Jane Law, Grace Lessner, Tara Payne, Terri Rosenstock, Rosemarie Rung, Robin Schell

The meeting was called to order at 3:30 p.m. by Jane Law.

**Minutes.** The minutes from the January 2013 planning meeting and January board meeting will be reviewed and approved at the next meeting.

**Treasurer's Report.** The YPRSSA stipend to the Maine PRSSA chapter has gone out. We're waiting for a revenue report from the PD sessions. Operational expenses are up and we need to review our expectations and requests of Cornerstone, as that's where our greatest expenditures are. The report was approved by the board.

**Budget.** The board discussed how to reduce expenses, including our use of Cornerstone's time, postage, and PRSSA funding for specific items. The Treasurer was requested to provide a breakdown of Cornerstone's expenses. We will also pursue sponsorships and determine what the sponsorships cover; Tara and Erin agreed to lead this effort. The board discussed how to encourage new memberships.

**Ethics Officer/PRSSA Liaison Roles.** Several names were suggested for these two roles. Jane will follow up on these suggestions, and contact the individuals. Donna agreed to serve as the PRSSA liaison.

**Scholarship Application.** Donna sent the application out to the board with some revisions, and the document is now final. She asked if we want to change the dates for the award, and the board agreed that the scholarship would continue to be awarded in the spring. The scholarship check is made out to both the student and school.

**YPRSA brochure.** It's estimated that 500 copies of the brochure will last about 3 years. We're waiting for the printing estimate. Edits need to be made to the brochure to reflect the scholarship and annual meeting.

**Committee Reports/Updates.** Some committee job descriptions (Treasurer, Assembly Delegate, Membership Committee, Awards) have been completed; Jane asked the other committees to complete theirs.

**Membership Report:** The Yankee Chapter PRSA currently has 101 active members – down about one from last month. Facebook is at 201, up 5. Several board members offered to contact lapsed members.

**Professional Development Committee.** For the Strategic Planning PD session, 18 registered, and 16 showed up. The February PD session has 22 registrants. The committee is working on March's PD: an on-demand webinar on visual storytelling. Planning continues for the remainder of the year, including the "Essentials of PR" seminar. The board discussed if any changes should be made to the seminar from last year. There was additional discussion about future sessions and content.

**Awards Committee.** The new committee chair is Matt Chagnon.

**Communications Committee.** The committee is planning to meet before the next board meeting on March 21<sup>st</sup>. A conference line will be available.

**Codification of Board/Committee Responsibilities.** The board will discuss this further once all committee descriptions are completed.

The next scheduled board meeting will be held March 21, 2013 at 2 p.m. at the NH Housing Authority.

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

Respectfully submitted,

Grace Lessner, Secretary

**YANKEE CHAPTER PRSA BOARD MINUTES**  
**March 21, 2013 at 2 p.m.**  
**NH Housing Finance Authority, Bedford, NH**

The meeting was called to order at 2:00 p.m. by President Jane Law.

**Present:** Matt Chagnon, Erin Hathaway via phone, Mary Ellen Hettinger, Jane Law, Grace Lessner, Tara Payne, Terri Rosenstock, Rosemarie Rung, Bob Lindquist

**Approval of Minutes.** The board approved the minutes from the October 2012, January 2013, and February 2013 meetings.

**Treasurer's Report.** The board received an overview of the budget to date, and approved the Treasurer's Report. Tara Payne advised the board that the Bradley scholarship is funded by wedu for \$500, and we're waiting to hear whether Granite State College will continue its sponsorship.

Tara reviewed the sponsorship sheet, and asked for leads to any organizations or businesses that might be interested in sponsorship opportunities. It was suggested that a donation option be added to the Constant Contact sign-up form, and those funds be used toward the scholarship fund. There was additional discussion about how to build the scholarship fund.

**Leadership Rally.** Rosemarie can't attend the national PRSA rally, and the board was asked who else might be able to attend.

**Ethics Officer.** Jane will contact several individuals and ask if they are interested in serving as the ethics officer.

**YPRSA brochure.** The brochure is completed, and Grace will have it printed by UNH Printing Services based on the quote received from them.

**SNHU PRSSA session.** The PRSSA session at SNHU is scheduled for 3/27 (it was rescheduled due to snow). Rosemarie and Tara will attend.

**Codification of Board/Committee Responsibilities.** Several committees are still working on their descriptions.

**Member Outreach.** The board discussed how we can reach into VT and ME more effectively, and even into the upstate NY area, though the distance makes it unlikely they'll be able to attend. Could we podcast our sessions or use Google+ or Google Hangout? Are there other ways members can participate in sessions via Skype or other free videoconferencing options (discounted fee) to extend the value of the PRSA webinar / teleconference?

