

THE YANKEE CHAPTER



ANNUAL REPORT FISCAL YEAR 2015

31st Annual Meeting
Thursday, November 5, 2015
New Hampshire Institute of Politics
Manchester, New Hampshire

The Yankee Chapter PRSA Annual Report for FY 2015

TABLE OF CONTENTS

Meeting Agenda

Treasurer's Report

President's Report

Professional Development Report

Slate of Officers for 2016

Board Meeting Minutes

2015 Awards and Scholarship

Accreditation Report

Assembly Delegate Report

Membership Report and Roster

List of Past Presidents

The Yankee Chapter PRSA

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**The Yankee Chapter
PRSA
2015 ANNUAL MEETING**

**Thursday, November 5, 2015
New Hampshire Institute of Politics
Manchester, New Hampshire**

AGENDA

3:00 p.m.

Call to Order – President Erin Holt

Approval of November 2014 Annual Meeting Minutes

Approval of October 2015 Minutes

Treasurer's Report Andy Morse

President's Report Erin Holt

Election of Officers Rosemarie Rung

Preview of 2015 Liz LaRose

Adjourn Annual Meeting

AWARDS

2015 James H. Bradley Memorial Scholarship

Kathryn Schmeltzer

2015 APR Achievement Recognition

Treasurer's Report

January 1, 2015 – November 1, 2015

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 \$9,660. The expenses budget was also set at \$9,660.

Overall, the Board's concerted efforts to decrease operational costs have continued to be effective. As of November 1, the chapter has \$4,051.78 in expenses, which is below expectations. Revenue at \$6,145.21 is also below expectations.

Of note:

- Professional Development sessions this year has led to revenues of \$1,978.92 with expenses of \$71.03.
- Operations expenses at \$2,050.59 are currently considerably lower than our budgeted amount of \$3,100.
- We awarded one Jim Bradley Memorial Scholarship for \$500 and the runner-up received a \$100 Amazon gift card.

As of November 1, the operating account balance is \$5,524.14 and the Money Market account balance is \$20,264.55. Our total cash on hand is up \$470.14 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
Andy Morse, Assistant Treasurer

**Yankee Chapter PRSA
Annual Treasurer's Report 2015**

As of November 1, 2015

	Budgeted Expenses	Expenses to Date	Expense Variance	Budgeted Revenue	Revenue to Date	Revenue Variance	Account Variance
Accreditation	\$150.00	\$0.00	(\$150.00)	\$150.00	\$0.00	(\$150.00)	(\$300.00)
Annual Meeting	2,500.00	316.55	(\$2,183.45)	1,500.00	801.00	(\$699.00)	(\$2,882.45)
Assembly Delegates	1,500.00	683.01	(\$816.99)	0.00	0.00	\$0.00	(\$816.99)
Awards	200.00	0.00	(\$200.00)	0.00	0.00	\$0.00	(\$200.00)
District Dues	260.00	258.00	(\$2.00)	0.00	0.00	\$0.00	(\$2.00)
Jim Bradley Memorial Scholarship	500.00	612.65	\$112.65	500.00	0.00	(\$500.00)	(\$387.35)
Membership	\$ -	\$0.00	\$0.00	4,500.00	2,860.63	(\$1,639.37)	(\$1,639.37)
Leadership Development	100.00	59.95	(\$40.05)	0.00	0.00	\$0.00	(\$40.05)
Operations	3,100.00	2,050.59	(\$1,049.41)	-	0.00	\$0.00	(\$1,049.41)
Advertising	100.00	0.00	(\$100.00)	0.00	0.00	\$0.00	(\$100.00)
Professional Development	1,250.00	71.03	(\$1,178.97)	2,000.00	1,978.92	(\$21.08)	(\$1,200.05)
Treasury	\$ -	0	\$0.00	10.00	4.66	(\$5.34)	(\$5.34)
Sponsorship	\$ -	\$0.00	0.00	1,000.00	\$500.00	(500.00)	-\$500.00
Total	\$9,660.00	\$4,051.78	(\$5,608.22)	\$9,660.00	\$6,145.21	(\$3,514.79)	(\$9,123.01)

Account Balance	Balance
Operating	5,524.14
Money Market	20,264.55
Total Cash	\$25,788.69

Yankee Chapter President's Annual Report 2015

As 2015 comes to a close I want to start by saying what a pleasure it has been to work alongside this board. Their support and enthusiasm for our field and this chapter is unmatched. Because of the continued dedication of volunteers we are able to efficiently and continuously provide quality programming and new opportunities for those within our chapter, keeping costs affordable and expanding the chances for professionals and students to increase their knowledge and experiences.

It proved to be a busy year for the leadership team with a true emphasis on making our chapter the best it can be! We began the year with a fruitful planning session that left all of us with a greater perspective on areas that needed our attention. Our annual financial review proved everything to be in check and allowed us to see areas of importance to ensure the financial health of our chapter.

A member survey sent out in the spring gave the board insight into what our chapter members valued the most; essential knowledge as we strive to provide opportunities that impact our members in the greatest way. Professional development was a strong focus of the survey- as this remained the most sought after benefit of membership. In this regard, we had another strong year, which included a celebration of Ethics Month involving the PRSSA chapters in New Hampshire and Maine.

The APR committee had another excellent year, with two members receiving accreditation; a current board member and a committee chair! This devoted committee continues to work with a strong pipeline of professionals including 12 that have started, or will start the prep process in the coming year.

This year we unfortunately did see the dissolution of the Vermont PRSSA chapter, but I am happy to report we were successful at increasing the involvement of the remaining chapters in New Hampshire and Maine. Our board developed a PRSSA grant to reiterate our support of their professional development ventures that will be available in 2016. I hope to see the continued involvement and the reinforcement of that relationship in the coming years.

As we end 2015, strengthening membership has risen to the top, with high importance. The board remains committed to a strong chapter and discussions on this topic culminated with an October brainstorming session on how to continue to engage current and potential members from New Hampshire, Maine and Vermont.

I have no doubt that 2016 will prove to be an exciting year for Yankee PRSA, as the chapter continues to evolve to meet the needs of the members in the most practical and impactful way possible. I am privileged to have served in this role and have the utmost respect for the hard work put in by the entire leadership team and committee members. I have gained so much from working alongside these amazing individuals and am grateful to each and every one for the work they put in throughout the year, for showing me the ropes and offering input and guidance along the way. It truly is an incredible team effort!

It has been an honor to serve as your President. I am looking forward to what 2016 has in store for the Yankee Chapter!

Respectfully submitted,

Erin Holt

2015 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 chance to catch up with colleagues and network.

This year, we benefitted from the knowledge of a variety of presenters who engaged us in several relevant topics including:

- March: Surveys with Andrew Smith
- April: YPRSA's annual Media Roundtable
- June: Building Brand Relevance
- July: Summer Social at LaBelle Winery
- September: Manchester-Boston Regional Airport
- October: Senior Practitioner's Event & Avoiding Social Media Disasters: Ethically & Legally

Thank you to the following organizations for hosting events:

- New Hampshire Housing Finance Authority (Bedford, NH)
- Long Term Care Partners (Portsmouth, NH)
- Manchester-Boston Regional Airport (Manchester, NH)
- Southern New Hampshire University (Manchester, NH)

Special thanks to Amanda Flitter for once again helping with PD session communications this year. Additionally, I'd like to thank Seth Wheeler and Mark Elliott for their contributions to the PD Committee.

After two years, I am resigning from the PD Committee. On behalf of the Yankee Chapter, I'd like to extend my sincere thanks to all of our speakers for sharing their expertise with us, and all of the organizations that graciously hosted us.

