

THE YANKEE CHAPTER



ANNUAL REPORT FISCAL YEAR 2014

30th Annual Meeting
Thursday, November 20, 2014
Red River Theatres
Concord, New Hampshire

The Yankee Chapter PRSA Annual Report for FY 2014

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The Yankee Chapter PRSA

53 Regional Dr., Suite 1

Concord, NH 03301

(603) 228-1231

info@yankeepsra.org

www.yankeepsra.org

**The Yankee Chapter
PRSA
2014 ANNUAL MEETING**

**Thursday, November 20, 2014
Red River Theatres
Concord, New Hampshire**

AGENDA

4:00 p.m.

Call to Order – President Rosemarie Rung

Approval of November 2013 Annual Meeting Minutes

Approval of October 2014 Minutes

Treasurer's Report Tom Bebbington

President's Report Rosemarie Rung

Election of Officers Jane Law

Preview of 2015 Erin Hathaway

Adjourn Annual Meeting

AWARDS

2014 James H. Bradley Memorial Scholarship

Bethany Mancuso

2014 Patrick Jackson Award

Jason Alexander, BANK W Holdings, LLC

Treasurer's Report

January 1, 2014 – November 1, 2014

For the current fiscal year the Board presented virtually the same balanced budget as had been previously used, with anticipated revenue for the year set at \$11,815. The expenses budget was also set at \$11,815.

Overall, the Board's concerted efforts to decrease operational costs over the past several years have borne fruit. As of November 5, the chapter had \$6,364.25 in expenses, which is below expectations. Revenue, at \$5,937.53, is also below expectations.

Of note:

- Professional development sessions this year led to revenues of \$2,198.24, with expenses of \$766.47.
- Operations expenses, at \$1,951.88, are currently considerably lower than the budgeted amount of \$4,620.
- While we budgeted for two Jim Bradley scholarships of \$500 each, we ultimately only awarded one. Revenues from the PD session dedicated to fundraising for the scholarship were considerably below expectations at \$420.

As of November 1, the operating account balance was \$4,666.11 and the Money Market account balance was \$20,259.84; our total cash on hand is up \$164.76 from this time last year.

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

Respectfully submitted,

Tom Bebbington, Treasurer

**Yankee Chapter PRSA
Annual Treasurer's Report 2014**

As of November 5, 2014

	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	\$200.00	\$50.00	(\$100.00)	\$200.00
Annual Meeting	2,500.00	1,608.65	(\$891.35)	1,500.00	0.00	(\$1,500.00)	(\$2,391.35)	(\$1,608.65)
Assembly Delegates	1,500.00	749.42	(\$750.58)	0.00	0.00	\$0.00	(\$750.58)	(\$749.42)
Awards	300.00	188.00	(\$112.00)	150.00	0.00	(\$150.00)	(\$262.00)	(\$188.00)
District Dues	125.00	123.00	(\$2.00)	0.00	0.00	\$0.00	(\$2.00)	(\$123.00)
Jim Bradley Memorial Scholarship	1,000.00	500.00	(\$500.00)	725.00	420.00	(\$305.00)	(\$805.00)	(\$80.00)
Membership	-		\$0.00	4,700.00	3,538.75	(\$1,161.25)	(\$1,161.25)	\$3,538.75
Leadership Development	250.00	48.50	(\$201.50)	0.00	0.00	\$0.00	(\$201.50)	(\$48.50)
Operations	4,620.00	1,951.88	(\$2,668.12)	-	0.00	\$0.00	(\$2,668.12)	(\$1,951.88)
Advertising	120.00		(\$120.00)	0.00	0.00	\$0.00	(\$120.00)	\$0.00
Professional Development	1,250.00	766.47	(\$483.53)	3,570.00	2,198.24	(\$1,371.76)	(\$1,855.29)	\$1,431.77
Treasury	-	1.61	\$1.61	20.00	7.26	(\$12.74)	(\$11.13)	\$5.65
Total	\$11,815.00	\$5,937.53	(\$5,877.47)	\$10,815.00	\$6,364.25	(\$4,450.75)	(\$10,328.22)	\$426.72

Account Balance	Balance
Operating	4,666.11
Money Market	20,259.84
Total Cash	\$24,925.95

Yankee Chapter President's Annual Report 2014

We began the year with three goals for the Yankee Chapter: continue to provide value to our membership, serve the needs of our members at every stage of their career, and increase the number of accredited members. I'm happy to report that we have made great progress on all three goals.

First, we could not be successful without the generosity of time that many professionals contribute to our chapter. This allows us to keep our costs in check while maintaining our revenue. Our dues and session fees have remained level, even as we continue to offer relevant program offerings to our members. Our balance sheet is sound and an annual audit of our books revealed no discrepancies in our accounting.

As reported last year, a new student chapter was established at Southern NH University (SNHU) and it was chartered by PRSSA this summer. As part of its launch, we sponsored a Young Professionals Panel to engage students with new public relations professionals to understand the unique challenges and opportunities that face them. We look forward to more collaboration between and with our student chapters at SNHU, Champlain College in VT, and the NE School of Communication in Maine.

For members with several years of experience, we placed a strong focus on helping them earn their Accreditation in Public Relations (APR). Five members have passed their Readiness Review and have or will be completing the final examination within the next several weeks. Currently, an APR prep class is being offered for the next round of applicants. Of note, we also presented a one-day APR prep class for members of the Boston Chapter and were successful in having eight of their members progress through the accreditation process. I'm proud to report that the Yankee Chapter has one of the highest percentages of accredited members, now over 26% and growing!

In closing, it has been a privilege to serve as your President this year. The talent of our Board and volunteers are second to none and it has been an honor to serve alongside them. We have many new faces coming on board, exciting new initiatives to reach throughout our geography, so I encourage all members to get involved, whether it is serving on a committee or attending a networking or professional development session. I can't think of a more fun group than public relations people!

Respectfully submitted,

Rosemarie Rung, APR
President, Yankee Chapter PRSA 2014

2014 Professional Development Year in Review

The Yankee Chapter of the Public Relations Society of America holds several professional development (PD) sessions throughout the year. These sessions feature guest speakers covering a variety of topics with relevance to the public relations profession. These sessions are a way for attendees to both brush up on their skills and learn something new. They are also a networking opportunity to exchange ideas with colleagues.

This year, we benefitted from the knowledge of a variety of presenters who engaged us in several relevant topics. We also had the opportunity to visit local businesses, tour their facilities and interact with their employees.

- January: Webinar & Panel Discussion – Digital Media and Today's News Release
- February: Behavioral Strategic Planning
- March: Photography for PR People
- April: YPRSA's annual Media Roundtable
- June: Afternoon at the Museum: A Behind the Scenes Look at the Currier Museum of Art
- July: Summer Social at the Able Ebenezer Brewing Company
- September: Welcome SNHU Student Chapter and & Panel Discussion
- October: YPRSA's annual half-day workshop – Media Law & Leveraging Resources

Thank you to the following organizations for hosting events:

- The Nackey S. Loeb School of Communications (Manchester, NH)
- New Hampshire Housing Finance Authority (Bedford, NH)
- Long Term Care Partners (Portsmouth, NH)
- The Currier Museum of Art (Manchester, NH)
- Elliot Hospital (Manchester, NH)
- Southern New Hampshire University (Manchester, NH)
- New England College (Concord, NH)
- The Able Ebenezer Brewing Company (Merrimack, NH)

Special thanks to Amanda Flitter (New Hampshire Housing Authority Finance) for helping with PD session communications this year and to all of our speakers, presenters and hosts.