**Member survey.** The board agreed that it was time for a member survey; details will be discussed at the next meeting.

**PRSA national prospect member list.** Jane has a copy of the list; the board will determine how to use it. These names can go in the Constant Contact non-member prospect list.

**PD Committee.** The 2/21 Media Roundtable session was well-attended, with 27 registrants, several of them non-Chapter members. Martin Murray was the moderator. The 3/21 session at NHHFA, which is a webinar and panel discussion on the use of graphics in storytelling, has 15 registrants.

Our April PD session will be the annual half-day workshop, Essentials of PR, conducted by YPRSA members Pat McGee, Rosemarie Rung, and Robin Schell. It's a fundraiser for the Jim Bradley Scholarship, and will be held in Portsmouth. The committee hopes the location will attract participants from the Boston Chapter as well as the Maine Public Relations Society.

The PD Committee met in Manchester February 27 to plot out a schedule for PD sessions through September, including a summer roadtrip to VT (King Arthur, brewery, etc.) with PR professionals as speakers.

**Membership Committee.** The Yankee Chapter PRSA currently has 106 active members, up about five from last month. Facebook is at 203, up two followers.

**PRSSA Committee.** It was agreed that we would rename our chapter advisor's title to "Professional Advisor," which aligns with national's title and will ensure the chapter is in compliance with PRSA guidelines.

**Senior Practitioner Session.** We'll be holding a networking session for senior practitioners, led by Stacy Smith, on Thursday, May 2nd from 4 – 6 p.m. in Concord at Louis Karno's office. We'll budget \$50 for event refreshments.

**Other business.**

The next scheduled board meeting will be a teleconference on April 18, 2013.

The meeting was adjourned at 2 p.m.

Respectfully submitted,

Grace Lessner, Secretary

## YANKEE CHAPTER PRSA BOARD MINUTES

April 18, 2013

Teleconference

The meeting was called to order at 2:00 p.m. by President Jane Law.

**Present:** Matt Chagnon, Donna Eason, Erin Hathaway, Mary Ellen Hettinger, Jane Law, Grace Lessner, Tara Payne, Terri Rosenstock, Rosemarie Rung, Bob Lindquist, Jayme Simoes,

**Approval of Minutes.** The board approved the minutes from the March 2013 meeting.

**Treasurer's Report.** The board received an overview of the budget to date, and approved the Treasurer's Report.

**Leadership Rally.** We are hopeful to send a member of the board to represent the Yankee Chapter at the National PRSA Leadership rally. Both Jane and Tara shared that the information is very helpful to the work of the Chapter and to personal and professional growth.

**Ethics Officer.** Jane contacted Liz LaRose, APR, and she is interested in serving as the new Ethics Officer in place of retired member, Judy Stokes.

**YPRSA brochure.** Grace has the final version of the brochure and we anticipate getting them printed (quantity to be determined) in the near future.

**Codification of Board/Committee Responsibilities.** Several committees are still working on their descriptions.

**Member survey.** Jane asked for support in assembling a survey of membership. Robin offered to assist if Jane provides detail about the information needed and the outcome

**PD Committee.** The 3/21 PD session, a webinar and panel discussion on the use of graphics in storytelling, had 16 registrants (as of 3:45 p.m. on 3/19). Many thanks to Jane Law for providing both the facility and the panel speakers. The 4/17 PD session was the annual half-day workshop, "Essentials of PR", conducted by YPRSA members Pat McGee, Rosemarie Rung, and Robin Schell. We did additional outreach to the Boston Chapter as well as the Maine Public Relations society in an effort to attract additional participants, and garnered 25 registrants, of which 22 attended. In somewhat less-than-good news, we learned yesterday that the PD session we had planned for May at Dartmouth College will have to be postponed (at their request), probably until September. The PD Committee will be discussing what to do instead for a May PD session ASAP.

**Membership Committee.** The Yankee Chapter PRSA currently has 106 active members, up about five from last month. Facebook is at 203, up two followers.

**Senior Practitioner Session.** Invitations have been sent for the networking session for senior practitioners, led by Stacey Smith, on Thursday, May 2nd from 4 – 6 p.m. in Concord at Louis Karno's office.

**Other business.** The next scheduled board meeting will be on May 15, 2013. The meeting was adjourned at 2 p.m.

Respectfully submitted,  
Tara Payne  
Acting Secretary

**YANKEE CHAPTER PRSA BOARD MINUTES**  
**May 15, 2013 at 3:30 p.m.**  
**via teleconference**

The meeting was called to order at 3:35 p.m. by President Jane Law.