Respectfully submitted,

Stefanie Phillips
Chair, Professional Development Committee

SLATE OF OFFICERS 2016

President – Liz LaRose, APR
Crotched Mountain Foundation

President-elect – Tom Bebbington
Diocese of Manchester (**)

Past President – Erin Holt
CCA For Social Good

Secretary – Stefanie Phillips
Louis Karno & Company (**)

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

Assistant Treasurer – Seth Wheeler
New Hampshire Electric Cooperative (**)

Director – Mark Elliott, APR
Schneider Electric (term expires 12/31/16)

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

Director – Jon Boroshok
Southern New Hampshire University (term expires 12/31/17)

(**) **Director** – Grace Lessner
New Hampshire Public Television (term expires 12/31/17)

(**) **Director** – Mary Ellen Hettinger, APR
Breathe New Hampshire (term expires 12/31/17)

(**) **Director** – Amanda Flitter
New Hampshire Housing Finance Authority (term expires 12/31/17) (**)

Director – Heather Atwell, APR
Antioch University New England (term expires 12/31/17) (**)

(**) requires vote

**YANKEE PRSA MEETING MINUTES
ANNUAL MEETING & AWARDS PRESENTATION
November 20, 2014**

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

Started at 4:10 p.m.

The October minutes were approved.

Treasurer's Report: Tom Bebbington, we're about the same place we were last year: total cash is about \$25,000, just \$176 more than we had last year. Our expenses were well below what we projected, but the revenue was also. We are good about keeping expenses low when revenue is down. Revenue from professional development sessions was three times what we expected. Treasurer's Report accepted.

President's Report: Rosemarie Rung, wanted to continue down Jane Law's road and bring more value to our membership. We maintained a sound financial footing. Dues remained the same as did cost of PD sessions. We strived to support members at every stage of their careers. We have a new PRSSA chapter.

Keeping with national, we have emphasized the value of the APR and in fact 25% of our members are accredited. Brett St. Clair and Bob Lindquist have a fantastic job of teaching APR candidates. Rosemarie also thanked Jane and Mary Ellen Hettinger who, along with Rosemarie, ran APR workshops for eight potential candidates in the Boston PRSA chapter, since they did not have an APR Committee.

Rosemarie said we wanted to leverage our resources to help other chapters in the Northeast District, and thanked Jane and congratulated her as the incoming leader of the Northeast District.

Slate of new officers, as presented by Jane for January 2015:

Erin Hathaway as President

Liz LaRose as President Elect

Tom Bebbington as Treasurer, with Andy Morse as Assistant Treasurer

Mary Ellen as Secretary

Directors:

Mark Elliott

AnnMarie French

Grace Lessner (one year term as director filling in for Liz LaRose)

Seth Wheeler

Delegates: Assembly Delegate positions are no longer separate positions. The President and President Elect will represent us as Delegates. Thanks to Jayme Simoes who served as our last Delegate Assembly representative.

We had a quorum; the slate was accepted.

Erin gave a brief preview of what she wants to do: Leading the charge with three goals.

1. Increase member value at all levels

2. Continue to promote the importance of the APR; earning the APR is her personal goal also. Erin also congratulated the seven Yankee members who earned their APR, and we have another seven in the process.
3. Work with members in all states in the Northeast District to provide greater value to members.

Adjourned at 4:25 p.m.

Next meeting: Board Retreat, TBD in January 2015.

Respectfully submitted,

Mary Ellen Hettinger, APR

**YANKEE CHAPTER PRSA
BOARD RETREAT MINUTES
January 13, 2015**

Present: Tom Bebbington, Mark Elliott, Ann Marie French (phone), Erin Hathaway, Mary Ellen Hettinger, Liz LaRose, Jane Law, Grace Lessner, Bob Lindquist, Andy Morse, Stefanie Phillips, Natalie Rudzinski, Rosemarie Rung, Jayme Simoes, Susie Stone, Seth Wheeler

Started at 1:15 p.m.

President's Report: Erin Hathaway: Will schedule board meetings usually the third Tuesday of the month, conference calls are fine. Erin has scheduled the first six month with meetings half in the morning and half in the afternoon to see what works best.

We need to do our annual self-audit. Erin will work with Tom Bebbington and Andy Morse. Rosemarie Rung and Jane Law will help.

The last survey of our members was done in 2013. Erin wants to focus on involving all members in all regions (3 states), and getting the PRSSA chapters more involved. We need to focus on retention and growth. Past surveys showed similar results: most active were southern NH members, where most PD sessions were held. Do we need more PD sessions, more places? We need to offer something to senior practitioners. Erin will work on another survey.

Minutes from Annual Meeting: accepted with correction to Treasurer's Report, three times should read two-thirds instead.

Website: Bob Lindquist has done for 10+ years on a WordPress platform to promote upcoming PD sessions. The further out we plan, the more we can promote and tie in to social media. Mary Ellen Hettinger will work with Bob to learn website.

Social Media: We need a central place for access to all accounts, "black book." Our chapter archives are at Louis Karno. Chapter dashboard on PRSA? Bank account numbers need more protection.

Treasurer's Report: Tom Bebbington: No year-end bill from Cornerstone yet, Annual Meeting biggest expense. Discussion about Cornerstone's services, history of getting clerical help for chapter. Cornerstone is excellent, but after budget review we should look at expenses again. There are lots of Constant Contact lists that need to be scrubbed, per Matt at Cornerstone.

Committee Discussion/Updates

Publicity/Membership: Jayme Simoes has been doing since 2004. We have fewer members than in 2005 but more than in 2010. We should be at about 216. Our corporate numbers dropped; we have very few agencies. In 2014, we got some more members. The publicity works with Stefanie Phillips on Facebook, we have two times the followers than members. About 261 "likes" on Facebook, but only 13-18 regularly. Facebook is a good tool to promote events.

APR: Bob Lindquist notes that Brett St. Clair as chair had a great year, which was also 50th anniversary of award, with 13-14 candidates attending a spring preview and a fall prep session. Deadlines are important to motivate people to continue/finish. Rosemarie Rung will serve as the Yankee go-to person for APR prep in the Northeast District of PRSA. When candidates finish, we'll have close to 30% APRs! Important to bringing members along, Bob notes, is being consistent, setting deadlines, be available to them for questions (good customer service) and encouraging study groups.

The new APR Committee, with many thanks to Bob and Brett for their years of service in this capacity, will be Rosemarie, Jane Law and Mary Ellen Hettinger.

Ethics: Liz LaRose will continue “What would you do?” feature in newsletters; will send to AnnMarie and Grace Q&A. We have \$20 [amended at Feb. meeting: should be \$25] gift certificates to reward. We should have a special PD session for Sept., Ethics Month. Consider quizzes in regular PD sessions. Liz did ethics segment for APR candidates’ training too.

Communications: Erin would like to see a new, expanded committee that includes publicity, social media, enews, website, news releases, Twitter, LinkedIn, and tracking responses. Reorganizing would make for consistent messaging across all channels. The enewsletter that Grace Lessner and Ann Marie French do could “live” on the website. Susie Stone will oversee the organization of a comprehensive Communications Committee; committee chairs need to liaison with Susie. The PD and Communications Committee also need to work together.

Nominating Committee; Rosemarie Rung is chair for now.

Professional Development: Stefanie Phillips and Amanda Flitter, plus Justin LaBerge in Maine. The Media Roundtable is usually the biggest PD draw. We need to examine what draws people more closely; usual challenges are time of day and distance. Technology can help bridge the gap. Take advantage of free PRSA webinars, hold viewing at 3 locations. PRSSA chapters should use on-demand webinars, maybe a member could facilitate afterward. We should pitch the benefits of membership at each PD session.

PRSSA: Donna Eason can’t do any more. Rosemarie Rung will do, also present at Champlain College and other campuses. What happens after graduation?