Any YPRSA member who is looking to join the PD committee should contact me. I also welcome your feedback and ideas for PD sessions for 2015.

Respectfully submitted,

Stefanie Phillips
Chair, Professional Development Committee

SLATE OF OFFICERS 2015

President Erin Hathaway
CCA for Social Good

President-elect Liz LaRose, APR (**)
Crotched Mountain Foundation

Past President Rosemarie Rung, APR

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

Treasurer Tom Bebbington (**)
Diocese of Manchester

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

Director Mark Elliott (**)
Sprint
(term expires 12/31/16)

Director AnnMarie French (**)
New Hampshire Fiscal Policy Institute
(term expires 12/31/16)

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

Director Grace Lessner (**)
New Hampshire Public Television
(term expires 12/31/15) (one year term)

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

Director Natalie Rudzinskyj
Strata Marketing Group, LLC
(term expires 12/31/15)

Director Seth Wheeler (**)
New Hampshire Electric Cooperative
(term expires 12/31/16)

(**) requires vote

**YANKEE CHAPTER PRSA
ANNUAL MEETING MINUTES
November 21, 2013
Red River Theatres, Concord, NH**

The meeting was called to order at 4:25 p.m. by President Jane Law.

Minutes. The minutes from the November 2012 annual meeting were approved, as well as the October 2013 minutes.

Treasurer's Report. Erin Hathaway reviewed the report for the past year, and the report was approved.

President's Report. Jane Law reviewed the Chapter's efforts of the past year, and thanked the board and membership.

2014 Slate of Officers. Tara Payne presented the slate of officers for 2014, as follows, and the slate was approved.

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 (**), Diocese of Manchester

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

Preview of 2014. President-Elect Rosemarie Rung 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 Heather Atwell for receiving her APR credential.

The meeting was adjourned at 4:40 p.m.

Respectfully submitted,

Grace Lessner, Secretary

**YANKEE CHAPTER PRSA
BOARD MEETING MINUTES
January 16, 2014**

Present: Tom Bebbington, Erin Hathaway, Mary Ellen Hettinger, Justin LaBerge, Liz LaRose, Jane Law, Andy Morse, Stefanie Phillips, Rosemarie Rung, Brett St. Clair

Treasurer's Report: Balance of \$24,761.19 (\$4,510.49 in operating; \$20,250.70 in money market fund). Erin: We did great with professional development (PD) sessions. Paul Dowd account is on I budget line; muddies standard budget line. Remove Paul Dowd line from operation budget to its own budget line for 2014.

Jane: There is about \$4500 in operating budget, should we create a minimum balance that we don't want to draw beyond? We can draw from money market, account for in our policies, how we budget, speakers, raising attendance for PDs, etc. Table until next meeting. Add to agenda: recommend keeping a minimum balance of \$5,000 in account.

New Treasurer Tom Bebbington: For the record, Erin, Andy and he met on Jan. 7, everything was transferred, Erin was incredibly organized and she made everything easy. Treasurer's Report accepted unanimously with thanks to Erin.

Last year we started review of budget as check and balance, Rosemarie, Jane, Erin, Tom, and Andy will meet to go over receipts/invoices against spreadsheets.

We'll carry over strategic plan from 2 years ago. But we need to discuss if we should be making budget adjustments/moving from 1 line to another, maybe in budget meeting, try to get budget versus revenue more consistent.

Discussion about annual meeting, should we get/are we willing to pay more for a nationally known speaker? If so, current \$2000 for meeting is not enough. Last year consensus was there are enough excellent regional companies/speakers, maybe don't have to go national route, regional, speak more closely to membership, more relevant. Have annual meeting committee make decision and bring to next meeting. Maybe get new member Seth Wheeler in Plymouth on committee.

Justin: What is role of speaker? PD type? Revenue goal? National speaker rarely worth the money. In Kansas City, we needed to bring in someone from New York to sell more tickets; here we have more resources with Boston.

Jane will call meeting of Annual Meeting Committee to bring recommendation to board. This past Annual Meeting, everything was paid for, we were over just a bit. We should charge more, considering food expenses. Given the geographic spread of chapter, and that our brand isn't flashy, we should concentrate on adding value for our membership, raise fee a bit. We've had great attendance last few years.

President's Report: Rosemarie thanks Grace Lessner and Ann Marie French for their work on the newsletters, they've done a good job, send any information for the newsletter to them. This year we'll include the "What would you do" feature started during Ethics Month, have a scenario, something with crisis or HR/ PR ramifications.

We need to increase APRs. The chapter with highest % of APR members is at 40%, we're at 25%. To equal the top, 19 members would have to earn their APR. Should we offer financial incentives at chapter level? We've offered workshops, have mentors, should we offer to pay for

fee, or reimburse when member passes? Brett and Bob Lindquist lead the APR Committee.

Justin: In Kansas City, we saw it (helping members earn APR) as an investment in members for life, count on their dues every year, advance the profession, reduce turnover.

Brett: We had 1 last year, 3 the year before, we'll concentrate on doing what works.

Liz: newsletter features, ethics question only 3 participated online, ask board to participate, will post answers. Rosemarie will go on Facebook, get good dialogue going.

Our goal this year is to increase member value; address/support members at every level of their careers. Propose another book club meeting for senior practitioners, Feb 6, Thursday, *David and Goliath* by Malcolm Gladwell.

Last year's member survey came out pretty favorably. We did strategic plan with change in fiscal year about 3 years ago, let's continue, identify goals and a plan to get there.

Rosemarie and Jane to NE District Strategic Planning Session in Troy, NY end of Jan.

Professional Development Committee: Carol Robidoux to lead discussion after webinar on digital news releases, 14 registered already for next week, said Stefanie.

Membership Committee: Jayme sent report, 3 members dropped for financial reasons; we have 1 new member, 107 members total. Board should invite potential members to complimentary PD session. If membership falls below 100, we lose a delegate.

New business: Jane was on the Northeast District call; will be NE District Chair Elect, Rosemarie and Jane on NE District calls. Jane was on national District Council call with chair/elects from around country. Working with other chapters on reciprocal agreement so members can attend events/professional development at other chapters at member prices. Jane will confirm at NE District retreat.

The tree project/award for Isobel Parke is on track for spring; plaque being cut.

Jane: during her term as president, worked on policies and procedures document would like to finish, also job descriptions.

Meeting adjourned at 4:52 p.m.; next meeting Thursday, Feb. 20, 2014. Third Thursday of the month will be board meeting, schedule along with PD sessions when possible, do first, network with members who come.