**Present:** Tom Bebbington, Matt Chagnon, Kevin Donovan, Erin Hathaway, Jane Law, Grace Lessner, Tara Payne, Robin Schell

**Approval of Minutes.** The board will approve the April minutes at the next meeting.

**Treasurer's Report.** The board received an overview of the budget to date, and approved the Treasurer's Report.

**Codification of Board/Committee Responsibilities.** Several committees are still working on their descriptions.

**Senior Practitioners Reception.** Tara Payne reported that about 15 people attended the senior practitioners reception, and there was lively discussion about these topics: how to best share information and communicate among the group, identifying a central repository for communications, the possibility of starting a book club focused on topics of interest to professional, adding an intergenerational component for mentoring to exchange knowledge and expertise between senior practitioners and younger members, the life cycle of practitioners (transitioning into other professions), and professional development and speakers outside the immediate realm of the PR field.

**Membership Survey.** Jane Law and Robin Schell will develop the survey.

**Leadership Rally.** Mary Ellen Hettinger will attend the national PRSA rally in NYC.

**YPRSA brochure.** There will be 500 copies of the brochure printed by UNH Printing Services, and they will be delivered to Matt at Cornerstone later this month.

**SNHU PRSSA chapter.** Jane is awaiting the paperwork to review and sign.

**Membership Committee.** The Yankee Chapter PRSA membership is maintaining at 106 active members. Facebook is at 206, up two followers. Our newest member is Jo Ellen Warner, NCIIA communications manager.

**Member outreach.** PRSA national prospective member list will be used by YPRSA to reach out to potential chapter members.

**Annual Meeting.** The annual meeting will be held in November. The committee currently consists of Jane, Grace, Teri and Rosemarie. The committee is seeking new members. Also, the committee is looking for ideas on potential speakers, and will solicit names from membership.

**Awards.** The Summit Award committee will start considering the topic for the award, and will invite someone who came to the senior practitioner meeting to be a part of the committee. There are several applications to review for the Bradley Scholarship.

**PD Committee.** The committee reported the following:

- 1) The PD session planned for May at Dartmouth College was postponed (at their request) until September. Because of the short notice, the PD Committee has promoted the Boston Chapter's Social Media Summit in lieu of our own May PD session.
- 2) The June PD session is June 13 from 4 – 5:30 p.m. in Portsmouth. UNH Survey Center Director Andy Smith will deliver a seminar called "Math Skills for PR People: How to Conduct Survey Research."
- 3) The July PD session is a networking event at a Fisher Cats game; looking at dates in July.
- 4) Topics for August and September PD sessions are in the works, including possibly a PR/Foodie tour in Vermont.

**Other business.** The next scheduled board meeting will be held prior to the June 13, 2013 PD session in Portsmouth.

The meeting was adjourned at 4:30 p.m.

Respectfully submitted,

Grace Lessner, Secretary

**YANKEE CHAPTER PRSA BOARD MINUTES**  
**June 13, 2013 at 2:30 p.m.**  
**Long Term Care Partners, Portsmouth, NH**

The meeting was called to order at 2:35 p.m. by President Jane Law.

**Present:** Tom Bebbington, Matt Chagnon, Kevin Donovan, Donna Eason, Erin Hathaway, Liz LaRose, Jane Law, Grace Lessner, Tara Payne, Teri Rosenstock, Rosemarie Rung, Jayme Simoes, Susie D. Stone

**Approval of Minutes.** The board approved the April minutes with the addition of Donna Eason to the listing of those present, and also the May minutes (which did not have a quorum) and Teri Rosenstock was added to the annual meeting section, and Tom Bebbington to the list of meeting attendees.

**Treasurer's Report.** The board received an overview of the budget to date, and approved the Treasurer's Report.

**Bradley Scholarship Committee.** Donna Eason reported on the James Bradley Scholarship. This year's winner is the same person as last year. The committee requested that the board approve a \$50 gift card to give to the runner-up, along with a book on public relations, to encourage that applicant.

**Pat Jackson and Summit Awards.** The Pat Jackson application has been updated online, and September 27th is the deadline. The Summit Award information has not yet been posted as the committee is still discussing what the focus of the award might be.

**Lifetime Achievement Award.** The board agreed that Isabel Parke would receive a lifetime achievement award from the chapter, and a tree would be planted in her honor at a park she helped establish. This is confidential, as we would like to surprise her. Possible nominees for the Good as Granite award also were discussed.

**Membership Committee.** The Yankee Chapter PRSA membership currently has 108 active members, up two from last month. Facebook is at 207, up one follower. Our newest member is John Bristol, of Liberty Mutual. The YPRSA membership social will be at the Fisher Cats game in Manchester on July 16th 2013.

**Membership Survey.** The membership survey will be sent out in the next few weeks.

**Leadership Rally.** Mary Ellen Hettinger is attending the rally this week, and will report back at the next board meeting.

**YPRSA Brochures.** They are ready and will be given to Cornerstone to hold and distribute.

**Ethics Committee.** Liz LaRose, the new Ethics Officer for the chapter, discussed some ideas for providing information to the chapter on ethics, including articles in the e-newsletter. A suggestion was made to pose an ethical dilemma situation that we could pose on social media to start a conversation among members.