Annual Meeting: Who will work on this year? A timely topic is important, panels well-received. What’s important to us: revenue? audience? networking event? We should encourage guests, keep affordable. We need to establish a goal now. One goal is to maximize attendance (we need a quorum, and to serve our members and maybe get new ones). We should follow up with nonmember guests. Consider a coupon so we get guests to give us their info. PRSA plus chapter membership is expensive; we need to sell people on value of National. Consider separating awards ceremony from annual meeting, awards could be good event for senior practitioners. We could do awards in the spring, annual meeting in the fall. Social events tend to draw more attendance. Is the application too expensive? We don’t get a lot of nominations.

Erin wants to revisit the idea of annual PD sponsorships/partnerships; have to explain why it benefits them, i.e. Wedu, Northeast Delta Dental, PSNH/Eversource. Send ideas to Erin. We need to engage area businesses, explain the business case for PRSA. Erin will send note to CEOs of members with a PD coupon.

Membership: Jayme Simoes has been doing it, Natalie R, Mark Elliott, Tom B. will help.

Adjourned at 4:10 p.m. Next board meeting to be Tuesday, Feb. 17 from 3-4 p.m.

Respectfully submitted,
Mary Ellen Hettinger, APR

**YANKEE CHAPTER PRSA
BOARD MINUTES
February 17, 2015**

Present: Tom Bebbington, Donna Eason, AnnMarie French, Erin Hathaway, Mary Ellen Hettinger, Justin Laberge, Liz LaRose, Grace Lessner (came on late), Stefanie Phillips, Rosemarie Rung, Jayme Simoes, Susie Stone, Seth Wheeler

Called to order at 3:03 p.m.

Correction to last month's minutes: \$25 gift certificates used for ethics quiz, not \$20.

Treasurer Report: Tom Bebbington. We tabled year-end and first 2015 reports for next meeting. Send any bills from annual meeting to Tom. Will do three Treasurer Reports next time.

President's Report: Erin Hathaway. Working on sponsorships, seeing how other chapters do this. I spoke with National PRSA with quarterly new-year update. This was the first of four, they're happy our membership is steady, thrilled with our progress on Professional Development, what's coming up, using national webinars, discussed how to use technology better for distance-learning PDs, increase attendance--other chapters dealing with these things too.

Will work to find National technology to help geographic challenges. Wanted this as a menu item for Northeast District Meeting in New York to share info among chapters, newsletter, calendar, website, District conferences 2015-2016. Looking for two people from each chapter to work on conferences.

Liz LaRose: two members per chapter to serve on each conference, list of opportunities (sponsorship, venue, communications, etc.). Check with Jane Law or Erin if you want to participate, Liz is volunteering with 2016/Boston conference; board members or other members are fine. Erin will join for this year, need couple more. 2015 in New York Capital Region Chapter, possibly Saratoga.

Northeast District needs us to look at and vote on restructuring of District conference expenses (instead of chapter as previously). Chapter is still responsible for organizing, decision-making, but expenses/debt/profits from the conference are shared with the District. Question to ask: 50/50 local chapter, that is, 50% of debt in case there is debt, up to \$1000 each. Further loss would cost \$1 per member. If debt is over \$2000, we would share cost across Northeast District, about \$100 from our chapter. We would never pay more than \$1 per member, no matter how big we get.

Liz L.: This would be a one-year commitment, new model for debt sharing. The District Conference Committee is committed to not having a loss. The goal is to make it either profitable or close to even. Next year the new plan will be implemented.

We have a quorum: vote was unanimous to handle dollar per member charge in case of overage for NE District Conference.

Liz: When you look at the eight chapters (Boston has 300 members, we have 100, Finger Lakes has fewer than 20), it's hard for a single chapter to host a conference that size. If we can participate well in next two conferences, it will help us see how we could do in future year.

Ethics Update: Liz. LaRose. Got information to AnnMarie French for quiz, newsletters, Rosemarie Rung sent too for newsletters. Not on social media yet. We'll have a PD session in Sept. for Ethics Month. Our chapter website needs more on ethics.

Professional Development Committee: Stefanie Phillips. March will be a survey session at New Hampshire Housing Finance Authority in Bedford. Committee is finalizing the media panel for Wed., April 15 at SNHU. Working on Boston Marathon bombing piece. Safety ops, Erin and Tom, PD could also be annual meeting. Could have an incident commander and a reporter. Tom was a volunteer doing media relations for John Hancock at that event. Local reporters could get back up, then sports reporters from around the world, interesting dynamic.

Justin LaBerge: what am I learning? Interest/differentiator? Done already? National? 2.5 years after. Still timely? Erin: perennial, but need to focus on what we want people to get out of it. Public safety aspects. Tom: with the media center got locked inside, helped facilitate access to info. Maybe focus on interagency communication?

Rosemarie: We also have to think about the annual meeting, during primary season, something on the pulse of people then. Developing cohesion with different demographics, public policy type of talk. Tom: Boston Marathon trial is coming up, raising profile in media, reinvigorate topic. Stefanie to explore further. PD at Manchester Regional Airport is not nailed down yet.

Communications Committee: Susie Stone. Committee met in January: Grace Lessner, AnnMarie French, Bob Lindquist., Jayme Simoes, Stefanie, Liz. Talked to Bob about Ethics page on website. Section that's relevant has current info.

Membership: Jayme Simoes. We're stable around 110, we had a great Communications Committee meeting and are looking forward to integrating. Andy Smith survey PD session is listed as a Facebook event.

Awards: No one yet, change structure coming year, Tara Payne did this in the past.

Accreditation Committee (APR): Rosemarie. We should get accreditation questions on member survey. Erin reviewed 2013 survey, would use the same and could include. Survey asks if members are or are not accredited; we could replace with interest question. We could have possible PD sessions around.

PRSSA: Rosemarie trying to do Champlain and Bangor. Jon Boroshok at SNHU would like students to attend the April PD session which will be on SNHU campus. National mentioned PRSSA Conference coming up; there are scholarships available to get students to attend.

Scholarships: Donna Eason updated the materials; we should reach out to students. Responding to inquiries; there is a May 1 deadline. On LinkedIn page.

Chapter Awards: We're reworking the awards for 2015. We'll split them from the annual meeting, do separate, first one in spring next year, not part of annual meeting. Erin will work with Tara Payne on that. We'll restart the application process.

Adjourned at 3:58 p.m.

Respectfully submitted,
Mary Ellen Hettinger, APR

**YANKEE CHAPTER PRSA
BOARD MINUTES
March 17, 2015**

Present: Tom Bebbington, AnnMarie French, Grace Lessner, Erin Hathaway, Mary Ellen Hettinger, Justin LaBerge, Andy Morse, Stefanie Phillips, Jayme Simoes

Called to order at 3:04 p.m.

Minutes: correct spelling of Justin's last name, accepted

Treasurer's Reports: 2014 final, January and February 2015. Everything taking care of, thanks to Treasurer Tom Bebbington for chasing down deposit (Annual Meeting proceeds were "misappropriated" by bank, were credited within 24 hours). \$551 credited for this year now. 2014 final approved; Jan. 2015 approved; Feb. 2015 approved/accepted.

President's Report: Erin Hathaway. Northeast District 2015 conference cancelled. Moving on to Boston in 2016. Previous vote if there was debt from conference to \$1 per member, null and void now. District needs to revote for 2016 or come up with new plan. Boston will be one of bigger conferences ever put on in District. We need to provide volunteer time, committee, ideas, speakers, topics. Erin and Liz LaRose on planning committee. Publicity, sponsorships, logistics need help with. Questions reach out to Erin. No dates yet for Northeast District Conference 2016 in Boston yet.

Wrote a draft letter thanking supporting organizations of members with professional development passes, please take a look. April Professional Development session (Media Roundtable) settled.