Respectfully submitted,

Mary Ellen Hettinger, APR, Secretary

**YANKEE CHAPTER PRSA
BOARD MEETING MINUTES
February 20, 2014**

Present: Tom Bebbington (phone), Erin Hathaway, Mary Ellen Hettinger, Justin LaBerge, Liz LaRose, Jane Law, Grace Lessner (phone), Andy Morse, Stefanie Phillips, Rosemarie Rung, Brett St. Clair

Treasurer's Report: Tom Bebbington: biggest expense Cornerstone, from Annual Meeting, \$315 plus \$11.18 for supplies, 4 hours of professional time and 3 hours clerical. Rosemarie: We'll have to be very careful with Cornerstone to avoid expenses, be very deliberate in administrative spending. Tom: need clarification about moving Paul Dowd line item: will be moved from operating budget to its own budget line.

Stefanie: we need a new sign, \$30-\$60, with logo on bottom, Professional Development Committee will get. Treasurer's Report was unanimously accepted.

Rosemarie and Jane went to the Northeast District Strategic Session. Jane is President Elect. They split into committees and Rosemarie is leading the PRSSA Committee. Anyone can get involved with the District at the committee level. If you're interested, tell Rosemarie or Jane. Most of the work happens via teleconference. Grace will put in the newsletter, asking for volunteers.

Rosemarie: schedule audit with Tom, Andy, herself, and Jane, will meet in Bedford and report out at Bedford Board meeting. Let's schedule board meeting before PD session when possible.

Would Ann Wiley do a PD session on writing, she's expensive, Justin heard her, thought she was overrated and cost thousands. Grace and Jane talking about Annual Meeting: what is the goal? Deliver value, attract people beyond chapter. Committee will start working on now.

Stefanie: PD Committee has Photography for PR People in March, March 19, Wed. at New England College in Concord. Wed., April 16 will be the Media Roundtable at Nackey Loeb School in Manchester. There will be a Board meeting too.

Liz: There is interest in an ethics roundtable about copyright and social media too. Justin: we did once, called it Fair Use or Foul Play.

Brett on Accreditation: Had 1 person interested today, will talk about after next PD session and on a future teleconference. There will be a Readiness Review prep workshop on Sat., April 12 from 9 am-noon, with a goal of having candidates apply by May 1, with panels in mid June, then prep class for 4-5 weeks in Oct. in the evening for 3 hours. Maybe a Nov.-Feb. study group, with the exam in April.

Mary Ellen: we're working with the Boston PRSA chapter to do an APR workshop for 4 hours possibly at end of March in Mass. for them; our members invited too.

Jayne out, but Membership update is that Terri Rosenstock will be leaving mid March for New Zealand. Get King Arthur Flour job posting on our website. Tom says his replacement at Long Term Care in Portsmouth, Patrick McCafferty, will join.

Adjourned at 2:45 p.m.

Respectfully submitted,
Mary Ellen Hettinger, APR

**YANKEE CHAPTER PRSA
BOARD MEETING MINUTES
March 26, 2014**

Present: Tom Bebbington, Donna Eason, Erin Hathaway, Mary Ellen Hettinger, Jane Law, Grace Lessner, Andy Morse, Rosemarie Rung

4:01 pm started.

Minutes approved: correct spelling of Portsmouth; Jane Law is Chair-Elect of Northeast District, not President-Elect. Jane accepted as corrected, Tom Bebbington seconded.

Treasurer's Report: Tom Bebbington says revenue is up thanks to professional development (PD) session \$400 plus \$890 revenue versus \$524.24 expenses paid District dues; January bill from Cornerstone \$326.18, good month. Jane, Erin made motions, seconded, approved/passes.

Audit meeting: Rosemarie Rung couldn't go but Jane and Tom were there, summary: Jane did work, checked bank statements, receipts and checkbook against reports all looked fine. There was one deposit reflected in the bank check register, not on treasurer report. Background records all correct. Tom "tinkered" with the new budget projections for this year, comparing actuals to past budget numbers line by line, some needed more expense dollars, some more revenue numbers, slightly less by about \$200 than previously, about \$12,000.

Operations expenses moved up a bit, balanced with more PD revenue projected, took out leadership development fund, only one person sent to rally, haven't been using, only one person is "peanuts" after compensation from national, left \$250 in there. National provides \$550 subsidy for room, meal or two, Jane will be going for the Northeast District, pretty much taken care of.

This year, Erin should go as President Elect, from June 13-14 in New York City.

President's Report: Northeast District Conference will be in Rochester, NY from Sept. 18-19 this year. On Monday April 7 the newsletter will go out from Grace Lessner and Ann Marie French with information. People should carpool; it's a good and worthwhile experience for those in leadership positions.

This Saturday, Rosemarie, Jane and Mary Ellen are running an APR Prep session for the Boston chapter in Waltham, Mass. Yankee has more APRs.

Committee reports: Liz LaRose not on call for Ethics, Jayme Simoes not on for Membership; according to his latest report we have 111 members.

Rosemarie will reach out to welcome new members to encourage more involvement.
Professional Development Committee: 17 attendees, three nonmembers, one student at the Photography for PR session. One stayed after to talk about APR with Bob Lindquist.
Good showing after February PD session for APR; there are several sessions coming up.

Annual Meeting Committee: Grace, Jane, there are two new volunteers on the committee: Ernie Greenslade who does public relations at Essex Community College, and Heather Atwell, APR, of Yankee Publishing. The committee will meet soon.

The Board/Committee concluded that it makes more sense to stay regional with the speakers in terms of cost, draw on regional speakers, organizations, company names to speak.

The meeting will be in November. Rosemarie got email from Tara Payne about awards. Tara's the head of the Awards Committee. Do we want to look at timing for the Summit and Pat Jackson Awards, in terms of a deadline that aligns with annual meeting?

Rosemarie will check with Susie Stone. Jane gives them six weeks, time to order awards. From Tara: Pat Jackson nominations? We should highlight. Bob should update website with last year's winners. Tara suggests "creative use of video" for award topic, to inform, educate or entertain, to support specific PR goals. Tom: also leads to speaker potential, for example, Chris Conroy of Heartwood Media.

Communications: kudos to Grace and Ann Marie for newsletter, Bob for website. He does website using a Wordpress blog template to add content, he does it right away. Does someone want to do it with him? Jane and Grace have password, Rosemarie knows how to do also.

Grace: open rate of newsletters, announcements with Constant Contact? The newsletter is pretty good with a 29% open rate for March enews; 22% for PD session; 82% for APR survey; the Feb. and Jan. enews had an open rate of 32%. We've never given Matt (Cornerstone) specific directions; we send out a lot, not sure who should be getting every month, prospects too. Simplify categories from PD session, should schedule check every six months. Enews goes to two different lists. Is open rate being skewed by nonmembers?

Donna Eason: we need a reminder about scholarship April 28 deadline. Put on LinkedIn page.

Adjourned 4:42 pm Tom, Jane. Next meeting April 15 before PD session on media at Nackey Loeb School in Manchester.