**Annual Meeting.** Jane proposed that Deidre Breckenridge, who wrote a book on PR and social media, be considered as a speaker at the annual meeting. Jane will get in touch with her. We're seeking other names for consideration.

**PD Committee.** The committee reported the following:

- 5) The June 13th PD session in Portsmouth will be UNH Survey Center Director Andy Smith talking about “Math Skills for PR People: How to Conduct Survey Research.”
- 6) The July PD session is a networking event at a Fisher Cats game on July 16<sup>th</sup>.
- 7) The PD session in August will be on communications planning for staff changes.
- 8) Other PD ideas: NH Institute on Politics; October road trip to Vermont focused on VT food businesses and PR and branding.
- 9) Streaming webinars would be advantageous; what are the options? Sponsors might be interested in this.

**Sponsorship opportunities.** Tara Payne is contacting prospects, and invites leads. We’re looking for a \$1,000 sponsor for next year.

**Other business.** The board discussed offering PR advice to nonprofits free of charge, and having YPRSSA students be mentored by a YPRSA chapter member.

The next scheduled board meeting will be held in July. The meeting was adjourned at 3:32 p.m.

Respectfully submitted,

Grace Lessner, Secretary

**YANKEE CHAPTER PRSA BOARD MINUTES**  
**August 14, 2013 at 2 p.m.**  
**Discovery Center, Concord, NH**

The meeting was called to order at 2 p.m. by President Jane Law.

**Present:** Tom Bebbington, Erin Hathaway, Mary Ellen Hettinger, Liz LaRose, Jane Law, Grace Lessner, Terri Rosenstock, Rosemarie Rung, Jayme Simoes

**Approval of Minutes.** The board approved the June minutes. The board did not meet in July.

**Treasurer's Report.** The board received an overview of the budget to date from Erin Hathaway, and approved the Treasurer's Report.

**Membership Survey.** Jane Law reviewed the 2013 Member Survey results. Nearly one-third of the YPRSA membership responded to the survey conducted this summer. Preliminary findings include: by far, the two most valuable aspects of Chapter membership for those responding were the Professional Development (PD) programs and networking/social communications and professional connections. In general, members were satisfied with the number of professional development sessions offered each year and the quality of those sessions. Respondents shared a number of topic suggestions and the PD committee hopes to incorporate many into the upcoming event calendar. Unsurprisingly, time and distance are barriers to many in the far regions of our tri-state coverage area. The good news: Several members based in VT, ME and northern parts of NH have offered to host a PD session. Additionally, there is significant interest in exploring options to simulcast the PD sessions.

**Annual Meeting.** The committee met prior to the board meeting, and decided to see if we could get a speaker from the Red Sox or Dunkin Donuts to speak about corporate and image public relations. A venue and date still need to be selected for the meeting in November.

**Book Club.** There's been interest and discussion on LinkedIn about the book group, which was initiated by Laura Simoes. Daniel Pink's book, *To Sell Is Human*, will be the first book. A date will be set soon, and the group will meet initially in Concord.

**PD Committee.** The committee reported that the PD session August 14 will be given by Rosemarie Rung on communications planning for staff changes; the September PD will focus ethics and will be a national webinar in the afternoon of September 24<sup>th</sup>. The October PD will be held at Dartmouth Hitchcock on October 10<sup>th</sup>; it's a panel discussion of what's next in healthcare for health care/PR/reporters.

**Membership Committee.** The Yankee Chapter PRSA currently has 110 active members – up two from two months ago. Facebook is at 207, up one.

**Ethics Committee.** Liz LaRose will be connecting national information with our newsletter, and social media, and using case studies to stimulate discussion.

**Leadership Rally.** Mary Ellen Hettinger attended the rally, and will report at the next meeting.

**Other business.** It was mentioned that there aren't internship postings on YPRSSA website.

The next scheduled board meeting will be held September 24 at 2 p.m. at the NHHFA in Bedford. The meeting was adjourned at 3:20 p.m.

Respectfully submitted,  
Grace Lessner, Secretary

**YANKEE CHAPTER PRSA BOARD MINUTES**  
**September 24, 2013 at 2 p.m.**  
**New Hampshire Housing Finance Authority, Bedford, NH**

**Present:**

Tom Bebbington, Matt Chagnon, Erin Hathaway, Mary Ellen Hettinger, Liz LaRose, Jane Law, Grace Lessner, Robin Schell, Jayme Simoes

The meeting was called to order at 2 p.m. by President Jane Law.

**Approval of Minutes.** The board approved the August minutes.

**Treasurer's Report.** The board received an overview of the budget to date from Erin Hathaway, and approved the Treasurer's Report. There will be different membership categories, and chapter dues will be reduced for some of our members, e.g., seniors will be \$35.