Communications Committee: AnnMarie French: rundown for April newsletter: PD media panel, save the date for May, Bradley scholarship May 1 date, April membership offer for PRSA which is free section. March is free chapter membership. Jobs board, links to us and national site. Short list of PRSA webinars for April, promo for value of membership, ethics quiz, member profile idea? Justin LaBerge reached out to Hannaford folks, 2 national members only in Maine. New person at NHHEAF with Tara Payne, send ideas to AnnMarie and Grace Lessner. Congratulate new APRs, blurb about it to AnnMarie. April Nat'l volunteer month will feature.

Professional Development: Stefanie Phillips. Committee call last week, a summer social will be planned, survey with Andy Smith next week 18 signed up, April 15 at SNHU Media panel, May 20 at Manchester airport NH. Social media PD in June—check on Boston's SM Summit.

Membership Report: Jayme Simoes. Maintaining at 110, there has been a jump in Facebook likes, thanks the Board for help with outreach for dropped members.

APR Committee: There are several candidates in the pipeline.

PRSSA Chapters: Rosemarie Rung is contact, not on call. Scholarship deadline to apply is May 1, 2015. Donna Eason handles, is the contact if anyone is interested. Rosemarie will contact student chapters—Erin to follow up.

Awards: As discussed at kickoff, these haven't been as successful due to lack of interest. Tara Payne will continue to lead the charge; we'll separate from Annual Meeting and have in the spring. Tara's thoughts: let's not charge for applications this year to see if this increases interest, have nominees do submission as 10-15 minute presentation in front of panel, and invite

them to present at an event with a guest panel and choose a winner there. We need a new application process but this will take some time, do in spring 2016, as a new event.

Or keep structure same, eliminate fee, do with PD or social next year. AnnMarie would be interested in seeing if eliminating fee would help. We don't get a lot of applications each year. Summit Award discussing, Pat Jackson should still be given at Annual Meeting. Struggling to find deserving person, maybe not every year. Application fee has been \$50 for members, \$75 for nonmembers. We'll try eliminating fee first before reworking whole event.

If we could build up the award to where people are excited, we could charge and that would be profit for the chapter, but if not branded folks are not engaged. We're running short of time to do huge revamp. Need to do this step by step. Vote to eliminate fee for Summit Award for 2015 to be presented 2016 passed. Still need topic. But Annual Meeting has ready-made audience; yet anticlimactic. Separate event could be more social. If we eliminate the fee, could we have a broader topic to encourage more entries? Just PR campaign? Promote at Annual Meeting. Awards are not usually a money maker for us.

We need one place to store everything we need on regular basis. Now scattered, different people know different things. Tell Erin so she can consolidate Constant Contact, bank account, website, social media accounts, PayPal, Cornerstone, figure out storage/access.

Survey review: Erin only got 12 responses, wanted to summarize, will send out again to get more responses. Many said favorite meeting times were breakfast, lunch, evening. Our typically late afternoon ones were the least popular.

Survey was kind of long, maybe people didn't finish? Erin will try again and send summary to board. Put in top of April newsletter and give deadline. Incentivize? Will use Common Man gift card. 12 respondents: cost is the biggest barrier for attending PD sessions, and time slot. Kudos to the newsletter—it is the most popular way to receive information from us.

Next meetings: Tuesday, May 19 at 9:30-10:30 a.m.; Tuesday, June 23 at 9:30 a.m.; Tuesday, July 21 from 3-4 p.m.
Adjourned at 3:52 p.m.

Respectfully submitted,
Mary Ellen Hettinger, APR

**YANKEE CHAPTER PRSA
BOARD MINUTES
April 21, 2015**

Present: Donna Eason, AnnMarie French, Erin Hathaway, Mary Ellen Hettinger, Andy Morse, Stefanie Phillips, Natalie Rudzinski, Susie Stone, Seth Wheeler

Meeting was called to order at 9:34 a.m.

Minutes accepted.

Treasurer's Report: Tom Bebbington, Treasurer, report accepted.

President's Report: Erin Hathaway, on Northeast District call recently, each chapter needs to submit summary or piece for enewsletter. Boston PRSA offering Social Media Summit May 12; Yankee members get member discount. Erin got one phone call from letters she sent to members' employers; a couple will attend free professional development session.

We need to start annual meeting planning group, have a mix of old/new members on the committee. Contact Erin or Grace Lessner to help.

Communications Committee: Susie Stone, working on streamlining process for efficiency, group met to review, 90% there, align for consistent messages regardless of how enter into chapter, process flow, enewsletter, deadlines for committee submissions one week later. The biggest thing to come out is a master calendar for the board through PRSA website. It will document our deadlines, distribution, and other committees can plug in information.

PD Committee: Stefanie Phillips reported we had a good group at media panel, positive feedback, May 27 next session at the Manchester, NH airport. (Date was changed.) The June speaker is from Boston on branding, which was a strong request from the member survey. Probably Portsmouth area, mid June. Looking at summer social dates with PD Committee members.

Membership: Report from Jayme Simoes shows membership is steady. He'll be going off this committee/task, and hopes to get someone else for a smooth transition. We need to reach out to members consistently.

Ethics: Liz LaRose not here.

Awards: Erin for Tara Payne, we're looking into spring 2016, reworking awards submissions and timelines. But we're still leaning toward announcing the Patrick Jackson Award at the annual meeting. Scholarship will be part of the separate awards ceremony.

APR: Mary Ellen Hettinger: nothing new to report.

PRSSA: Rosemarie Rung not here. We lost the Vermont chapter, not supported by Champlain College; fees too high for students, they haven't paid dues to National. Advisor Nancy Kerr is trying to stay engaged, willing to participate with the board.

To help with Vermont PRSSA problems, can we get a PD conference/workshop near Burlington, Vermont? Can we partner with them? Plymouth State University is another possibility, we could get a handful of new members through, Seth Wheeler is 3 minutes from campus and could help out.

PRSSA at SNHU struggling too, heard at media panel, most of the members are outgoing seniors, others don't want to pay \$50 fee to national. Erin hopes to meet with Jon Boroshok and talk about keeping it alive. Yankee pays annual chapter fee for PRSSAs. SNHU has 20 to 30 members but 90% are outgoing seniors.

Could we work with SNHU to sponsor a student? Can university support somehow? What's going on in Maine at New England College of Communications? Numbers of members? At the same time, few students apply for our scholarship. Could Yankee Chapter pay half of \$50 fee, instead of offering a scholarship? We're a network of professionals PRSSA students can tap into.

Scholarship: Donna Eason, only one application so far; nine days to go. Donna asked Rosemarie Rung to help get the news out to the PRSSA chapters. Will push out on social media, etc.

We have a vacant board position because Justin LaBerge moved to the Washington, DC area. We don't need an election, just to ask someone and have them agree. Send names of potential board members to Erin. Having another board member from outside NH would be ideal.

We have a chapter dashboard on PRSA: sign on to PRSA national login, on right-hand side lower menu shows up, including tool section with My Chapter Dashboard. Through this we'll have access to add files, create things, newsletters, minutes, financial reports if we choose. Erin added meeting minutes, Communications Calendar so we can edit/add, also a tool for committees to use, committee member lists, also password protected docs (PW for all accounts) and bank info (where accounts are, contact info). Committees will have own folders. Access will be updated each year.

The latest member survey gave us wonderful info including PD info, most people request times we don't do for PD sessions. Early afternoon or mornings better for most.

Adjourned at 10:22 a.m.

Upcoming Yankee PRSA Board meetings: Tuesday, June 23, 9:30-10:30 a.m.; Tuesday, July 21 from 3-4 p.m.

Respectfully submitted,

Mary Ellen Hettinger, APR

**YANKEE CHAPTER PRSA
BOARD MINUTES
May 19, 2015**

Present: Tom Bebbington, Donna Eason, AnnMarie French, Erin Hathaway, Mary Ellen Hettinger, Jane Law, Andy Morse, Stefanie Phillips, Natalie Rudzinski, Rosemarie Rung, Katie Walker, Seth Wheeler

Called to order at 9:34 a.m.
Minutes accepted

Katie Walker of Vermont joined the board.