Respectfully submitted,
Mary Ellen Hettinger, APR
Secretary

**YANKEE CHAPTER PRSA
BOARD MEETING MINUTES
APRIL 16, 2014**

Present: Rosemarie Rung, Liz LaRose, Erin Hathaway, Mary Ellen Hettinger, Jane Law, Grace Lessner, Andy Morse, Stefanie Phillips

Minutes from March approved

Treasurer's Report: from Tom Bebbington (not present). Liz LaRose has a question about the expense report: the expenses versus budget numbers don't add up. There are no formulas in Excel. Assistant Treasurer Andy Morse will check with Tom B. Treasurer's Report approved with follow up.

PRSA Leadership Rally: nothing new, Erin going

APR Prep Class: Rosemarie, Jane and Mary Ellen presented to 8 members of the Boston PRSA Chapter; got very good reviews

Yankee Chapter potential APRs: Will be Saturday at Louis Karno in Concord, NH; three to four people interested. Three people are definitely moving forward to earn their APR this year in the Yankee Chapter. Rosemarie said one of her three priorities for the chapter this year is to increase APR members, and increase the value of membership at every level.

Membership Committee: Two dropped, Rosemarie will follow up with them. For the next Board meeting, Rosemarie wants everyone to bring ideas to help grow membership. If the Chapter membership goes below 100, we'll lose a delegate.

Professional Development Committee: Stefanie working on May, summer social, 21 registered for media panel coming up. Rosemarie suggested we do a session on international relations. PD session to benefit the scholarship fund will be in the fall instead, with a half-day workshop in September. We got good feedback from the Photography for PR session.

Ethics: Liz has nothing to report. Rosemarie and Liz will rotate coming up with ethics questions on Facebook and in the newsletter. Will both be administrators on Facebook. People with correct answers get a \$20 gift card for Common Man or, if they're in Vermont or Maine, Dunkin' Donuts card.

Newsletter: Grace will mention who got the gift card with the next ethics questions. The newsletter goes out the first or second week of the month. Articles and info are due to Grace and Ann Marie French by the end of the previous month.

Annual Meeting: Jane, nothing new. Rosemarie will follow up with Susie about the number of awards.

New business: Our goal is to support membership at every level in their career. Rosemarie to follow up with the PRSSA schedule, how to support senior members. Another book club meeting, maybe Malcolm Gladwell's latest book? "David and Goliath"

Tree with plaque for Isobel: Jane following up on, Brett St. Clair has the plaque, working with Stacy Smith and the town for the installation.

Respectfully submitted,
Mary Ellen Hettinger, APR, Secretary

**YANKEE CHAPTER PRSA
BOARD MEETING MINUTES
June 4, 2014**

Email from Donna Eason who couldn't be on the call: I am preparing the announcement to advise our 2014 scholarship recipient--Bethany Mancuso of SNHU--of her award. Once I speak with her, I will get the information needed to draft a news release/web post, etc. I'll also be reaching out to Tom Bebbington to request a check.

PRESENT: Tom Bebbington, Rosemarie Rung, Mary Ellen Hettinger, Liz LaRose, Jane Law, Grace Lessner, Andy Morse, Stefanie Phillips, Jayme Simoes

Minutes from May approved.

Treasurer's Report: Tom Bebbington. Do we pay for Constant Contact monthly or annually (greater discount)? Tom will look into for discount.

We're doing well managing expenses, lot less spent on Cornerstone, coming through budget-wise OK. Rosemarie: we hadn't budgeted adequately last year, expenses lower. Jane Law helped did most of adjustment with expected expenses. Treasurer's report accepted.

Rosemarie Rung: Boston PRSA hosting 2016 District Conference, important for us to help. Jane will be past Northeast District president in 2016. In the spirit of having an all-District effort, offered that we would have somebody volunteer to be the liaison. It's been a number of years since the conference has been so close. We'll support their efforts re: plan/execution, won't get discounts because we're all District members, but we'll get more acquainted with each other. Jane hopes we'll get a volunteer on this call to help plan conference.

Rosemarie will volunteer but can't right away; Liz LaRose will start helping with planning. Boston PRSA wants volunteers as opposed to a financial commitment from the chapter. Liz will act as the "newsfeed" to Grace Lessner too for the newsletter.

Ready to plant Isobel's tree, Stacey Smith and Brett St. Clair, ready to schedule planning with plaque in Exeter about \$185 expense to get installed, Board invited, go out afterwards.

Jayne Simoes did a great job on the Facebook page; we all need to provide comments, replies, post links.

Professional Development Committee: Stefanie Phillips: planning for summer social, had a PD Committee call and came up with ideas for fall, half-day workshop with new speakers, so PR 101 and 201 in Sept., to benefit scholarship fund. 21 registered for Currier event, no charge for space, staff time, can stay after hours. Any webinars for July or Aug.? Will get to Grace for newsletter.

Membership: Jayme says people are leaving but new ones are coming in, about 108/110 members.

APR Committee: Brett St. Clair: 4 candidates going through Readiness Review in next 2 weeks, one of our goals as a chapter.

Ethics: Liz has done posts, Rosemarie will do this month, will post answer on Facebook and LinkedIn, Liz will keep conversation going by posting about it.

Jayne: Do we want to consider pay to play on Facebook? Grace: we need more focus on interacting. Rosemarie: we can talk more about this on June 25 (next meeting).

Grace: it might be worth having an advertising budget, \$100-200 a year, can control, I see difference by \$5 or \$10 at our posts at NHPTV, we could make subset of operations.

Adjourned at 4:30 pm.

Respectfully submitted,
Mary Ellen Hettinger, APR

**YANKEE CHAPTER PRSA
BOARD MEETING MINUTES
JUNE 25, 2014**

Present: Tom Bebbington, Mary Ellen Hettinger, Liz LaRose, Jane Law, Grace Lessner, Andy Morse, Stefanie Phillips, Rosemarie Rung,

4:02 pm meeting called to order by President Rosemarie Rung.

Minutes from June approved.

Treasurer's Report: Tom Bebbington notes there's an aberration with expenses up, revenues appearing down, because we prepaid for Constant Contact services for 1 year at a 30% discount; \$420 for the year. Also because of paying 2 Cornerstone bills this month; plus a membership check just arrived today for a couple hundred dollars. Jane Law noted that the Constant Contact item is under Professional Development, but it should be under Operations instead. Next month we'll will reclassify the expense and issue a corrected report to get in the right line. The Treasurer's Report was approved with the correction.

President's Report: Rosemarie noted that she got an email that the Southern New Hampshire University Yankee PRSSA chapter is official. We should get some publicity out about the student chapter, recognize SNHU, do an inaugural launch in the school year. The next newsletter? It's almost done: per Grace Lessner.

We have about 104 members. Let's address how to support at a sustainable level. There were some new faces at the Currier PD session, thanks to Stefanie Phillips, it was a great session.

Waiting to hear about Isobel's tree from Stacey Smith; Rosemarie will follow up. Thanks to Tom, the next board meeting will be a face-to-face one at the Diocese of Manchester.

Professional Development Committee: Stefanie reports that the summer social is set up, 15 signed up so far at the Able Ebenezer Brewery in Merrimack for Thursday, July 31. She's working on fall plans, will think about SNHU YPRSSA event. Rosemarie: maybe we could invite the media, have some social thing afterward. Are there any webinars on demand in August we can push out to our members? We should promote Photography for PR at the Nackey Loeb School. Grace will co-promote in newsletter, and on Facebook too. (We already are, as agreed with Loeb School.)

