

Yankee Chapter
PRSA

**ANNUAL REPORT
FISCAL YEAR 2019**

35th Annual Meeting
Wednesday, October 30, 2019
Red River Theatres
Concord, NH

The Yankee Chapter PRSA Annual Report for FY 2019

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List of Past Presidents

The Yankee Chapter PRSA

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The Yankee Chapter PRSA 2019 ANNUAL MEETING

Wednesday, October 30, 2019
Red River Theatres
Concord, NH

AGENDA

10 a.m. Call to order-Andy Morse, President

Approval of November 2018 Annual Meeting Minutes

Approval of October 2019 Minutes

Treasurer's Report Seth Wheeler, APR

President's Report Andy Morse

Election of Officers Andy Morse

Preview of 2019 Stefanie Breton

Adjourn Annual Meeting

Thank you to our generous annual meeting sponsor: Northeast Delta Dental



2019 Treasurer's Report

January 1, 2019 – September 30, 2019

For the current fiscal year, the Board presented a budget with anticipated revenue of \$9,660 and anticipated expenses of \$10,410.

As of September 30, the chapter has \$4,057.05 in expenses, which is below expectations. Revenue at \$4,312.28 is below expectations, but additional revenue is expected from professional development sessions and Annual Meeting.

Of note:

- Operations expenses at \$1,865.28 are currently lower than our budgeted amount of \$3,100.
- To date, Membership led to revenues of \$2,387.25 this year.
- We sponsored the PRSA College of Fellows 30th Anniversary event in October.
- We have incurred some expenses already for the Northeast District Conference in Portsmouth in June 2020, including a deposit for the event space. We were also reimbursed for the 2019 Northeast District Conference in Providence in June.
- Northeast Delta Dental generously sponsored our Annual Meeting again this year.

As of October 7, the operating account balance is \$6,044.44 and the Money Market account balance is \$19,164.86.

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

Respectfully submitted,
Seth Wheeler, Treasurer

Yankee Chapter PRSA Annual Treasurer's Report 2019

As of September 30, 2019

	Budgeted Expenses	Expenses to Date	Budgeted Revenue	Revenue to Date	Net Revenues Over Expenses
Accreditation	\$150.00	\$27.30	\$150.00	\$0.00	-\$27.30
Annual Meeting	\$2,500.00	\$418.95	\$1,500.00	\$0.00	-\$418.95
Assembly Delegates	\$1,500.00	\$0.00	\$0.00	\$0.00	\$0.00
Awards	\$200.00	\$0.00	\$0.00	\$0.00	\$0.00
District Dues	\$260.00	\$0.00	\$0.00	\$0.00	\$0.00
Yankee PRSA Scholarship	\$500.00	\$500.00	\$500.00	\$500.00	\$0.00
Yankee PRSA Grant	\$500.00	\$0.00	\$0.00	\$0.00	\$500.00
Membership	\$0.00	\$0.00	\$4,500.00	\$2,387.25	\$2,387.25
Leadership Development	\$100.00	\$0.00	\$0.00	\$0.00	\$0.00
Operations	\$3,100.00	\$1,671.06	\$0.00	\$769.00	-\$1,096.28
Stock Photography	\$250.00	\$33.00	\$0.00	\$0.00	-\$33.00
Advertising	\$100.00	\$181.74	\$0.00	\$0.00	-\$201.74
Professional Development	\$1,250.00	\$525.00	\$2,000.00	\$653.15	\$78.15
Treasury	\$0.00	\$0.00	\$10.00	\$2.88	\$2.88
Sponsorship	\$1,000.00	\$700.00	\$0.00	\$0.00	-\$700.00
Total	\$10,410.00	\$4,057.05	\$9,660.00	\$4,312.28	-\$8.99

Account Balance	Balance
Operating	\$6,044.44
Money Market	\$19,164.86
Total Cash	\$25,209.30

2019 Yankee Chapter President's Annual Report

Thank you for the honor and privilege of serving as Yankee Chapter President. I sincerely appreciate the trust you placed in me and the time and hard work by our Chapter's volunteers. I hope they have found volunteerism as self-rewarding as I have this year. Without them, the Chapter would not have reached our goals.

Through their dedicated work and efforts, our Chapter:

- Continued to offer high quality professional development sessions featuring outstanding speakers and opportunities to network.
- Offered its first two free webinars aimed at making attending professional development sessions more convenient, especially for members with busy work schedules and proximity challenges.
- Kept membership dues affordable by watching expenses. We also strengthened our commitment to members with years of valuable experience and newcomers to the profession by voting as a Board to lower their Chapter dues in the coming year.
- Voted to increase our scholarship from \$500 to \$1,000. The Chapter will supplement the current \$500 Yankee Chapter PRSA Scholarship, sponsored by EDvestinU, with \$500 of our own funds, to make the award \$1,000. This year, Brianna Newman, a junior at Champlain College and a resident of Maplewood, N.J., was awarded the 2019 Yankee Chapter PRSA Scholarship.
- Began preparations for hosting the 2020 PRSA Northeast District Conference (Friday, June 12, 2020) in Portsmouth, N.H.