Treasurer's Report: Tom Bebbington, we were paid miniscule interest, small Cornerstone bill, prepaid about one year of Constant Contact for 20 % discount/nonprofit rate. We put money in an account that runs down as you use the service. \$420 was the estimate for last year. Accepted.

New budget proposal: bare bones, what we spent last year. Annual Meeting revenue included \$500 from Northeast Delta Dental A.M. costs around \$1,000. Leadership development: is \$100 enough to cover leadership rally? PRSA reimburses \$515. Expenses may go up, subsidy not. New budget approved.

To archive our materials/newsletters on Constant Contact is an extra \$5 a month. Archived materials "live forever" there, can host links to our website. There may be lower-cost solution with our WordPress website, plug-in called WP Publication archive, if we have server space. It's free unless we need more space. Tom will talk to Bob Lindquist. Will table until next month.

President's Report: Liz LaRose is attending leadership rally. We're working with Northeast District Technology Committee to share professional development sessions via webinar, so they can be interactive and take questions. Dialup remains a barrier throughout our geographic area; with no broadband, we're limited to teleconferencing without video.

Annual Meeting Committee: Liz plus two new members joined committee, and Jane Law, will move forward.

Northeast District Update Jane: Boston closer to date for 2016 conference, probably mid-May, then will get venues to confirm date. Committees are forming: sponsorship, marketing/communications, finance, etc. Andy Morse and Liz LaRose volunteered. Northeast District now has a LinkedIn page. Join if you're on LI; we can also post our PD events.

Communications Committee: AnnMarie French, nothing new yet, working on calendar, newsletter will go out the first Monday of June. Erin Hathaway is working with Susie Stone on a chapter dashboard calendar.

Professional Development Committee: Stefanie Phillips, had to move airport behind-the-scenes tour to Sept. The info on summer social series is out (wine tastings). June is branding with recommended speaker in Portsmouth. We want to get more programs in Vermont and Maine—can work with Katie, new board member, to see about Vermont. Rosemarie talked about partnering with PRSSA in Maine with Nancy Roberts (was New England College of Communications, now Husson University), got tips on retention, for an event. They're eager to do another PD session there; not until the fall. Have a lot of PR professionals in Bangor, Maine area.

Make PRSSA chapters responsible for running one PD session a year. September is Ethics Month, but will probably do ethics PD session in October instead. Make this a focus in Maine?

Membership Committee: Jayme Simoes report, not much change. Thanks to Natalie Rudzjinski and Tom for joining this committee so Jayme is no longer the lead. New members need more info from us; Membership Committee to be more involved in getting them oriented. Natalie working on bios of members; will welcome new ones and get bios.

Awards: Tara Payne, not on call, working on new format.

Accreditation Committee: Jane Law, Rosemarie Rung, Mary Ellen Hettinger are planning for the fall. Three APRs in the pipeline who have passed their Readiness Reviews.

PRSSA: Rosemarie spoke with Jon Boroshok, big turnover with graduation (lots of seniors in the Southern New Hampshire University PRSSA. New England/Husson University, Nancy Roberts, need to facilitate sharing of best practices, students pay \$50 membership fee which is a burden. Rosemarie will work with Jon. Share PD revenue for one session with PRSSA to help students? Need to be creative.

Scholarship Committee: Donna Eason, there are two applicants at two different places in education, one has more experience, is a graduate student. Award is \$500, plus \$100 in Amazon gift card for other? Both equally deserving. We did vote to bring scholarship award down to \$500. Reason was because we funded scholarship from half-day boot camps, usually pretty well attended, but only generated \$400-some this year.

Erin is also pursuing a sponsor for scholarship. Syracuse chapter is doing socials with young professionals for scholarship funds. Voted to give second-place winner a \$100 gift card.

Adjourned at 10:32 a.m.

Next meeting Tuesday, June 23 at 9:30 a.m.; Tuesday, July 21 from 3-4 p.m.

Respectfully submitted,

Mary Ellen Hettinger, APR

**YANKEE CHAPTER PRSA
BOARD MINUTES
June 23, 2015**

Present: Tom Bebbington, Erin Hathaway, Mary Ellen Hettinger, Liz LaRose, Jane Law, Andy Morse, Tara Payne, Stefanie Phillips, Rosemarie Rung, Katie Walker, Seth Wheeler

Called to order at 9:33 a.m.

APR Committee: Rosemarie Rung, committee reviewed survey to structure prep course for fall, tracking ones in process from classes last year, Jane to follow up with Kathy Mulvihill at national. Mark Elliott got his APR, want to include APR pinning at annual meeting to recognize members.

PRSSA: Nancy Roberts, advisor at Husson University in Bangor, Maine, wants her student chapter to plan a professional development session there that they will host. Rosemarie is meeting with Jon Boroshok at Southern NH University in Manchester, NH next week. She also spoke with Liz LaRose, Erin Hathaway over the phone. We want to share best practices from Maine's PRSSA chapter to support SNHU's chapter. Met with Liz, heard from all that the membership fee is a financial burden for the students and prevents growth.

Also, the James Bradley scholarship is floundering, few applicants. Can we use these funds to help support student chapters? We could call it the James Bradley Memorial Student Grant. Right now we only have 2 student chapters, since Champlain College in Burlington, VT dropped theirs. Scholarship funds of \$500 are not enough to support student chapters. Liz has intern from SUNY Plattsburg, NY who could maybe work with student chapters. SNHU students are very interested in networking/internships through PRSA.

Should we have a student on our board? No precedence, but anyone can listen on call. Erin Hathaway will ask national. One chapter works with students about resume, interviewing, SUNY Plattsburg, Liz learned. Liz attended national leadership rally. We could have student liaison on the board who is not a voting member. Seth Wheeler suggests we cultivate department heads at colleges. Do student members have access to the free PRSA webinars? Does Jon or Nancy use with classes? Can we schedule meetings with webinars?

Minutes: May Treasurer's Report recorded that "we paid miniscule interest" – should have been "we were paid." Minutes were accepted with correction.

Treasurer's Report: Andy Morse is treasurer in training. On the revenue side we have 3 new members for \$120. But we have lots of expenses, including paying \$500 for the James Bradley Memorial Scholarship to Kathryn Schmelzer at SNHU. He also sent money to Donna Eason for gift card and book for runner-up. Our Cornerstone bill for April was \$434.35. We also renewed the website for 2 years and the domain name. Tom Bebbington looked into archiving our newsletters, etc. But Constant Contact charges for this. Our WordPress website already has this capability at no extra cost. Treasurer's Report was approved.

President's Report: Erin Hathaway has been talking to potential scholarship sponsor. Hoping to get for more than one year. Do we want to do a board outing? In the past we've done a Fisher Cats game.

Got letter from PRSSA in Maine, want to send students to national conference in Georgia in Nov. They are raising money, it will cost \$4400 total, they asked if we can give them \$1240 as a grant. This is more than we've ever considered giving as a group; we can't do at that level. Jane

Law noted that we did help fund Maine PRSSA chapter to go to Boston years ago. We did it out of the scholarship fund which was \$1000 then (we gave them \$500).

Liz noted that if we help one, we should help both chapters. What does national PRSSA do to send students? Maine chapter is doing fundraising nights at local restaurants.

Tom notes that we have a very lean budget. We need to have a broader discussion about what our student chapters need from us, what they can do for us, vice versa. We have less than \$10,000 annual budget. But it's important to help develop their capabilities to lead to provide a pipeline for future professionals in our organization. We should be transparent about an amount that could be available.

Could we get more PR firms involved besides Louis Karno, and if we get more would they help fund scholarship? They could be adding to their workforce going forward. Having a student liaison to the board would give student chapters a realistic perspective on how we work, including our budget.