**PRSSA.** We're waiting for Southern New Hampshire University's application to be submitted to national.

**Annual Meeting.** Mary Ellen Hettinger is working on getting a speaker from Dunkin Brands. The meeting will be held on 11/20 or 11/21 in Concord or Manchester. Matt Chagnon is checking on the availability of the PSNH facility for the event.

**Book Club.** Daniel Pink's book, *To Sell Is Human*, will be the first book. The meeting is scheduled for October 22 at 5:30 p.m. in Concord. The book club is being promoted in the e-news and on our LinkedIn group. Laura Simoes is organizing the group.

**Leadership Rally.** Mary Ellen reported on the Leadership Rally she attended in New York City. She noted that we have a wider geographic area than most chapters, which can make it challenging to serve chapter members. The International PRSA conference will be in Philly with a theme of one PRSA. A booklet will soon be available about how to run your chapter. The free webinars will continue.

**PD Committee.** Tom Bebbington reported on the committee's activities as follows:

- The August 14 PD session, "Communication Planning for Organizational Change" by YPRSA member Rosemarie Rung, held at the McAuliffe-Shepard Discovery Center in Concord, had 18 attendees. Had several attendees who were not members.
- The September 24 PD session, a PRSA webinar presentation followed by a discussion led by YPRSA Ethics Officer Liz LaRose, will take place immediately following the Board meeting. We have about 10 people signed up now.
- The October 10 PD session, "What's Next in Health Care and How Do We Talk About It" is in progress: we have an expert panel confirmed and are awaiting confirmation from several reporters. It is expected that a good number (up to 50) members of the Dartmouth community will attend; we should treat this as an opportunity to recruit new members.

**Membership Committee.** The Yankee Chapter PRSA currently has 110 active members. Facebook numbers are up.

**Ethics Committee.** Liz LaRose reported that we're having an ethics session this month, and she will be contributing to the e-news regularly. She also anticipates regular posts on LinkedIn and Facebook to encourage discussion.

**National PRSA.** Robin and Jayme will be attending the national council and are anticipating seeing the strategic plan. They'll be sitting with people in their national district.

**Other business.** The board discussed who was attending the Northeast Conference; several indicated they planned to go. They also discussed the chapter's award submissions process.

The meeting was adjourned at 2:45 p.m. The next scheduled board meeting will be held in October 23 at 4 p.m. via teleconference.

Respectfully submitted,

Grace Lessner, Secretary

**YANKEE CHAPTER PRSA BOARD MINUTES**  
**October 24, 2013 at 4 p.m.**  
**Via teleconference**

**Present:** Tom Bebbington, Donna Eason, Mary Ellen Hettinger, Liz LaRose, Jane Law, Grace Lessner, Tara Payne, Rosemarie Rung, Robin Schell

The meeting was called to order at 4 p.m. by President Jane Law.

**Approval of Minutes.** The board approved the September minutes.

**Treasurer's Report.** The board reviewed the Treasurer's Report, and approved it.

**Annual Meeting.** The Annual Meeting will be held November 21<sup>st</sup> from 3 – 6 p.m. at Red River Theatres. Michelle King, director of global PR for Dunkin' Brands, will be the keynote speaker. The board agreed to donate \$300 to the Dunkin' Foundation in lieu of her speaker's fee, per King's request. The board discussed the awards that will be presented for lifetime achievement and the Summit Award. To honor Isabel Parke's lifetime achievement, a tree will be planted in Exeter at an approved spot and marked with a bronze plaque. Jayme has done press releases for both the annual meeting and the award. The board discussed the rundown schedule for the meeting and presentations.

**Book Club.** The Yankee PRSA book group met in October in Concord and discussed Daniel Pink's book, *To Sell Is Human*. The next gathering will be in Manchester next year; several books are under consideration for discussion then.

**YPRSSA.** The board agreed to pay the application fee for the SNHU chapter of YPRSSA. The SNHU application is ready to be submitted, along with the check.

**Bradley Scholarship.** Donna is updating the scholarship information and will send the draft to the board for review. She reached out to our runner-up from last year to encourage her to re-apply. Past scholarship recipients are being invited to annual meeting.

**Ethics.** After the September board meeting, there was a lively session and discussion about ethics. Liz LaRose will contribute articles related to professional ethics to the e-newsletter.

**PD Committee.** Tom Bebbington reported there were about 30 people at the Hanover health care PD session October 10<sup>th</sup>. The annual meeting PD session with Michelle King of Dunkin is the last PD of the year.

**Membership Committee.** The Yankee Chapter PRSA currently has 108 active members. Since the Annual Meeting in 2012, we gained one new member. For some perspective, in 2005 we ended the year with 141 members. It was also noted that we have 135 PRSA members living in our chapter area.