Annual Meeting: Recommendations: Smuttynose Brew Company will be opening a new facility in Hampton, NH. Grace and Tom know people there; Smuttynose has a national reach but it's a local business, great location, if we do in November it will be just past Oktoberfest. We could draw from Maine and Boston. Businesses in the chapter area have local reach but the topic could be how to make the jump to national exposure. The student chapter may not participate fully (i.e., drink alcohol) if not 21 years old. We should also reach out to the Boston chapter. Grace will work with Tom.

Membership: Numbers are up and down; Rosemarie will send membership retention tips from District around to the board. Liz LaRose met with Julie Dennehy, APR, Loring Barnes, APR, and 2 other members of the Boston PRSA Northeast District Conference team via a phone call this morning. Liz reports that they are happy to have our chapter help. National is looking for the district conferences to be planned district-wide in 2016. The goal is 400 attendees; there will be evening events, breakout sessions, speakers, we can help with these or just in a treasurer role. By the end of 2014 they want the venue and date determined. Possibly in one of the 2 middle weeks in September, probably a Thursday and Friday, Boston is pricing hotels, considering a

Boston-based theme, maybe “back to school” since Boston is a college town: What will your job look like in the next 4 years, 2020, also college stuff. Waiting for nat'l for word about revenue; we may actually get a little from it. Rosemarie: it's important for planning the 2015 budget, if we want to make an initial investment.

New business: We'll incorporate a new line in the budget for advertising. We've got a pretty good reach on Facebook but need to pay for play to “bubble it up.” We're losing an opportunity because there is no money budgeted. If we set up a line item, what would it look like? NHPTV Grace promote certain posts to get people following makes a difference, \$5, \$10 a time, dedicate certain posts see how they perform.

What about going through NHBR to promote our awards, Summit, Pat Jackson, could be an ad? The best thing to get paid ad where we could promote annual meeting and membership in chapter. Plus Smuttynose Brewing Company, try to get folks to join. Maybe \$125 a year budget.

NHPTV gets a nonprofit rate in NHBR, third of page, color better, Grace will get in touch. Rosemarie: let's start with budgeting \$125, what to post on Facebook is Jayme's and Stefanie's call. Stefanie: we could promote events and what would you do ethics post; one to educate, the other to bring people in. share often is key step. The goal is to create awareness. Liz: another option is to boost membership too. Rosemarie: it's a membership thing but also to establish awareness of the benefits of PR. On the upcoming district call Rosemarie will ask other chapters about any experience they have with advertising.

Propose moving \$125 from Operations to the Advertising line to promote Facebook posts that Jayme and Grace find particularly relevant. Moved and seconded. Stefanie will brief Jayme on funding since he's not on the call.

We'll invite the PRSSA chapter to a professional development session and work with Jon Boroshok and student leaders to plan a welcome. Stefanie will help work with Jon.

Next board meeting will be at the Diocese of Manchester office across from the Currier Museum on Wednesday, July 23, 4-5 pm.

Adjourned 4:45 pm.

Respectfully submitted,
Mary Ellen Hettinger, APR

**YANKEE CHAPTER PRSA
BOARD MEETING MINUTES JULY 23, 2014**

Present: Tom Bebbington, Erin Hathaway, Mary Ellen Hettinger, Liz LaRose, Jane Law, Grace Lessner, Andy Morse, Stefanie Phillips, Rosemarie Rung,

4:03 pm meeting called to order by President Rosemarie Rung.

Minutes from June accepted with corrections: \$120 for Facebook advertisement; Liz LaRose met with Boston Northeast District Conference folks in person.

Treasurer's Report: Tom Bebbington said that last month's expenses looked high; they look very low this month. Constant Contact was moved to operations from professional development, and there is a new line item for \$120 for Facebook ads. We already paid \$188 for Isobel's tree from a nursery; Exeter Parks and Recreation will plan it for free when we're ready. The Treasurer's Report was accepted.

President's Report: Rosemarie Rung reported that we have 102 members, per PRSA. We'll lose a delegate if we go below 100. She said that Justin LoBerge of Portland, Maine has accepted a corporate public-relations position. There's a problem keeping members in Vermont and Maine engaged because we are very Southern New Hampshire centric. Justin wants to be more involved.

Liz LaRose noted that we have to ask; people respond best to direct communication. We should invite potential members to a professional development session, consider giving a discount to board members who refer a member. We could do a two-tier system where you can bring a non PRSA person as a guest, and the guest gets in free. The member would then get their next PD session free.

Are the cost of chapter dues a problem? Grace Lessner said we have no control over dues; Rosemarie said that could be \$40 in a member's pocket. If 20% of our chapter members bring new members in, that could be 4 new members.

Besides struggling to grow membership, Grace said we still have the separate issue of Maine and Vermont members feeling out of the loop. Jane Law suggested using Go-to-Meeting for a PD session. Stefanie said there is free tech desktop sharing. Or we could share a code with Join.Me. Because we have them, we could consider using the PRSSA chapters as satellites.

Other membership issues: although some drops have been reinstated, some employers no longer cover cost of being a member. We have some members who have retired or who are changing fields. Members in remote areas don't see the value of belonging. Stefanie suggested having small PD boards, activities in other states, planned by members like Justin. Justin could be a liaison in Maine.

Jane Law said the board makeup should reflect our organization model, and should outreach to Maine and Vermont for board positions. Andy Morse said that the New England Society of Health Care Communicators uses this model, has the same geographic challenges.

Jayne and Stefanie boosting most important posts on Facebook with paid ads.

Professional Development Committee: Stefanie reported that 19 were registered for the summer social at the Able Ebenezer Brewery in Merrimack on Thursday, July 31. The capacity is 35.

Annual Meeting: Grace to work with Smuttynose Brewery in Portsmouth.

Ethics: Liz said there is nothing new.

New business: Jane needs member for a Nominating Committee; Jane will chair, Rosemarie will help nominate. We need 3 directors and officers and will try to get geographically diverse members.

Rosemarie: we'll need a conference line, Jane/Erin will help.

Next board meeting August 27.

Adjourned 4:55 pm.

Respectfully submitted,
Mary Ellen Hettinger, APR

**YANKEE CHAPTER PRSA
BOARD MEETING MINUTES
August 27, 2014**

Teleconference: Tom Bebbington, Donna Eason, Erin Hathaway, Mary Ellen Hettinger, Liz LaRose, Jane Law, Grace Lessner, Andy Morse, Stefanie Phillips, Rosemarie Rung, Natalie Rudzinskyj

Started at 4:02 pm. The July minutes approved as amended by Jane Law and Tom Bebbington.

Treasurer's Report: Tom Bebbington, this month's expenses were very low, none other than PD session, we make a little money on that. Jane: so far we are \$1,564 net revenue over expenses. No charge to advertising line yet for Facebook. \$5 on post for Sept. PD; \$120 for the year, need to spend it (can spend on Annual Meeting, District Conference). Accepted.