Twitter, does Grace do? We need to use it effectively if using at all.

We need to decide about meeting times that work. We're almost evenly split between those who can't do a.m. teleconferences and those we can't do afternoons. Erin is leaning toward 2:30, or lunchtimes. Would fourth Tuesdays work instead? Next meeting will be July 21 from 4-5.

Professional Development: Stefanie Phillips, upcoming summer social, a handful registered for LaBelle Winery in Amherst, NH, may have to cancel other two (in Lee and Meredith) if we don't get more interest. Also, we'll need to get someone else to lead PD, Stefanie will be going off the committee.

Awards Committee: Tara Payne reported that awards will be open by Monday, July 13, advertised in the newsletters, with a Sept. 28 deadline. Summit Award will be awarded in the spring. There's a webinar about building consensus with executives; might work for senior practitioner session. Do award then? Tara will work with PD Committee. It's challenging trying to find topics that resonate and inspire entries. Maybe one on volunteer engagement, RPIE, or from tactics, development of online newsroom. We will not charge a fee for award submissions this year. They are also open to nonmembers.

Scholarship has been announced, done by Donna Eason. (Thank you, Donna!)

We are using the chapter dashboard on national site; meeting minutes were uploaded, talked about using dashboard to store passwords etc. But bank information would not be accessible there. We should ask national CFO about best practices. Erin will see about password protection.

Adjourned at 10:29 a.m.

Respectfully submitted,

Mary Ellen Hettinger, APR

**YANKEE CHAPTER PRSA
BOARD MINUTES
July 21, 2015**

Present: Tom Bebbington, Mark Elliot, Erin Hathaway, Mary Ellen Hettinger, Jane Law, Andy Morse, Stefanie Phillips, Rosemarie Rung, Jayme Simoes, Katie Walker, Seth Wheeler

Called to order at 4:02 p.m.

Minutes: Accepted

Treasurer's Report: Andy Morse, accepted

President's Report: Erin Holt, Natalie Rudzjinski is no longer able to be on the board, needs to be replaced. Consider Erica Mantz at UNH, Durham? Erin will ask Susie Stone about Maine candidates, Katie Walker will check in Vermont, possibly at Cabot.

The PRSSA Maine chapter asked for funds to go to a conference last month. Usually we hold one professional development session that is dedicated to the scholarship fund. Should we do for PRSSA instead? Maybe we could do something at King Arthur Flour in Vermont with goodies, and a silent auction?

We can't do in October if the conference is in November; the PRSSA chapter needs to know ahead of time. We can promote their event; ask local public relations folks to help out. Could we use the revenue from boot camp for a scholarship, appeal to our members to donate in the newsletter? Should we do a separate email with a direct appeal to members?

Should we think about a budget line item for PRSSA? We could do a PayPal link with suggested amounts. Should we go on the Internet and ask for money? Set a goal of \$500 and act like a Go Fund Me account? We could commit to an amount ahead of time with a short window. Students could use GoFundMe.com to ask families, etc. The PRSSA chapter can do their own page. Rosemarie will call Nancy Roberts at Husson U. in Maine. Use social share buttons.

Communications Committee: No committee member on the call. We're not getting an uptick in newsletter submissions; committees should give regular updates that AnnMarie French and Grace Lessner can use. Natalie was doing member profiles, didn't get to. Grace has a couple, for the newsletter but will need more.

Jayme Simoes will come off the Membership Committee this fall; Tom Bebbington will take over. The goal will be to have a couple of profiles done so we can get ahead a few months for newsletter. Ask in newsletters about nominations for the member spotlight.

Professional Development: Stefanie Phillips; the June session on branding had a pretty good turnout. We had a small group at LaBelle Winery for a summer social. We have no RSVPs for the other two so they're cancelled. The September PD session is at the Manchester-Boston Regional Airport.

Stefanie is working with Liz LaRose for the October panel on social media ethics at Southern New Hampshire University in Manchester. Could we use this fee for the scholarship fund? Could we do a senior practitioner event/get-together round table before the October PD session? We could have the room early. Do want proceeds to go to the scholarship fund, or a grant for PRSSA chapters? We need to be clear.

Since there are not enough applicants for the scholarship each year, we could change it to a grant, and call it the James Bradley Memorial Grant which would go to the student chapters, with a once-a-year fundraiser. Money/chapter dues are the big hurdle for student chapters according to Jon Boroshok at SNHU. They might be more stable if we could help financially. Students are already demonstrating their commitment to the profession by joining the organization, whereas students who apply for the scholarship may not join PRSSA or PRSA.

A motion to change the scholarship fund to a grant was approved. Erin will talk to Donna Eason about changing the scholarship language over to a grant. We will also look for a scholarship sponsor, which would allow us to continue to offer this.

PR agencies (of which we have few members in the Yankee Chapter) tend to stay away from organized events/competition. But Sean Owen at Wedu may sponsor the annual meeting and get his people involved. Erin is working with him.

Membership Committee: Jayme Simoes, we're having the typical summer drop but expect to be back at 110 members by the annual meeting. Jayme is working with Matt at Cornerstone on an email for prospective members, promoting the free chapter membership for joining PRSA in August. Our Facebook page is a little flat on likes, about 263 likes.

Ethics: Liz LaRose is on vacation, we don't get many entries on ethics quizzes.

Awards Committee: Tara Payne not on the call.

Accreditation Committee: Jane Law reported that we have one person still in process toward earning the APR. Rosemarie Rung looked at candidates who took the class with Brett St. Clair and Bob Lindquist, and is following up to see if they are going to apply.

PRSSA Committee: Rosemarie Rung met with Jon Boroshok at SNHU last month. Liz is getting her former intern involved with PRSSA at SNHU.

Scholarship: Donna Eason is on vacation.

New business: Katie Walker asked about having a Google Group to share documents, etc. Erin will check with Susie Stone and the Communications Committee.

The meeting was adjourned at 4:46 p.m.
Respectfully submitted,

Mary Ellen Hettinger, APR

**YANKEE CHAPTER PRSA
BOARD MINUTES
August 18, 2015**

Present: Donna Eason, Mark Elliott, Erin Hathaway, Mary Ellen Hettinger, Liz LaRose, Grace Lessner, Andy Morse, Tara Payne, Rosemarie Rung, Jayme Simoes, Seth Wheeler

Called to order at 3.04 p.m.

Minutes: Accepted liz, grace

Treasurer's Report: Andy Morse, biggest thing is another Cornerstone bill for July, pretty quiet otherwise. Accepted seth, tara

President's Report: Erin Holt, still researching scholar/sponship opps, changing scholar to grant, would like to see scholarship continue some form, want it to be purely sponsored administered by PRSSA, maybe do 2, have 2 potential sponsors, next month. Katie Walker can no longer be on the board, need to replace 2 members. Jon Boroshok interested in joining board. Seth, liz., agreed. Look at roster and see who we might invite to join board. The more we can engage outside people, the better—lot to do. Erin wrote changes to make scholarship into a grant. Donna will work with Erin on rewrite.

Communications Committee: Grace for AnnMarie and her, will send reminder for content newsletter 2 weeks before to submit copy as you want to appear. Then another reminder , then go out first five days of the month.

Professional Development: Stefanie summary, sept. 12 for pd at airport, oct is planned working with liz for trivia, sr pract. Before , Amanda helping her, nov annual meeting, wraps up Stefanie's year liz in touch with speakers for trivia. Ethics and trivia in same spot, slightly longer PD session.

Membership Committee: Jayme Simoes, had big drop-off, summer slower, anticipates getting them back in Sept. about 104 members, hope to get back to 109-110.

Ethics: Liz LaRose ethics month vent in oct, has materials from national, tweet-ups etc., liz will send to grace and Annmarie and bob L. [ME CHECK INTO WEBSITE] need engagement

Awards Committee: Tara Payne, announcement about Pat Jackson Award, Jayme posted on FB, JS will send news release. received only one nominee so far, haven't received applications yet. Deadline end of Sept. Don't have to give out if don't have good person to honor Pat Jackson.