**National PRSA.** Our Assembly Delegates Robin Schell and Jayme Simoes will be attending the national assembly this week, reviewing the national strategic plan. They will report back to the board at the next meeting.

**Nominations Committee.** Tara Payne clarified the bylaws changes and how they affected the nominations and term lengths. She reported that candidates had been contacted.

**Other business.** Some chapter members are planning to attend the Northeast conference.

The meeting was adjourned at 4:45 p.m. The next scheduled board meeting will be held November 21<sup>st</sup> in Concord at the annual meeting.

Respectfully submitted,  
Grace Lessner, Secretary

## **AWARDS AND SCHOLARSHIPS 2013**

### **2012-13 James H. Bradley Memorial Scholarship**

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 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.

In 2013, the third-annual 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.

### **2013 Summit Award**

The annual Yankee Chapter PRSA Summit Award recognizes excellence in a specific area of focus, which varies year-to-year. The 2013 Summit Award recognizes excellence in event-based PR strategy, and was given to Families in Transition of Manchester for their Cinco de Mayo event.

### **2013 Good as Granite Award**

The Chapter gave this award to Robin Schell, APR, Fellow APR, at the 2013 Annual Meeting for her outstanding service to the organization and chapter.

### **2013 Yankee Chapter Lifetime Achievement Award**

The Chapter gave Isobel Parke, APR, Fellow APR, a lifetime achievement award at the 2013 Annual Meeting for her outstanding work in the field and on behalf of the Chapter.

## Accreditation Committee 2013 Report

**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

Heather S. Atwell, APR  
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 30 accredited members.** Congratulations to Heather S. Atwell, APR, communications manager with Yankee Publishing Inc., who earned her accreditation in September.

**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).

For information on the next Yankee Chapter APR preparation class, or accreditation in general, contact Brett St. Clair or Bob Lindquist.

Respectfully submitted,

Brett St. Clair, APR  
Bob Lindquist, APR  
Yankee Chapter PRSA Accreditation Co-chairs

## Assembly Delegate Report 2013

### PRSA National Conference in Philadelphia, Saturday, October 26, 2013

The 2013 Assembly could be described as “smooth sailing”; the majority of the time was spent on updates from PRSA leadership. The Society is sound financially and solid in terms of membership. Progress has been made in many areas, including a new initiative to offer free membership to our veterans returning home from overseas. PRSA is also expanding the number of schools with PR programs that have been certified, and growing the MBA initiative to get better PR training in business schools. The PRSA Foundation will work to help build the PR programs at traditionally black colleges. The incoming Chair will focus more on branding PRSA, upgrading the website, and updating the 2014-16 strategic plan. Two Bylaws amendments were passed to deal with title changes, and we now call the previous “Chair and CEO” the Chair, and the COO is now the CEO.

The one point of acrimony was the APR...a continued decline in new APRs, and most polled say it is too much work or not worth the time – and that PRSA has not done what it needs to do in support the APR. An extensive report by the Organizational Performance Group (OPG) addresses the issues and poses potential solutions. The report is open for all to view and comment on through Nov. 22<sup>nd</sup>, 2013.

#### Highlights from the 2013 Assembly:

President Mickey Nall introduced the top 10 initiatives of his year under the One PRSA theme:

- Moving Veterans Forward: A one-year free membership to those veterans making the transition back to professional life from the service. Chapter dues are also waived for veterans.
- Advocacy: Speaking out on behalf of PRSA.
- Ethics: Development of an Ethics ap (thanks to Board member Mark McClellan of Boston)
- Diversity: Developing a toolkit to attract diverse practitioners.
- PRSA MBA Initiative: Doubled the size of participating colleges to insure good public relations training is happening in the business schools. Schools like West Virginia University, Syracuse and Ohio State came on board.
- Member Emeritus Program: Those practitioners who have been members of PRSA for 50 years or more get their dues waved.
- PRSSA: The PRSSA internship Center was launched. There is an online searchable directory for higher education programs available as well.
- Strategic Planning: Every 3 years PRSA updates their strategic plan. Joe Cohen (President Elect) and Elizabeth Pecsí (Board) will lead the process.
- APR Program: Next year celebrates the 50 year anniversary of the APR. The Society hired an outside group (OPG) to examine the APR and make recommendations for potential changes. Presentation to follow later in meeting.
- Membership: Successful Leadership Rally in June.

Bill Murray, President and COO of the Society, gave a brief update on the state of the society. Despite the challenges of losing dear friend and VP/PR Arthur Yann unexpectedly in June, enduring Superstorm Sandy in Nov. 2012 and having a ceiling collapse at headquarters, the Society had a good year and remains financially stable. Membership exceeded expectations and rose by 4.1%. Offering free webinars as part of the membership experience has greatly increased participation; PRSA saw between 6500-7000 members participating under this new program. A quarterly payments program was put in place in February and the Mentorship program was launched as a free service matching those needing advice with seasoned PRSA members willing to serve as mentors. A virtual job fair attracted 500 participants and 20 companies. A new position was created at headquarters: Director of Enterprise Accounts for Group Sales. One initiative in 2014 will be to look at how PRSA can capitalize on group sales.