President's Report: Rosemarie Rung, the tree planting and plaque installation ceremony is today for Isobel Parke in Exeter. It's a Merrill magnolia in a park next to the historic Dudley House where Jackson & Jackson was. Robin Schell, Pat McGee, Alex Maguire, Louis Karno folks there, watch for pics. Isobel has made lots of contributions not only to our chapter, but the field of public relations.

Working with Boston PRSA on the APR process, collaborating more with other chapters. Four members of Yankee passed their Readiness Review panels and are moving forward on computer exam. One of our goals was to increase the number of members accredited.

Last month we talked about the board structure and meeting the needs of members throughout tri-state region. We want to make sure Maine and Vermont members feel the value of their chapter membership. Talked about using PRSSA chapter faculty to serve as satellite board locations, both Nancys (Kerr and Roberts); haven't heard yet. Talking with Justin La Barge in Maine who is very interested in concept, hard to make meetings.

Let's charge the Nominating Committee with starting geographic commitment in other states by having at least 2 board positions in Maine and Vermont. This will entail more of a commitment to teleconference meetings.

Grace: should we try for a percentage of members? Rosemarie will get to us. Lot of PRSA members in Maine, about 30, 10-15 in Vermont; 15% belong to national but not our chapter. Will reach out and invite them to join.

Donna: years ago PRSA gave Maine members of Maine PR Council something to allow them to have their own chapter there.

We'll start with one board member from Vermont and one from Maine. Then someone in that state can reach out to new members and welcome them. Jane suggested trying to get someone from the Lakes Region and farther north on the board too.

Donna: Would these be director positions? Voting? Rosemarie consistent with bylaws, 6 officer positions, at least 5 other directors (we have 6), not designated by geography. Prioritize nominations from states. Maybe two from Maine since it has twice as many members. Insight into how we can better serve those members, get more engagement through Board members to serve chapter members better.

There is no maximum number of Board members. After election we'll have seven directors. Let's try this out with 13 then add, including 1 minimum from each state and northern NH.

Tom: We could have one in-person Board meeting in each area, or greater emphasis on Board retreat. Rosemarie suggests a face-to-face meeting in the beginning then teleconferences. Have board retreat near first of the year. Incoming President Erin notes that it will be a bear to find two from each state with lack of engagement now. Need to commit to meet together once a year, baby steps. Rosemarie said Justin is really excited, thinks we can get more Maine candidates, with a concentration in Portland. We need a strategy to engage more with chapter.

We need to approve Nominating Committee for slate of officers and board members to vote at Annual Meeting. Per bylaws, Jane is chair, Rosemarie and Liz would come back to board with slate, calendar requirements. Nominating Committee approved with addition of Erin Hathaway.

Northeast District Conference: Jane: discussion, attendance still low, Sept. 18th is half day, 19th is full day of conference. Want chapters to promote as much as possible. Lot of value compared to low price versus national.

Delegate Assembly Oct. 10 before international conference, Rosemarie and Jayme Simoes will represent us. Any issues to raise? National discussion about two Board members not being APRs, being at-large positions available to non APRs.

It's impossible for Jayme (Membership) to meet afternoons, let's try 9-10 a.m. instead. We'll do teleconferences until Annual Meeting. Pencil in 9-10 a.m. for Sept. 24.

Membership Committee: We're up to 107 members, we need outreach to Vermont and Maine to grow members of national PRSA only.

Professional Development: Stefanie Phillips, Monday, Sept 22 at Southern New Hampshire University to address/celebrate new PRSSA chapter. Next session Thursday, Oct. 16 at Long-Term Care Partners in Portsmouth; this will be the fundraiser for scholarship. Two Franklin Pierce professors will talk about media law/social media and leveraging PR resources.

Awards Committee: Tara Payne is concerned, no nominations for Summit or Pat Jackson (not in field, but productive relationships). Summit: best practices in using video. Sept. 26 deadline.

Annual Meeting: Grace Lessner waiting to hear back from Smuttynose to see about using their new facility in Hampton. Will nail down by end of Sept.

Ethics: Liz LaRose, Sept. is Ethics Month, national recommends speakers for PD session. Ann Marie French needs stories for the newsletter. Liz's turn for Q & A. She's working on the Northeast District Conference in 2016 with Boston PRSA chapter; find venue by end of year.

There is a chapters-only webinar Sept. 16 on branding yourself, can access with code. Email to members only. Sept. 25 webinar on ethics. District level: working toward real district conference with rotating site to represent every chapter in the District. With that new structure, revenue sharing to help absorb costs/share revenue. Get a "true" District conference. Talking about raising District dues paid by member from \$1 to \$2; under consideration. Think Yankee can absorb. Goes back to chapters for programs. District working on bylaws also.

Adjourned at 4:58 pm. Next meeting Wed., Sept. 24, a teleconference from 9-10 a.m.

Respectfully submitted,
Mary Ellen Hettinger, APR

**YANKEE CHAPTER PRSA
BOARD MEETING MINUTES
September 24, 2014**

Teleconference: Tom Bebbington, Donna Eason, Erin Hathaway, Mary Ellen Hettinger, Liz LaRose, Justin LaBerge, Jane Law, Stefanie Phillips, Rosemarie Rung

Started at 9:02 am. The August minutes were approved as amended by correcting spelling of Justin LaBerge's last name.

Treasurer's Report: Tom Bebbington, \$356.25 chapter dues in, no revenue from social, we had 3 nonstudent attendees. \$174.90 in PayPal, keeps \$100-200 in case. Expenses for July included Cornerstone, low; they're behind in billing. \$1500 budgeted for Delegate Assembly for Rosemarie Rung and Jayme Simoes. Treasurer's Report accepted.

President's Report: Rosemarie Rung, Mary Ellen Hettinger, Jane Law, Liz LaRose attended Northeast District Conference, great networking, sessions. The District is moving forward with conferences; Liz is representing our chapter in helping to plan the Boston 2016 conference. We'll have 5 new APRs by the end of the year, 5% of membership, over 25% of Yankee Chapter are APRs. This is due to Brett St. Clair and Bob Lindquist, who have been instrumental in providing great program, prepping candidates, scheduling Readiness Reviews. They are now stepping down, so we'll need a new APR Committee next year. Jane and Rosemarie willing to be on it.

Jayme Simoes and Rosemarie will attend the Washington, DC National Delegate Assembly, 2 of 17 leadership for non APRs? Huge percentage of PRSA members is not accredited. Previously it was mandated that all National Board members be accredited, great dialogue on both sides, wants Board to vote. Thanks for thoughtful responses; great arguments both ways.

Liz pulled up Association of Fundraising Professionals Board; all except 2 members have their CFRE. How do other organizations do this? Rosemarie: APR should reflect standard of excellence in profession, Good Housekeeping seal, not just to members but also to outside professionals that may need services. My reason for non APRs on the National Board is that PRSA needs to do more work outside to raise awareness of the APR.