This is an exciting time for our Chapter, but it is not without challenges. We still have an immediate need for new volunteers who are willing to become more involved and serve our membership. I hope that many of our newer members take the opportunity to assume a leadership role and make a difference.

As I reflect on my time on the Board, I feel extremely fortunate to have been President of this storied Chapter. When I review the list of past presidents, it makes me proud knowing that I am forever listed with such talented public relations and communications professionals. Looking back, this honor was not something I ever imagined, and for that, I am truly grateful for this past year.

This year I worked with incredible professionals. I am fully confident that the Yankee Chapter PRSA leadership will continue to carry our Chapter forward and accomplish our future goals.

Respectfully submitted,
Andy Morse
President

2019 Professional Development Year in Review

The Professional Development Committee continued its work coordinating professional development sessions throughout the year to support YPRSA membership. All sessions offered are a way for attendees to brush up on skills, share their knowledge, and develop new skills. Being that our Chapter stretches across three states, oftentimes many members find it difficult to travel to sessions.

Thanks to the support of the Diocese of Manchester, we held our first two webinars in our Chapter's history that were well attended. In the coming years, we hope to offer more webinars to accommodate additional members and not-yet members.

This year, professionals shared knowledge on a variety of topics, including:

- **January:** Meet the Media
- **February:** Modern SEO Workshop
- **April:** A Case Study on Crisis Communications Webinar
- **May:** Measurement Base Camp
- **June:** Do You Have A Need For Speed?
- **September:** When "It" Hits the Fan!
- **October:** You've Been Framed (and that's a good thing) Webinar
- **November:** Shining a Light on Timberland's CSR Strategies

Thank you to the following organizations for hosting events:

- New Hampshire Motor Speedway (Loudon, N.H.)
- Nackey Loeb School (Manchester, N.H.)
- Paine Publishing (Durham, N.H.)
- Red River Theatres (Concord, N.H.)

The amount of time and preparation that the Professional Development Committee devotes to successful execution of sessions and events is appreciated by our members.

On behalf of the Yankee Chapter, we'd like to extend our sincere thanks to all of our presenters and partners for sharing their expertise and support as well as all of the organizations that graciously hosted our events.

Sincerely,
YPRSA Professional Development Committee

2020 SLATE OF OFFICERS

President, Stefanie Breton

City of Concord

President-Elect, Amber Bedi, APR

Mt. Ascutney Hospital and Health Center

Past President, Andy Morse

Concord Regional VNA

Secretary, VACANT ()**

Treasurer, Seth Wheeler, APR ()**

New Hampshire Electric Cooperative

Assistant Treasurer, Susan Geier ()**

Citizens Count

Director, Roz Whitaker-Heck, APR

Champlain College

(Term expires 12/31/20)

Director, AnnMarie French

New Hampshire Fiscal Policy Institute

(Term expires 12/31/20)

Director, Lloyd Ziel

American Red Cross

(Term expires 12/31/20)

Director, Mary Ellen Hettinger, APR

Breathe New Hampshire

(Term expires 12/31/20)

Director, Michelle Dunn

Southern New Hampshire University

(Term expires 12/31/20)

Director, Kristen Lestock ()**

New Hampshire Motor Speedway

(Term expires 12/31/21)

Director, Audra Burns ()**

Dartmouth-Hitchcock Media Relations Manager

(Term expires 12/31/21)

() requires vote**

Yankee Chapter PRSA Annual Meeting

Thursday, November 1, 2018

Red River Theatres, Concord

Present: Mark Elliott, Tom Bebbington, Mary Ellen Hettinger, Bob Linquist, Stefanie Breton, Seth Wheeler, Andy Morse, Grace Lessner, Brett St. Clair, Ashley Januszewski, Jane Law, Susie Stone, Tori Berube, Robin Schell, Patricia McLaughlin, Amy Sterndale, AnnMarie French, Michelle Dunn, Gina Balkus, Jayme Simoes, Shannon Stephens, Kathleen Walker, Amber Bedi, Crystal Mockler, Kristen Lestock, Susan Geier, Donna Eason, Mike Nikitas, Mackenzie Kreidler, Chip Griffin, Lauren Collins-Cline, Mike Paulin

The meeting was called to order at 9:57 a.m.

Treasurer's Report (Stefanie Breton): We have \$4,104.11 in revenue and \$7,280.26 in expenses. We sponsored Champlain College-PRSSA Chapter's CommFest and travel to the National Conference for the Husson Chapter-PRSSA. Northeast Delta Dental graciously sponsored our Annual Meeting again this year. The treasurer's report was approved.

Outgoing President's Report (Mark Elliott): Complete report is in the Annual Report. Mark thanked our Chapter's Board and our many volunteers for their dedication and hard work. He noted that we must find ways to attract and engage new members who will lead our Chapter and profession into the future. Additionally, Mark mentioned that our Chapter is hosting the 2020 Northeast District Conference.