What's ahead for 2014:

- Pursuing recommendations on the APR
- Strategic approach to group sales
- Membership Research
- Redesigning the web (has not been done since 2009)

President Elect Joe Cohen introduced the strategic planning process and talked about next year's theme, "Fearless Future for PR". Highlights:

The Landscape is Changing: (Impact of social media on 2-way dialogue; blurred lines between marketing, advertising & PR; Citizen-generated content)

The prediction is that we will see growth in our industry and a growth of PR budgets between now and 2020.

Evolving Role of the PR Professional: We will need to show results via data and analytics. We've gone from a 24-hour news cycle to a 60-second news cycle in terms of response times. Our goal is to not only be at the management table, but to act as a lead discipline there.

As a Society, we will face increased competition from professional interest groups.

3 Areas of Focus for 2014:

- Premium level Professional Development (promoting Sections; strengthening the APR)
- Opportunities to serve as lead discipline
- Brand marketing: Better ways to tell the PRSA and the PR profession's story

Lauren Gray, immediate Past President of PRSSA, gave an update on PRSSA.

They now have 11,000 plus student members and 333 chapters including 2 international chapters. They added 10 chapters in 2013.

1000 students attended the 2013 PRSSA conference in Philadelphia.

Blake Lewis gave the treasurer's report, reporting a "modest surplus" in 2013. Highlights:

- No dues increase! The Assembly voted that dues will not exceed \$255.
- Returned 1% of revenues to reserves
- Nearly 50% of revenue coming from dues
- 22% of the budget goes to administrative/structure

PRSA balance sheets as of Sept. 2013 and Dec. 31, 2012 included as part of this report.

Joe Cohen and Elizabeth Pecsí presented the next steps for the 2014-2016 strategic planning process (Research, Strategic Plan Development and Finalizing the document). They discussed PRSA's goals of: advocacy, communities, education, excellence and growth.

*During lunch, assembly delegates had table discussions on our strategic plans at the Chapter level and we discussed how we could promote PRSA's goals at the chapter level, as well as what resources, materials or support we would need from National to achieve these goals.*

Laura Freebairn-Smith, PhD. Of Organizational Performance Group (OPG) presented their firm's report under the premise that "the APR needs fixing". A full report is available on the PRSA website and they encourage comments which will remain open through Nov. 22, 2013. In the report, they benchmarked PRSA against the Project Management Professional and HR Manager designations. They worked in partnership with PRSA as well as the UAB (Universal Accreditation Board) in conducting this analysis.

A general summary of themes presented:

- The APR needs better "PR"
- We're asking the APR to "do too much" – it cannot be the primary lift for the profession
- The question was raised if the APR is really an accreditation, vs. a licensure or professional certification – does it need a name change?
- Problems identified: the number of members going after the APR is declining; there are perceptions that it is not worth the time or money; and employers are not using it as a requirement for hiring for PR positions

- Consultants examined the qualities that make a credential successful: Maintenance Requirement; done by an Independent Accrediting Body; demonstrates value; has a well-defined purpose; content is relevant and updates; and it is a standardized assessment.
- Observations include: not all in PRSA leadership (at Assembly or on chapter boards) are APR. Only one-third of the silver anvil judges were APR.

Three options were laid out for exploration based on 3 Beatles songs:

1. Live and let die: throw the APR out as it stands today
2. Let it be: Make a few small tweaks but keep the program as it stands
3. Revolution: Completely redesign the process

Things to think about:

- How do we **increase APR's value**? Need a marketing plan with toolkits, redesigned website that features the APR more prominently, establish partnerships with universities
- How do we **improve the credential**? Do we eliminate the Readiness Review? Re-evaluate what is required for APR maintenance (should it be stronger? Should the APR test reflect more strongly today's practice of the profession? Should we open APR to nonmembers? Should we expand globally, like the other credentialing programs of similar societies have done?)
- How do we **remove barriers to taking the test**?

Much of the town hall discussion that followed involved the APR. One clear theme was a request for better study materials from National.

Delegates **voted on and passed 2 proposed amendments to the PRSA Bylaws** with little fanfare or discussion. These will be effective on Jan. 1, 2014.

*Rationale for changes:* The current titles used by PRSA to designate the senior-most volunteer and staff executives are cumbersome and have been a source of confusion.

Proposal 1302 on Article VI, Section 1 of PRSA Bylaws: Changing the title of President and COO to Chief Executive Officer. The Chief Executive Officer serves as ex-officio without a vote.