Rosemarie: Discussion about Northeast District dues increase. Jane gave background: it's \$1 per member of each chapter, paid by the chapter. Yankee's dues are \$104 now; per Tom we've been assessed \$123 this year. Jane calculated as of Jan-March each year. This amount gives District only \$1,000 a year, only enough for leadership retreat, doesn't send Chair Elect to leadership rally, doesn't pay for District Delegate to get to leadership assembly, or costs of conference. The proposal is to increase dues in each chapter to \$2 a member. Now conference costs are borne by local chapter instead of District-wide. Goal is to create true District-wide conference, pay dues, and get revenues, revenue sharing with host chapter. Could also go to scholarship or free registration to PRSA people etc. down the road. \$2800 in District coffers right now; none for Rochester Chapter for hosting conference.

We need to report back to National about any dues increase for chapter members. Tom: We get an email once a year about our chapter dues so PRSA can collect on our behalf in Jan. Now chapter dues are \$45 per year, we don't get all (National keeps some). Same for everyone. Been doing well, PDs bring in some revenue, costs low, in black. Case to be made for leaving dues same. But if bump for district, easy to cover and give us more revenue. Some smaller chapters have lower dues than ours; some in the NE District charge \$55. Average \$45-50 per Jane. Dues provide 50%+ of revenue for each year.

Donna: last time changed dues? No one knows. Rosemarie, we can consider a possible raise every year, suggests that until we add real value we should support District with \$2 dues, keep chapter dues at \$45. Donna: we should talk about sooner next time, at retreat? Should be part of a strategic initiative.

Future expense includes technology to connect across the chapter. Justin: we need to articulate what we're doing with the money before there's a problem. Rosemarie: have to look at dues as one means to end, Tara got PD sessions sponsored, to defray costs, more resources at disposal. Get tech companies to sponsor, potential vendor. Justin: we need more programming virtually and live. Kansas City chapter got thousands in annual sponsorships, but we must show that we have exposure/eyeballs.

Jane: associate and retired members as line items, can be different. Rosemarie: these members get such a good reduction from National; we should keep member flat rate across the board, over \$100 retired discount.

Tom: if pilot virtual, could carry a while, sitting on \$20,000 in reserves.

Motion to increase dues we pay to District by \$1, keep Chapter dues at \$45--passed.

Justin to be facilitator for hub in Portland, host webinars with facilitators, more to report, will report at Nominating Committee meeting after Board meeting.

Professional Development: Stefanie, Tom moderated at SNHU, it was well attended by students, and feedback from students was good. Oct. 16 will be on media law in Portsmouth at Long-Term Care Partners. This is a half-day program to benefit the scholarship fund. We need to do a paid promotion on Facebook, issue news release to get those who aren't members.

Nancy Kerr from Champlain College to Rosemarie: will get info on session up there.

Membership: holding at 104 members.

Ethics: Liz, nothing new.

Newsletter: in a week, send ideas to Grace Lessner. Grace will do Annual Report again, so Tom will send Treasurer's Reports and Mary Ellen will send minutes to her. Thank you, Grace!

Annual Meeting Committee: Smuttynose may not work, may need help from rest of Board.

Isobel Parke message: idea of PD session for annual meeting, engage senior practitioners, get back to Rosemarie with ideas. Boston program mini-conference on leadership and leadership communications, in regards to Market Basket situation and strike. Engage in making cultural impact in organization.

Discussion about PD session for senior practitioners using James Dowd fund, do forum before and follow up? Do with Annual Meeting? Committee working on.

Adjourned at 9:54 a.m.

Next meeting: teleconference, Wed., Oct. 29, 9–10 a.m. same line.

Respectfully submitted,
Mary Ellen Hettinger, APR

**YANKEE CHAPTER PRSA
BOARD MEETING MINUTES
October 29, 2014**

Present: Tom Bebbington, Donna Eason, Erin Hathaway, Mary Ellen Hettinger, Justin LaBerge, Liz LaRose, Andy Morse, Rosemarie Rung, Natalie Rudzinskyj

Teleconference called to order by President Rosemarie Rung at 9:03 a.m.

Minutes: Accepted as presented.

Treasurer's Report: Tom Bebbington says expenses are up a bit as bills come in for annual meeting. The revenue for PD session to benefit the James Bradley Memorial Scholarship Fund was \$420 versus the budgeted \$725. This was for one \$500 scholarship; we had budgeted \$1,000.

Rosemarie: the good news is we saved a lot of money; the Delegate Assembly was way under budget so we may be able to transfer that. Treasurer's Report was accepted.

President's Report: Jayme Simoes sent his Delegate Assembly report from Washington, DC. Rosemarie also went. This is Jayme's last, since the delegate position will be converted to a board position in 2015. The most contentious item at the assembly was accepting the amendment for two non APRs to serve as directors at large. There was a long discussion, but it passed with greater than two-thirds of a vote. Same arguments we had in our chapter. Overwhelming reason it was accepted was to reflect more of our non APR membership. PRSA needs to develop the APR more in terms of leadership.

There was a challenge by petition to the national nominating committee for chair-elect 2016 of PRSA. Mark McClennan from Boston PRSA (the former national treasurer) won. He'll be chair for national PRSA board during the Northeast District Conference in Boston in 2016.

Going forward the leadership delegates to the assembly will be each chapter's past president and president elect.

Our Annual Meeting will be November 20, Thursday, at the Red River Theatres in Concord, NH with catering by the Common Man. We'll have a panel of two: Adam Vaccaro of the Boston Globe who covered the Market Basket story, and the CEO of Market Basket or a representative. Tom Bebbington will moderate. Need to be sensitive about staying away from comment about Arthur S. Demoulas, Arthur T's cousin. We'll need a social media strategy, communications, etc. to get the word out.

No awards submissions yet. No Summit Award nominations, but we may have two for the Pat Jackson award. Matt G of Cornerstone will handle registration. Board members should plan on being there early to meet and greet starting 2:30 p.m. There is a special rate for members to bring guests. Bring more than one and we'll figure out. Donna Eason will invite the scholarship winner. Jayme and Stefanie will pitch to media and other relevant groups. Grace Lessner needs copies of reports for the Annual Report by Nov. 7.

Board nominations? No commitments from Vermont. Justin LaBerge will take more of a leadership role regarding professional development in Maine. He's meeting with a new member from Hannaford about what he's looking for in a chapter.

APR Committee: We have five candidates through the Readiness Review who are awaiting the exam; Rosemarie's not sure if all will be through by the end of the year. Brett St. Clair and Bob Lindquist are offering a series of Readiness Review prep classes, not sure of registrations. They

are both retiring from the APR Accreditation Committee after many years of service. Rosemarie, Jane Law and Mary Ellen Hettinger will take on the APR Accreditation Committee next year.

Awards: Tara Payne working on, we need two submissions.

Ethics: Liz LaRose—there are new things under APR training, will do ethics portion at our sessions for candidates, would like to do PD session.

Professional Development: Stefanie Phillips not on, smaller group in October than expected, nothing for December. Rosemarie suggested some topics: PR as trigger for cultural change in organizations, senior practitioners' forum, will work with Stefanie. Justin joining, we'll try to reach entire chapter with PD opportunities.

Communications: Liz and Ann Marie great job, page likes up FB, weekly reach over 2,000, engaging more. Grace good variety of items up there engage more people. Anything for Nov enews, send to Grace and Ann Marie.