2019 Slate of Officers (elected unanimously):

President Andy Morse, Concord Regional VNA
President-elect Stefanie Breton, City of Concord
Past President Mark Elliott, APR, Velcro USA
Secretary Mackenzie Kreidler, PR Consultant
Treasurer Seth Wheeler, NH Electric Cooperative

Incoming President Andy Morse's Preview of 2019: Andy would like to continue to expand on plans introduced by predecessors such as continuing to work hard to provide value to existing members and expand networking opportunities. He encouraged members to get involved and also encourage others to get involved.

10:35 a.m. meeting adjourned.

Respectfully submitted,
YPRSA Board of Directors

Yankee Board Meeting Minutes

January 9, 2019

Present: Amber Bedi, Stefanie Breton, Michelle Dunn, Donna Eason, Mark Elliott, Roz Whitaker-Heck, Mary Ellen Hettinger, Kristen Lestock, Andy Morse, Shane Perry, Lloyd Ziel

The meeting started at 3:03 p.m.

Treasurer's Report, Stefanie Breton: November report included Annual Meeting expenses such as food and beverages that was lower than previous years due to morning format of the meeting. Revenue included the Northeast Delta Dental \$1,000 Annual Meeting sponsorship. December report included membership fees and VT/NH Marketing Group payment for Fisher Cats outing. Both reports approved.

Andy indicated that the audit will be conducted in two weeks and that a report will be given to the Board in February.

New Business

Open Committee Slots: There is still a need for volunteers to help with the Annual Meeting and Membership Engagement (Membership & Professional Development). Tell Andy if you have any interest in volunteering.

PRSA Northeast District Retreat: Andy and possibly Tom will be representing the Yankee Chapter at the upcoming retreat on Feb. 1.

Old Business

2019 PRxNE District Conference (Providence): Mark, Stefanie, Amber, and Andy have expressed interest in volunteering. Mark has not heard back from the Planning Committee regarding the need for assistance.

2020 PRxNE District Conference (hosted by the Yankee Chapter): Andy recommended forming a subcommittee to help determine the location and date of next year's conference. Mark and Roz volunteered for the subcommittee. Andy will set up a conference call in the coming weeks for the subcommittee.

Web site: Andy reminded Board members to send previously requested information to Bob so we can go live with the new web site.

Committee Reports

APR Committee: Mary Ellen and Mark reported that Jon Boroshok has achieved his accreditation. We discussed announcing it in the Jan/Feb newsletter as well as on social media. We are planning a pinning perhaps at the June in-person Board meeting.

Annual Meeting: Nothing to report.

Awards: Tom not on call.

Ethics Officer: Liz not on call.

Member Engagement/Membership: Andy pulled a report that indicated we have 95 members as of Jan. 8. We did not have any new members but we had three dropped members that included Hannah Coen-Salamanca, Belinda Donovan, and Gemma Elizabeth Waite. Amber will reach out to Hannah and Belinda, and Mark will reach out to Gemma.

Communications: Mark contacted the internship coordinator at Champlain College for student assistance, but never heard back from them. Roz will attempt to reach out to the internship coordinator. Andy indicated that the Jan/Feb newsletter is due to be sent later this week. Mary Ellen will send a brief about Jon's APR achievement to Mackenzie for the newsletter and to Andy for social media.

Nominating: Nothing to report.

Past President's Council: Tom not on call.

Member Engagement/PD: There is a Meet the Media session on Thursday, Jan. 24 in Manchester and a SEO Workshop on Thursday, February 21. Tom and Andy are meeting with Scott Tranchemontagne to discuss holding a crisis communication webinar in March. Roz suggested a future session focused on how

businesses/organizations can work with web site designers on managing expectations based on budgets. Andy suggested that we further discuss it during a conference call that will include Roz, Amber, and Kristen. Andy and Stefanie are meeting with Kristen at the end of January to discuss PD.

PRSSA Liaison: Jon not on call.

Scholarships & Grants: Donna reported that she had not heard back from Ashley regarding EDvestinU interest in providing a future scholarship. Mark was going to try to contact Ashley.

Adjourned at 3:35 p.m. Next meeting date: Thursday, February 13.

Respectfully submitted,
Andy Morse

Yankee Board Meeting Minutes

February 13, 2019

Present: Amber Bedi, Stefanie Breton, Donna Eason, Mark Elliott, Mary Ellen Hettinger, Jane Law, Bob Lindquist, Andy Morse, Roz Whitaker-Heck, Lloyd Ziel

The meeting was called to order by Andy Morse at 3:06 p.m.

Minutes: January minutes approved. Mary Ellen Hettinger taking minutes for Secretary Mackenzie Kreidler today.

Treasurer's Report: Treasurer Seth Wheeler not on call. Stefanie Breton spoke about audit done at end of January, with Stefanie, Jane Law, Mark Elliott, Seth Wheeler, and Andy Morse. Overall, they found only a few minor adjustments. The final reports of 2018 have been adjusted and added to dashboard. Stefanie said we got good revenue from Meet the Media professional development session. Approved. We prepaid Constant Contact for a year so our monthly charge should go down.