Spring Summit Awards: need topic, communications initiative around community relations? Announce at annual meeting liz hospitals, NHBSR, ME to work with Tara on possible sponsorship opp. Coordinate with PD session.

Annual Meeting: ceremony for scholarship winner to be honored at event. Donna, Grace will add to AM planning. On the bring per Grace L, person about presidential primary topic.

Accreditation Committee: ME 3 in pipeline, holding workshop on exam in Oct.

PRSSA Committee: Erin, Jon changing SNHU group to be marcomm group instead to broaden interest, nothing new from Maine about funding proposal ; grant will be available next year, they have a national group to support them too; we don't have to do everything, they don't reach out

to us so much, what can we do, we need to iron this out with them. Will be helping SNHU at fair, getting materials from national about membership, send to Maine too,

Scholarship: Donna Eason, annual meeting

Nominating Committee: starting to form, first meeting soon, have feedback, share with Erin , Rosemarie Rung: Bylaws say past pres. Is chair, lix, erin mark o nit, first meeting, bring slate before sept. 18 (must be 30 days before annual meeting).

New business:

Next meeting Sept 15 from 3-4.

The meeting was adjourned at 3:43 p.m.

Respectfully submitted,

Mary Ellen Hettinger, APR

**YANKEE CHAPTER PRSA
BOARD MINUTES
September 15, 2015**

Present: Tom Bebbington, Mark Elliott, AnnMarie French, Mary Ellen Hettinger, Erin Holt, Liz LaRose, Andy Morse, Tara Payne, Stefanie Phillips, Jayme Simoes, Seth Wheeler

Called to order at 3:00 p.m.

Minutes: Accepted

Treasurer's Report: Andy Morse, we need to reimburse Liz LaRose and Erin Holt for upcoming assembly delegation meeting. We also had a Cornerstone bill. Revenue: 1 membership check end of August. Yesterday PayPal transfer from revenue from upcoming PD session. Accepted.

President's Report: Erin Holt: Jon Boroshok will join the Board immediately, accepted to board, on slate for next year. He'll take Katie Walker's position. We'll leave other vacant position open because we're going into the end of the year.

Next Board meeting will be in person and longer, at Erin's office, CCA Global in Manchester, NH (in the Millyard), Tuesday, Oct. 20. Details to come.

There was a call with National about chapter dues in 2016. Do we need for more revenue, or need other revenue streams? New bylaw change about who controls Northeast District dues, unofficially stable for this year, won't know about National until November. We don't want to make chapter dues a deterrent. \$45 is the average chapter dues in the Northeast District; we should build more value for members before raising dues. We'll continue the current chapter dues for 2016, and keep the bylaw as is re: dues collection as we do it now. District voted to keep collection as is.

Associate membership category is going from 2-4 years to 4 years. PRSSA members, recent graduates, and PRSA members going to school part-time are eligible. There is no financial impact to chapter (dues are same); give associate members another 2 years, National absorbs cost of that. This gives them an extra 2 years of engagement time to realize benefits of membership. Erin and Liz will vote for that bylaw change on the chapter's behalf.

We should restrict any dues increase to no more than 5% over a 5-year period to accommodate people's budgets. Tabled to next meeting to clarify if this means National dues only.

The grant application/scholarship application has been redone. Third paragraph, should be "by chapter" instead of by candidate. Do we need listing of how grant is distributed if more than one application is received? How will we award them? For next year, they must return if not used.

We sent Summit Award application with formatting changes; we need to see if we're happy with the content and description. We're trying to define "community engagement" so people can see themselves in it. The three bullets in blue will be the deciding factors.

Annual Meeting topic will be PR in politics with a panel, moderator suggestions? Looking at locations: NH Institute of Politics, Red River Theatres. Talking about campaign managers, PR firms/managers, keep focused, an hour program. Annual Meeting will be before. We need to be clear on the topic. Looking at Nov. 19, or Nov. 5 or 12.

Communications Committee: AnnMarie French: next newsletter will have Oct. PD session, annual meeting teaser; Northeast Delta Dental is a sponsor for \$500 of annual meeting. Also

news about the Maine PRSSA GoFundMe, NHHEAF EDvestinU donation of \$500 to support PRSSA scholarship next year, promote website job listings, member profiles, need new list/ideas, spotlight a new member on planning committee. Ethics quiz, member promotion. Need copy by 9.23. Susie Stone will convene a Communications Committee meeting soon.

Professional Development: Stefanie Phillips: Almost 20 signed up, should have email with parking directions and where to go. For October she's working with Liz to get a panel, getting prizes, Oct. 22 will be at SNHU. First there will be a senior practitioner event (free).

Membership Committee: Jayme Simoes: tracks every 2 weeks, last 4 months drop of 13, recovery of only 3, today at 101, lowest he's seen. Why? Job changes/moves, Maine PR Council competition in Maine, shrinkage of large organizations in NH. Membership drop by 10% is crisis, equals \$500 worth of budget. If we go under 100, we lose a delegate. Have to look at benefit we give to members, economic growth, companies leaving region. Where to find growth/get other agencies onboard? We have twice as many following us on Facebook. We'll talk about at next month's strategy session.

Ethics: Liz LaRose: Happy Ethics Month! National scheduled tweet chats, it was a blast, lots of hashtags, student events, one for new professionals, etc. There will be a webinar 9/24 on ethics. There are new ethics standards for social media. Also PRSA blog is ethics related. Jayme will promote on Facebook page. Baylor University has survey, Liz will send link, on the state of PR ethics.

Awards Committee: Tara Payne, just one anticipated nomination.

Accreditation Committee: Mary Ellen Hettinger: will send info about PD session about APR exam to AnnMarie French for the newsletter.

PRSSA Committee: will be at the committees fair at SNHU. Maine's PRSSA chapter at Husson College will host a session on ethics. We'll support Southern NH University Chapter through Jon Boroshok.

Scholarship: Erin: EDvestinU (at NHHEAF) is offering a scholarship for a public relations student. .

Nominating Committee: Erin: the slate will go out officially soon. Secretary will be Stefanie, Seth Wheeler will be assistant treasurer, Andy Morse is treasurer, Erin is past president, Liz is president, and Tom Bebbington is president elect. Thanks to committee members who participated: Liz, Erin, Mark, Rosemarie.

Next meeting is in person and teleconference will be Tuesday, Oct. 20, an extended meeting, from 2:30-4:30 p.m.

The meeting was adjourned at 4:01 p.m.

Respectfully submitted,

Mary Ellen Hettinger, APR

**YANKEE CHAPTER PRSA
BOARD MINUTES
October 20, 2015**

Present: Tom Bebbington, Jon Boroshok, Mark Elliott, AnnMarie French, Mary Ellen Hettinger, Erin Holt, Liz LaRose, Jane Law, Grace Lessner, Andy Morse, Tara Payne, Stefanie Phillips, Seth Wheeler

Called to order at 2:34 p.m.

Minutes: Accepted

Treasurer's Report: Andy Morse, \$500 from Northeast Delta Dental sponsorship, big membership check from National, \$40 from professional development. Some expenses will hit after Annual Meeting. Accepted.

President's Report: Erin Holt, we'll cover in our strategy session to follow.

Chapter dues: there will be no changes.

Bylaw change: Northeast District report from Jane Law, 1502 allows board of directors to make own decisions, 5% increase a year over a 5-year period for dues. A couple of years ago, there was an increase. Small increase is better than large, so extra costs don't affect decision to join; do incrementally. Vote was in favor by all to change bylaws 1501 and 1502.