New business: President-elect Erin Hathaway and Rosemarie talked about transition this year to next, thinking about board retreat, what to share with Erin for lively retreat in January.

Justin: Go Royals!

Adjourned at 9:36 a.m.

Respectfully submitted,
Mary Ellen Hettinger, APR

2014 AWARDS AND SCHOLARSHIPS

2014 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 2014, the fourth-annual James H. Bradley Memorial Scholarship was presented to Bethany Mancuso, a senior at Southern New Hampshire University who is pursuing a major in communications with a minor in public relations.

2014 Patrick Jackson Award Recipient:

Jason Alexander, Managing Partner of BANK W Holdings, LLC and its portfolio companies Alexander Technology Group, KBW Financial Staffing & Recruiting, and The Nagler Group.

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.

Accreditation Committee 2014 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
Eric W. Blom, APR
Michael P. Bourque, APR
Karen J. Cashman, APR
Donna J. Eason, APR
Craig H. Evans, APR
Katherine Greenlaw, APR
Mary Ellen Hettinger, APR
Nancy Kerr, Ph.D., APR
Annette Kurman, APR
Justin Erik LaBerge, 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
Nancy J. Roberts, APR
Rosemarie Rung, APR
Robin Schell, APR, Fellow PRSA
Stacey Smith, APR, Fellow PRSA
Suzanne R. Spruce, APR
Brett St. Clair, APR
Roger W. Stephenson, APR
Judy Stokes, APR
Dirk J. vanderHeuvel, APR
Kathleen B. Walker, APR

The Yankee Chapter currently has 30 accredited members. We held a Readiness Review prep session this spring and four members subsequently passed the Review. At this writing, we have five members who have been formally accepted as APR candidates.

Fifteen practitioners participated in the chapter's recent four-session APR preparation series. We expect several class participants to apply to become APR candidates.

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 from the chapter, and PRSA's online study course or through a weekend APR bootcamp program. prsa.org/Learning/Accreditation.

We have enjoyed serving the chapter and are confident that the accreditation torch has been passed to the next generation of chapter leaders.

Respectfully submitted,

Yankee Chapter PRSA Accreditation Co-chairs
Brett St. Clair, APR, bstclair@lkarno.com
Bob Lindquist, APR, boblind@comcast.net

Assembly Delegate Report 2014

Report from the 2014 PRSA National Assembly. Call to order, 8:45 am 10-11-2014

244 votes on the testing of voting boxes; Agenda passes 214-5.

Mickey G. Nall, APR, Fellow PRSA gives CEO Report. Membership has grown over 2 years to 21,831 as of 9-30.

Triennial Membership survey shows strong satisfaction.

Learning is the top priority to members.
Membership is aging. Average age is now 37.

RFP is on hold for new website for PRSA while new CEO is found.

Rebranding is on hold too for the new CEO.

President's Report, Joe Cohen, APR,

Diversity. PRSA.org is a new initiative.

This marked the 50th anniversary of the APR. PRSA MBA program now has 14 schools, including Stanford.

Kathy Barber, APR. Incoming chair will focus on advocacy, communication, education, and excellence. She wants to build the APR and better market PRSA. This includes launching a new PRSA website, and better promote the sections.

PRSSA now has 11,500 members, with 344 chapters, 13 new ones in 2014. 3 new international chapters

Treasurer's Report. No dues increase in 2015. 1.07% increase in membership. But the issue of dues needs to be rethought. Raising dues periodically is not the best approach; a smart dues approach might work better.

Vote on adding 2 non-APR at-large after a professional debate, the measure passes 185-57 adding the 2 positions onto the next slate of positions to the national board.

Election of Officers. Mark McClennan, APR, was elected after a discussion, with a 46-vote margin of victory.

Thank you for the honor of representing you over the past four years at National Assembly!

Respectfully submitted,

Jayme H. Simões

Membership Committee 2014 Report

We ended the fall with 109 active members (see list next page). That is exactly where we were in September 2013. That put us at par with PRSA National, where membership was up just 1% last year.

To put our chapter's membership into context, in 2005, our membership totaled 125, sixteen more than today.

We know that membership in PRSA is aging, and that the average age is now 37. PRSA National is thinking about how to address this - as well as how to better structure dues, especially for those transitioning from college to work. PRSA is also working to update the PRSA website next year, which is out of date.

For 2014 I monitored, analyzed and shared membership reports from PRSA with the Yankee Chapter board. We have also managed an active Facebook page. The page has grown from 217 last year to 254 today.

We have worked with our support team at Cornerstone to reach out to new members, as well as those who do not renew. And the board has personally emailed non-renewing members. We have also reached out to new PRSA members in our area, who are not yet chapter members.

Respectfully submitted,

Jayme H. Simões
Membership Chair

Yankee Chapter PRSA Membership Roster *(as of November 2014)*

Laura Almasi	Susan Geier	Cristin O'Shea
Elizabeth A. Andrews	Ernestine J. Greenslade	Robert Olson
Heather S. Atwell, APR	Charles Griffin	Katharine D. Paine
Michelle Avila	Rod L. Harmon	Isobel Parke, APR, Fellow PRSA
Elizabeth Anne Baldacci	Erin L. Hathaway	Tara Payne
Gina M. Balkus, APR	Jessica Heizer	Jennifer Phillips
Louise Marie Bannon	Mary Ellen Hettinger, APR	Stefanie Phillips
Michael R. Barwell	Michele Barney Hutchins	Rick Ramseyer
Thomas Patrick Bebbington	Tamara A. Kennedy	Julia Reed
Sandra Belknap	Nancy Kerr, Ph.D., APR	Shannon Reid
Eric W. Blom, APR	Jill S. Kimball	Nancy J. Roberts, APR
Amy Bailey Blough	Katherine B. King	Natalie Helen Rudzinskyj
Mary-Jo Boisvert	Annette Kurman, APR	Rosemarie Rung, APR
Jonathan D. Boroshok	Justin Erick LaBerge, APR	Robin Schell, APR, Fellow PRSA
Michael P. Bourque, APR	John R. Lamb, APR	Patricia Sears
Pamme Boutselis	Jeanne Marie Landau	Jayne Henriques Simoes
Janice L. Brown	Elizabeth L. LaRocca	Laura D. Simoes
Maria V. Brown	Elizabeth A. LaRose, APR	Stacey Smith, APR, Fellow PRSA
Audra Burns	Jane N. Law, APR	Suzanne R. Spruce, APR
Crystal Carroll	Grace Lessner	Brett St. Clair, APR
Karen J. Cashman, APR	Paul Lindemann	Roger W. Stephenson, APR
Susan B. Chadwick	C. Robert Lindquist, APR	Judy Stokes, APR
Matthew J. Chagnon	Kelly O'Brien Lucci	Susie D. Stone
Byron O. Champlin	Elizabeth Ann Mace	Tracy Manforte Sweet
Gail P. Clark	Erika L. Mantz	Kathleen Taggersell
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Mark Joseph Elliott	Megan Michelakos	Brittany Willette
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Alison Forman	Susan J. Noon, MBA, APR	
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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 Heyszel 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
Rosemarie Rung, APR, 2014