New Business

We have an open position for Assistant Treasurer.

We have a Yankee Chapter sign board to post at PD sessions and events that needs the new logo. We decided to get a new sign for approximately \$50-80.

Old Business

We're getting really close to finishing the new website, said Bob Lindquist. He'll add a link to the Northeast District page, will add larger images to initial pages that jump from main menu, needs brief intro paragraphs for several pages, needs help on awards, grants, etc. There's no overall statement about what they mean to us; needs the "why" intro and structure.

Graphics from Stefanie work well. Can Roz Whitaker-Heck help re: student resources? Roz will provide information for Champlain College.

Donna Eason will write about the scholarship. Will ask Tom Bebbington to do messaging about overall awards strategy. We'll list scholarship information on student resources page too.

Pr76.com is the test site of the new web site.

Northeast District retreat was held February 1, 2019. Tom, Jane Law and Andy attended. Jane reported that we (NE District) have three members on the national board of directors. Jane is a director and represents all of PRSA. Diversity and inclusion talked about, we don't have a diversity officer. There are some resources available from national. Did our diversity survey go out?

PRSA CEO Joe Truncala is leaving at the end of 2019. There is a search committee, and they'll hire an executive search firm. Joe had a five-year term, he lifted the image of PRSA.

The Northeast District Conference is June 7 in Providence, Rhode Island. There are rooms available, see the conference website. The Yankee Chapter will again be a sponsor.

In 2020 Yankee will host the NE District Conference. Tom and Andy are meeting with the Sheraton Portsmouth Harborside Hotel about holding it there. Thanks to Roz for lending her expertise. Leaning toward Friday, June 12, 2020 for event. Also meeting with the Portsmouth Chamber of Commerce to help promote. Need to start finding sponsors. Mark Elliott is on sponsorship committee for 2019 conference, and Amber Bedi volunteered to help too.

Yankee members helping on conference committees besides Mark include Stefanie, Andy, and we need someone to be on the program committee. Doesn't have to be a board member, could be a former PD chair.

Committee Reports

APR: Mary Ellen, no news.

Annual Meeting: Too early, if you have ideas for speakers, contact Mark. Grace Lessner is willing to help, but is stepping down after organizing this for many years. The chapter thanks Grace for her tremendous commitment to making the annual meeting a success.

Awards: Tom not on call.

Ethics: Liz LaRose not on call.

Membership: Michelle Dunn and Amber are working on templates for dropped and new members. Only one new lead.

Communications: Mackenzie Kreidler not on call, Roz Whitaker-Heck said the internship coordinator is out of commission. Roz is hoping to find a student intern to help with e-newsletter. Send news for the March/April newsletter to Mackenzie.

Nominating Committee: Mark, no news until June or July.

Professional Development: Meet the Media in January had a great panel, all who attended were happy with it. Next is the Modern SEO workshop, 10 signed up so far. In March Scott Tranchemontagne will present on crisis communications, it will be free.

Katie Paine is holding her Measurement Boot Camp, wants us to help promote to membership. Previously she funded something in return, ask Tom.

PRSSA: Jon Boroshok not on call.

Scholarship: Donna Eason said EDvestinU agreed to sponsor the \$500 scholarship again, but is concerned about the lack of PR around sponsorship and scholarship. They want to be involved in application and award process. Previous years promoted on site, social media, on home page all the time, updated annually, news releases, we emailed every college/university financial aid office with information and asked liaisons to promote. Applications due end of March/April, now July with award date in August. Donna will work with Ashley Januszewski at EDvestinU.

Adjourned at 4:04 p.m.

Respectfully submitted,
Mary Ellen Hettinger

Yankee Board Meeting Minutes
March 13, 2019

Present: Donna Eason, Stefanie Bretton, Michelle Dunn, Seth Wheeler, Jane Law, Kristen Lestock, Andy Morse, Mackenzie Kreidler, Lloyd Ziel

Meeting called to order at 3:05pm. Not a quorum until about 3:32pm.

New Business:

Jane discussed the two at large positions available on the national board. You don't need your APR and it is a two year term. Deadline is April 30.

Andy proposed that the chapter support the Providence conference with \$500.

Reminder that tax deadline is May 15.

Shane Perry resigned from the board due to other commitments. Might not need to fill it, but if we decide to fill it, we need the board to name somebody via a vote.

2020 District Conference - tentatively looking at June 12 in Portsmouth at the Sheraton.

Old Business:

Closer to launching the new website. Just looking to fill information on the awards.

2019 District Conference is June 7. Registration is expected to go live this week. Call for speakers is closed. Encouraged to attend if possible to give a better idea of how these conferences go for planning ours.

Committee Reports:

APR: Mary Ellen not on call.

Annual Meeting: Mark not on call.

Awards: Tom not on call.

Ethics: Liz LaRose not on call.

Membership: Noticed two longtime members dropped, so planning to reach out to them. Reached out to DOJ prospect and following up. Amber and Michelle to meet in early April to discuss strategies and talking points to use.