NH Higher Education Assistance Fund will support \$500 grant to PRSSA chapters for 2016 and scholarship for 2016. We need a sponsor for the scholarship going forward. In 2017 the grant for the student chapters will still exist, but we'll need scholarship sponsor. There was no professional development session this year to help support PRSSA chapters. We will use the money left from previous PD sessions by putting back into the budget. Erin noted we have to use the money designated toward the scholarship.

Professional Development Committee: Stefanie Phillips, 20 registered, about 30 students coming to session about ethics and social media at Southern NH University in Manchester on Oct. 22. We'll have 2 speakers and afterward a round of trivia questions about ethics. Incoming President Liz LaRose will remain as Ethics Chair also.

Awards: Tara Payne, there were 2 strong nominations for the Pat Jackson Award, however, the committee felt that the impact of the projects did not extend outside their area, so we will not give out this award this year. Brett St. Clair will talk about the Pat Jackson Award at the annual meeting.

Accreditation Committee: Jane Law, the committee will host a strategy session on how to take the APR exam at Louis Karno in Concord, NH on Oct. 29 from 5:30-7:30 p.m. After Jan. 1, 2016, PRSA will be instituting a new exam that revalues the KSAs.

PRSSA: Jon Boroshok, In May 2015, most members of the SNHU PRSSA Chapter graduated. The 2 members left declined to take leadership positions. They applied to be a chapter in Dec. 2013, but weren't accepted until June 2014, loss of momentum. They are not a club now either by SNHU standards (no charter). Jon trying to reboot as marketing/communication club with PRSSA as an option. PR is only a minor at SNHU. Also there was a lot of pushback about the \$50 membership dues.

Annual Meeting: Grace Lessner, this is a great networking/membership opportunity, a timely topic: PR and Politics. If you sign up you can add \$5 to your fee and bring a guest or 2. At the St. Anselm Institute of Politics in Manchester. We need to get the e-publicity out. We made a big

effort to have broader topics beyond typical PD session. It's not expensive for us, we don't pay for the room, so bring people!

How do we follow through with any new people who come? "We're in sales," so it's our job at the meeting to meet and greet and sell our chapter.

Thank you to Grace who is once again putting the Annual Report together. Have all committee reports to her by Friday, Oct. 30.

Communications Committee: AnnMarie French, the November newsletter will go out Nov. 1, Mark Elliott APR will be profiled.

The next meeting will be the Annual Meeting and Awards Ceremony program on Nov. 5, 2015.

The meeting was adjourned at 3:40 p.m.

Respectfully submitted, with thanks to Stefanie for capturing the first half hour,

Mary Ellen Hettinger, APR

2015 AWARDS AND SCHOLARSHIPS

2015 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 2015, the fifth-annual James H. Bradley Memorial Scholarship was presented to Kathryn Schmelzer, a senior at Southern New Hampshire University and resident of Concord, N.H., who is pursuing a major in communications with a minor in public relations.

Accreditation Committee 2015 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.

The Yankee Chapter currently has 31 accredited members. We held a Computerized Exam prep session this fall for the four members who had passed their Readiness Review. At this writing, we have had two members who were formally accepted as APR candidates in 2015.

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 thank Brett St. Clair and Bob Lindquist for their many years serving as Accreditation Co-chairs and hope that our efforts can live up to the high standards they have set.

Respectfully submitted,

Yankee Chapter PRSA Accreditation Co-chairs
Mary Ellen Hettinger, APR, Hettinger.maryellen@gmail.com
Jane Law, APR, jlaw@nhhfa.org
Rosemarie Rung, APR, rung@comcast.net

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
Mark J. Elliott, APR*
Craig H. Evans, APR
Katherine Greenlaw, 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
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
Susie Dimick Stone, APR*
Dirk J. vanderHeuvel, APR
Kathleen B. Walker, APR

*APR received in 2015

Membership Committee 2015 Report

We ended the fall with 101 active members (see list on next page). That is 8 fewer than in September 2014. To put our chapter's membership into context: in 2005 our membership totaled 125.

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

But, the issue is more complicated in New Hampshire – we have seen major utilities, banks, and corporations bought by out-of-state organizations, transferring jobs out of state. We have seen state budget cuts cost us state public information officers as well. Also, very few New Hampshire based PR agencies have opted to join the Society, and the state's high tech and defense industries provide few members. Chapter-wide, geography is also a challenge as we look to find ways to better reach our Vermont and Maine members and provide them value for being part of the Chapter.

In 2015 we monitored, analyzed and shared membership reports from PRSA with the YPRSA board. We worked with the support team at Cornerstone to reach out to new members, as well as those who did not renew. We also managed an active Facebook page. The page has grown from 254 "likes" last year to 271 today. We worked hard to publicize all events, reach out to new and departing members, and encouraged the board to do the same.

This is my last year as Membership chair, and I want to say thank you for the opportunity to contribute and to serve the profession.

Respectfully submitted,

Jayme H. Simões
Membership Chair

Yankee Chapter PRSA Membership Roster *(as of November 2015)*

Jillian Adams	Jim Graham	Kate Haslam Paine
Laura Almasi	Katherine J. Greenlaw, APR	Katharine D. Paine
Callie M. Anderson	Ernestine J. Greenslade	Isobel Parke, APR,
Elizabeth A. Andrews	Sylvia R. Hampton	Fellow PRSA
Heather S. Atwell, APR	Mary Ellen Hettinger, APR	Tara Payne
Gina M. Balkus, APR	Erin L. Holt	Shane Perry
Thomas Patrick Bebbington	Alayna Olivier Howard	Jennifer Phillips
Sandra Belknap	Ashley Januszewski	Stefanie Phillips
Eric W. Blom, APR	Kimberly Judecki	Rick Ramseyer
Mary-Jo Boisvert	Nancy Kerr, Ph.D., APR	Nancy J. Roberts, APR
Jon Boroshok	Jill S. Kimball	Natalie Helen Rudzinskyj
Michael P. Bourque, APR	Annette Kurman, APR	Rosemarie Rung, APR
Janice L. Brown	John R. Lamb, APR	Robin Schell, APR,
Maria V. Brown	Elizabeth A. LaRose, APR	Fellow PRSA
Rebecca Brown	Jane N. Law, APR	Patricia Sears
Jeffrey Buell	Grace Lessner	Jayme Henriques Simoes
Audra Burns	C. Robert Lindquist, APR	Laura D. Simoes
Crystal Carroll	Elizabeth Mace	Stacey Smith, APR,
Karen J. Cashman, APR	Erika L. Mantz	Fellow PRSA
Susan B. Chadwick	Warren E. Mason, Ed.D.	Suzanne R. Spruce, APR
Matthew J. Chagnon	Patrick Neil McCafferty	Brett St. Clair, APR
Byron O. Champlin	Patrick F. McGee, Sr., APR,	Roger W. Stephenson, APR
Gail P. Clark	Fellow PRSA	Judy Stokes, APR
Andrea L. Cronan	Kristen Aileen Marie	Susie D. Stone, APR
Amber Jeanne Cutler	Mercure	Tracy Manforte Sweet
Terri A. Daniels	Tracy Whittier Messer, APR	Michele Lee Giannone
Christine Dorsey McGowan	Megan Michelakos	Talwani
Michelle E. Dunn	Andrew Morse	Dirk J. vandenHeuvel, APR
Donna J. Eason, APR	Mariann Murphy	Kathleen B. Walker, APR
Mark Joseph Elliott, APR	Stephanie Murphy	Katie Walker
Craig H. Evans, APR	Martin E. Murray	Seth L. Wheeler
Amanda Flitter	Bistra Nikiforova	Rosalynne D. Whitaker-
Kevin P. Flynn	Susan J. Noon, MBA, APR	Heck, Ed.D., APR
AnnMarie Rowlands French	Michael Norton	
Susan Geier	Jo O'Connor	
Meghan Graffam	Robert Olson	

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
Erin Holt, 2015