Proposal 1301 on Article V, Section 8: The officers of the Society shall consist of the chair and CEO, chair-elect, treasurer and secretary. Change was to strike "and CEO" from the description, so it now reads: "The officers of the Society shall consist of the chair, chair-elect, treasurer and secretary".

During the networking lunch, delegates heard presentations from Gary McCormick APR, Fellow PRSA on Champions for PRSSA: PR Serving America: Lou Capozzi, APR, Fellow PRSA on the PRSA Foundation and its focus on diversity; and Judy Phair, APR Fellow PRSA and Susan Gonders, Ph.D., Co-chairs of the Educational Affairs committee who presented recognitions to the schools that had earned a Certification in Education for Public Relations (CEPR).

The meeting adjourned at 2 p.m.

Respectfully submitted,

Robin Schell, APR, Fellow PRSA  
Jayme H. Simoes

## Membership Committee 2013 Report

The Yankee Chapter PRSA currently has 108 active members. Since the Annual Meeting in 2012, we gained one new member.

- 23 new national members
- 34 dropped national members
- 12 reinstated national members
- We have 135 PRSA members living in our chapter area.

For some perspective, in 2005 we ended the year with 141 members.

We hosted a summer membership event with 30 people at the Fisher Cat's NE Delta Dental Stadium. We have also managed the Chapter Facebook page, where we have 219 likes, a gain of 27 over the year.

Respectfully submitted,

Jayme H. Simões  
Membership Chair

## Yankee Chapter PRSA Membership Roster *(as of November 2013)*

DeBorah V. Alexa	Charles Griffin	Susan J. Noon MBA APR
Carole Ann Alfano J.D.	Elizabeth Hagwood	Robert Olson
Elizabeth A. Andrews	Kelly Hamilton	Elise D. Oulette
Heather S. Atwell APR	Rod L. Harmon	Brooke A. Paige
Gina M. Balkus APR	Erin L. Hathaway	Katharine D. Paine
Louise Marie Bannon	Mary Ellen Hettinger APR	Isobel Parke APR, Fellow PRSA
Michael R. Barwell	Randi Jean Holland	Tara Payne
Thomas Patrick Bebbington	Michele Barney Hutchins	Stefanie Phillips
Jonathan E. Billings	Tamara A. Kennedy	Nicole Ravlin
Mary-Jo Boisvert	Nancy Kerr Ph.D. APR	Julia Reed
Jonathan D. Boroshok	Timothy Kershner	Nancy J. Roberts APR
Michael P. Bourque APR	Jill S. Kimball	Terri J. Rosenstock APR
John R. Briggs Jr.	Katherine B. King	Natalie Helen Rudzinskyj
John C. Bristol MBA	Danielle Kronk Barrick	Rosemarie Rung APR
Janice L. Brown	Annette Kurman APR	Robin Schell APR, Fellow PRSA
Audra Burns	Justin Erick LaBerge APR	Greg Shanahan MPA
Sharon G. Callahan APR	John R. Lamb APR	Jayme Henriques Simoes
Karen J. Cashman APR	Jeanne Marie Landau	Laura D. Simoes
Susan B. Chadwick	Elizabeth L. LaRocca	Michael Skelton
Matthew J. Chagnon	Elizabeth A. LaRose APR	Stacey Smith APR, Fellow PRSA
Byron O. Champlin	Jane N. Law APR	Brett St. Clair APR
Andrea L. Cronan	Grace Lessner	Roger W. Stephenson APR
Kevin John Donovan	C. Robert Lindquist APR	Judy Stokes APR
Chrisitn D'Ovidio	Elizabeth Ann Mace	Susie D. Stone
Michelle E. Dunn	Karyn D. Madore	Linda Stonehill
Sara C. Dyer	Erika L. Mantz	Tracy Manforte Sweet
Donna J. Eason APR	Nancy Marshall	Michele Lee Giannone Talwani
Mark Joseph Elliott	Warren E. Mason Ed.D.	Barry Teater
Jennifer Lynn English	Patrick F. McGee Sr. APR, Fellow PRSA	Jill Teeters
Craig H. Evans APR	Kristen Aileen Marie Mercure	Kathleen B. Walker APR
Paulette Faggiano	Tracy Whittier Messer APR	Jo Ellen Warner
Amanda Flitter	Mandy Mladenoff	Rebecca Wigg
Kevin P. Flynn	Andrew Morse	Brittany Willette
AnnMarie Rowlands French	Mariann Murphy	Sarah Woodard
Joseph Patrick Gallagher	Martin E. Murray	Sandra R. Yusen
Meghan Graffam	Tiffany L. Nelson	Jennifer Zingsheim
Ernestine J. Greenslade		

## 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 Heysel 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)  
Jane Law, APR, 2013