Communications: Working on the newsletter, just waiting on a couple links. Donna would like to add an article about the scholarship. Want to try to get a member profile for the next newsletter. Trying to connect with Scott Tranchemontagne for that.

Nominating Committee: Mark not on call.

Professional Development: May 16 is Katie Paine's Measurement Bootcamp in Durham.

June 14 is the outing at the NH Motor Speedway. Trying to figure out a good time to start. Thinking early afternoon - 2pm. Topic ideas - how their communications shop is structured, general background about the facility as well as communications planning.

September - looking at having Scott Spradling do a crisis communications workshop.

October - see if there's something on CSR, reached out to Stoneyfield.

PRSSA: Jon not on call.

Scholarship: EDvestinU still interested in sponsoring our scholarship. Asked that they be tagged when we promote the scholarship on social media. They asked to handle sending the scholarship to colleges in New Hampshire. Would like to have it announced at the annual meeting. They'd like to be involved in the selection process. Donna will write an article and send to Mackenzie, and will write a piece for the website. She'll also send social posts.

Minutes: February minutes approved.

Treasurer's Report: Report approved. Susan Geier is interested in being assistant treasurer. Board voted for Susan Geier to be assistant treasurer.

Diversity and Inclusion Chair: Lloyd discussed diversity for the chapter and potentially becoming the diversity and inclusion chair. Andy to send draft of the diversity survey to Lloyd.

Adjourned at 3:59 p.m.

Respectfully submitted,
Mackenzie Kreidler

Yankee Board Meeting Minutes

April 10, 2019

Present: Jane Law, Michelle Dunn, Stefanie Breton, Seth Wheeler, Susan Geier, Mackenzie Kreidler, Lloyd Ziel

Meeting called to order at 3:21pm.

Minutes: Stefanie made a couple edits. March meeting minutes were approved as amended.

March treasurer's report: Approved.

New Business:

Midyear in-person meeting on June 12, 3-4pm NH Housing Authority

Tried persuading Crystal from Delta Dental to join the board, no luck, but in for 2020

Old Business:

Diversity Survey: Lloyd has some suggested additions/changes to the survey questions:

- Number 11 - suggests adding a few more categories such as Native American, First Nations or indigenous peoples; Black or African American; and Pacific Islander
- Number 12 - suggests adding other

Update on Northeast District Conference Date and Location: We're moving forward with the Sheraton Harborside in Portsmouth for June 12, 2020.

Committee Reports:

APR: Mary Ellen not on the call.

Annual Meeting: Mark not on the call, but want to start talking about it sooner than later, if you are interested in contributing or have ideas, let Andy know.

Awards: Tom not on the call.

Ethics: Liz not on the call.

Membership: (Update from Michelle)

- We currently have 96 members
- We have no new members
- We have reached out to two dropped members in the last month and have not had a response yet

- Amber and I will meet in early May to discuss talking points and strategies for outreach to dropped members and begin brainstorming ways to reach new potential members. We will invite Andy and other members with ideas are asked to email Michelle or Amber.

Communications: looking for suggestions for next member profile, Mackenzie to ask Roz to send info about free webinar to PRSSA chapters

Nominating Committee: Mark not on call.

Member engagement/PD:

- Crisis communications webinar is coming up
- Katie Paine bootcamp - May 16
- NE District Conf - June 7
- Speedway - June 14 2pm

PRSSA: Jon not on the call

Scholarships: We've begun to promote the scholarship on social media and working on outreach with EDvestinU, Mackenzie to rerun scholarship info in the newsletter

Meeting adjourned at 3:43 p.m.

Yankee Board Meeting Minutes

May 8, 2019

Present: Seth Wheeler, Mackenzie Kreidler, Andy Morse, Stefanie Breton, Mark Elliott, Mary Ellen Hettinger, Jane Law, Amber Bedi, Mike Masseur

Meeting called to order at 3:03 p.m.

Minutes: April meeting minutes were approved.

April treasurer's report: Approved as amended.

New Business:

Mike joined the call to discuss the NE District PRSA Conference in Providence on June 7:

- Discussed what was involved in planning process.
- Mentioned that they planned a networking event for the night before the conference as well.
- 16 breakout sessions and 2 keynote speakers (one in the morning and one at lunch).
- There's a lot going on in Providence that weekend -- they picked that weekend for that reason.
- Getting date and venue is the first big hurdle.
- Put out feelers for volunteers by the end of this year.
- Pull together committees in January.
- They put out a call for speakers in March, but could have done it earlier.
- Everything is at the discretion of the host chapter. For example, they deemed Peter Shankman's fee worth it for the name recognition.
- Mike recommends getting a start on sponsorships as early as possible. Maybe December when people are planning budgets. Could try to get one of the speakers lined up by then to help draw sponsors and attendees.
- A lot of people are likely going to drive a couple hours to get there instead of staying in the hotel, so plan accordingly.
- There will be an opportunity for us to promote the 2020 conference at the 2019 conference during lunch.
- Don't forget that you often see a big rush in ticket sales right before the early bird deadline.

Let Andy know offline who is going and who can man the table to promote the 2020 conference.

Update from Jane about National:

- The national leadership recruitment is now closed, candidates are getting their letters of support. Board meets at the beginning of June to select nominees and the nominating committee meets end of June to select those nominees. National will put out the slate in July.
- If you are planning to go to ICON, get your tickets because the price is going up.
- Board is meeting in late May and early June to potentially put the bylaw amendments, charter amendments and grievance policy to the board

- Bronze anvils have been named and silver anvils will be named in June.
- The board passed amendment policy in April.
- The CEO search continues.

New Website:

- Bob is close to being able to launch. Awards section isn't ready yet, but we might launch without it.

Old Business:

Diversity survey - Andy made Lloyd's suggested changes and wants to send out survey in the month of May.

Reminder about the in-person meeting on June 12.

Committee Reports:

APR: We have an APR candidate who will sit for her panel presentation in June.

Annual Meeting: Mark is requesting volunteers for the planning committee.

Awards: Tom not on the call.

Ethics: Liz not on the call.

Membership: Amber and Michelle brainstormed and took ideas from Stephanie, Andy and Jane to come up with a strategic plan for how to increase membership and engagement. They will have a proposal to present to the board in June.

Communications: Member profiles secured for next two newsletters, but open to recommendations for future profiles. Mark asked to add a call for volunteers for the annual meeting in the next newsletter. Could also have Bob post something on the website and we can promote on social.

Past President's Council: Tom not on the call.

Member engagement/PD:

- Katie Paine bootcamp - May 16
- NE District Conf - June 7
- Speedway - June 14 2pm
- Webinar - 45 signed up, 22 listened live, really positive feedback so far

PRSSA: Jon not on the call.

Scholarships: Donna not on the call, but sent notes to Andy. EDvestInU has done some outreach to New Hampshire colleges and universities. And Donna's sent some information to schools in Vermont and Maine. She also sent out information about the scholarship to the PRSSA chapters. Deadline is July 31. So if you have any contacts that might be interested, please share the scholarship opportunity with them. Andy is

going to share make sure that Roz Michelle, and John has this information as well. In the future, make sure that we tag EDvestInU and the PRSSA chapters when we post something about the scholarship on social media.

Meeting adjourned at 3:43 p.m.

Yankee PRSA Board Meeting Minutes

June 12, 2019

Present: Roz Whitaker-Heck, Mary Ellen Hettinger, Jane Law, Stefanie Breton, Lloyd Ziel, Michelle Dunn, Seth Wheeler, Amber Bedi, Tom Bebbington, Mark Elliott, Andy Morse

Meeting called to order at 3:05 p.m.

May Minutes: Approved as amended - Mike Ritz is changed to Mike Masseur and Amber Bedi is added to list of attendees present.

May Treasurer's Report: Approved. Please note we have charges for the 2020 District Conference that we need reimbursement from PRSA Northeast District.

New Business:

Michelle and Amber have been working to increase membership.

Right now we have 97 members.

Michelle: one report says we have 97 people, and other says we have 99.

Met to brainstorm to increase membership – want to get above 100 members. Once we get 100, we get a second delegate at Leadership Assembly.

Recruitment

Incorporate some talking points in our events.

Michelle has some talking points she is going to share.

May be ideal to have some FAQs and templates for Communications to share when possible.

New Prospecting Tactics

The Chapter receives a Prospect Report from National. Amber and Michelle thought we could loop in Board members to help us with outreach to those prospects. We will review commonalities to pair people. For example, if there is a prospect who works at a hospital, they could be paired with a Board member who works at a hospital. We can also use current members to reach out to prospects. The Committee can provide templates, recruitment emails and other ways to reach out to prospects.

How do we incentivize?

Michelle passed out a handout titled: YPRSA Membership Strategic Plan 2019.

Talked about possible incentives such as free memberships and bringing non-member colleagues to professional development sessions.

Perhaps we should have Chapter buddies at events. Board members could greet non-members at the door, sit with them, and introduce them to other attendees.

Chapter PD session for Students

When they graduate, offer them a free membership.

Perhaps retirees could help us start a mentoring program?

Encourage them to get involved and remind retirees they have a reduced rate.

Sending a Survey

Send out survey with questions about recruiting and mentoring.

Perhaps offering a Summer Special in which new members receive a free Chapter membership for a year and include any prospects (graduates).

Motion approved the Summer Special and to add a standing agenda item to review prospects with the board for member recruitment and outreach.

Recap District Conference

Tom Bebbington gave an outstanding presentation about the upcoming 2020 PRxNE District Conference at lunchtime. One of the attendees (Judy Curran) won a free registration for District Conference.

Eleven members from Yankee chapter attended out of roughly 135.

Stefanie Breton: Members from YPRSA did a great job of presenting during breakout sessions.

Mary Ellen Hettinger: I enjoyed it, made some notes, around allergies for food: leave more time between sessions. Discussed leaving more time for networking between sessions next year, perhaps scheduling 20-minutes between sessions.

At a conference she previously attended, Susan Geier said first-time attendees partner with someone who set up the conference or a veteran attendee. They discussed what to expect. They had a first-timers gathering so you know someone before you get there. Maybe we can add a ribbon on our name tag to designate us as hosts so that people can reach out if they have questions?

The 2020 District Conference Program Committee will work on a timeline to start preparations.

Mary Ellen reminded us that we need volunteers for a committee and offered to be on one of the committees. Mark Elliott thought we should enlist students to help us plan the conference and Jane Law said we need to include other districts/chapters in the planning.

It would be helpful to activate the Sponsorship Committee in October/November. We should talk to PRSA Boston to see if we can piggyback on the sponsors they used. Can we have PR Newswire as a sponsor? What about Meltwater? Are they in Portsmouth? We could tap into some of the agencies. Hubspot is growing in Portsmouth. What about Constant Contact in Waltham? The 2021 Conference is in Albany. Maybe there are sponsorships from Capitol Region area? Suzie Stone and Shane Perry are members of the Maine Public Relations Council and we should reach out to them. Trip Advisor is on the way to Providence, right off 128 (possibly Needham) and they are another sponsorship possibility.

Mark suggested that we have a single person be a project manager to stay on track.

Update from Jane about National

Hosted a delegation from the Chinese PR society. They are doing great work- showed some videos that you did not even need subtitles, they were so clear.

Action items

Board passed more policies

Governance has passed bylaws edits and our charter, going before assembly this year
At end of May, passed the grievance policy – establishing a grievance policy and definition
PRSA will send info out to districts and chapters, should be coming later this month

Board met for 9 officer candidates

Slate of officers is created

Once the nominations committee meets, the full membership will be notified.

Roz Whitaker-Heck asked if there was additional discussion about a possible name change for the organization?

PRSSA survey (students) presented the results of the survey they completed.

Old Business:

Diversity and Inclusion

Lloyd made some suggestions to amending the survey to include additional questions.

“Please answer all the questions” remark may be off-putting for anonymity.

Mark said it would be valuable to be narrowly focused on membership data.

Committee Reports:

Accreditation

- Mary Ellen reported that there is a candidate doing a panel presentation in a week.

Annual Meeting

- Request for volunteers has been posted on the web site, no takers yet
- Need to include brief in the next newsletter
- Looking for a team of five to divide work up for November event
- We need to set a date, place and a time

Awards

- Moved this discussion to next month
- Have some ideas to share with the group

Communications

- We are due for a July/August newsletter
- Member profiles
- Submissions should go to Mackenzie by the end of June

Member Engagement/PD

- NH Motor Speedway is this Friday at 2 p.m.

Scholarship

- Deadline is July 31
- Roz says we have a potential candidate

Meeting adjourned at 4:30 p.m.

Yankee PRSA Board Meeting Minutes

July 10, 2019

Present: Roz Whitaker-Heck, Mary Ellen Hettinger, Stefanie Breton, Susan Geier, Michelle Dunn, Seth Wheeler, Amber Bedi, Mark Elliott, AnnMarie French, Andy Morse

Meeting called to order at 3:04 p.m.

June Minutes: Approved.

June Treasurer's Report: Approved as amended – The May interest was moved to May in the notes section.

Seth Wheeler noted that it is difficult to reflect how much revenue we collect from Professional Development (PD) sessions because we have historically kept \$100 in our PayPal account and most participants use a credit card/debit card to pay for PD sessions. It was recommended to keep an additional spreadsheet to track the amount of money in our PayPal account.

New Business

2020 District Conference

Andy Morse shared that the Conference Steering Committee has been meeting regularly and has developed a timeline. He also said that Mike Masseur, 2019 Conference Chair, will be joining their August call to discuss survey results, do's and don't's, and answer questions.

Old Business

Membership

As of today, we have 100 members in the Yankee Chapter. We gained three members since our last Board meeting/conference call.

Michelle Dunn previously distributed a list of prospects as well as sample letters for recruitment. She asked Board members to let her know offline which prospects they are willing to solicit. Seth mentioned that he reached out to Chip Underhill but he was not going to renew his membership at this time.

Michelle reminded the Board that the current Summer Special offer (a free \$45 Yankee Chapter membership) expires August 31st. There is still plenty of time to solicit new Chapter members.

Diversity and Inclusion Survey

A small team is reviewing the updated Diversity and Inclusion Survey. Mark Elliott liked the updated version and once Lloyd Ziel shares his thoughts, the Board will receive information on next steps.

Committee Reports

Accreditation

Mary Ellen Hettinger and Mark reported that a candidate had their panel presentation and received notice from the Universal Accreditation Board (UAB) that they were approved to take the APR exam.

Annual Meeting

A brief requesting the need for volunteers is scheduled to be in the next newsletter.

Awards

Tom Bebbington was not on the call.

Communications

Roz Whitaker-Heck mentioned that she has not connected with Mackenzie but will try to soon. A July/August newsletter is expected to be sent later this week.

Nominating

Mark, Stefanie Breton, and Andy are scheduled to discuss the 2020 slate of officers later this month.

Member Engagement/PD

A crisis management workshop with Scott Spradling of The Spradling Group is September 25 and a webinar is in the works for early September. A corporate responsibility session with Timberland is in the works for October.

Scholarship

On behalf of Donna Eason, Andy reported that we have a scholarship applicant, but it is not too late to receive additional applicants. The deadline is July 31. Please share the information with anyone who may be interested.

Other

The Board collectively agreed that we could cancel the August meeting and complete business via e-mail, when necessary. The next Board Conference Call will be Wednesday, September 11.

Meeting adjourned at 3:36 p.m.

Yankee Board Meeting Minutes

September 11, 2019

Present: Andy Morse, Donna Eason, Mackenzie Kreidler, Mary Ellen Hettinger, Roz Whitaker-Heck, Susan Geier, Michelle Dunn, Tom Bebbington, Stefanie Breton, Amber Bedi
Called to order at 3:04 p.m.

Minutes: July minutes are approved.

Treasurer's Report: July and August reports approved.

New Business:

Annual Meeting:

- SNHU focused annual meeting, still in the planning stage, having them talk about marcomm campaigns and how the university has changed over the years

Awards:

- The committee has been working on the awards. Tom wants to thank them for their hard work. Proposes discontinuing Pat Jackson Award and the Summit award since those haven't been awarded regularly. Instead, recommend that the chapter offer a speaker's bureau to spread the word of PR. Also proposing to convert Jim Bradley's scholarship into an award that goes to a graduating senior. The senior would receive national PRSA membership, chapter membership and membership in the new pros section. Also free admission to all professional development sessions and all other PRSA Yankee Chapter events all year long.
- Tom to put proposals in writing and then board to revisit during the next board meeting.
- The Good as Granite Award - Considering Bob Lindquist for that award. Checking in with Jane on that.

National bylaw proposals:

- Andy will need to vote on the leadership assembly in San Diego at the end of next month.
- One is the approval of the Certificate of Incorporation, which is a revision that happened this year due to the fact that the New York State nonprofit laws changed, and we needed to update our certificate which hadn't been updated in decades, literally decades. The only thing that the governance committee did to it was to tighten up and modernize the language of what PRSA does.
- The second item that will come before the assembly is basically a rewrite of the bylaws, again, due to the change in the New York State nonprofit laws. So we, again, worked with legal counsel. The legal counsel found a lot of things here and there and so they reorganized it and put it back together. It's a massive change, but there's no real substantive change to it.
- The third item to come before the assembly is a bylaw amendment proposed by four to six people, one of whom introduced the same bylaw amendment last year. Mary Beth West. It was soundly

defeated last year, and that was to bring the bylaws back to pre-2016 when it was voted that the board should select the candidates for the slate for officer positions.

- And the Governance Committee and the board are recommending against that, by law amendments. Governance Committee and the board saw again saw no reason to move the society backward.

Old Business:

Membership: Michelle and Amber discussed national's promotion and prospective members.

District Conference:

- Steering committee has been meeting and will have another call Sept. 20, will be putting out a call for volunteers for the four committees that make the district conference possible. As a reminder, the district conference will be June 12, 2020 in Portsmouth at the Sheraton Harborside.

Committee Reports:

Accreditation: Rebecca Parent of Northern Lights Health in Maine is now accredited.

Ethics: Liz was not on the call.

Communications: Have a few students interested in helping with the newsletters; Roz will send student information to Mackenzie and Andy; Andy will have content ready for next newsletter end of this week/early next

Professional Development: Karen from Endowment for Health and Chris from NH Senior Games to do next webinar on how to speak about aging adults.

- When "It" Hits the Fan! – Sept. 25
- You've Been Framed Webinar – Oct. 8
- Annual Meeting – Oct. 30 - Atlanta McIlwraith from Timberland to speak
- Thinking of holiday get-together in late November or early December.

Nominating Committee: Mark was not on the call, but sent out the slate of officers by email yesterday.

PRSSA: Jon was not on the call

Scholarships: Awarded the 2019 scholarship to Brianna Newman. Discussed potentially changing the scholarship to be a graduate award. Also discussed that if we keep the scholarship, may propose increasing to \$1,000 (\$500 from EDvestinU and \$500 from the chapter).

Adjourned at 3:59 p.m.

Respectfully submitted,
Mackenzie Kreidler

DRAFT-For Approval

Yankee Chapter PRSA Board Meeting Minutes

October 9, 2019

Present: Stefanie Breton, Andy Morse, Susan Geier, Mary Ellen Hettinger, Amber Bedi, Seth Wheeler, Mark Elliott, Michelle Dunn, Jane Law, Donna Eason, Tom Bebbington

Call to order 3:06 p.m.

Minutes: September meeting minutes approved with amendments.

September Treasurer's Report (Seth): We have \$300-\$400 in PayPal account right now that is from annual meeting, October PD session and November PD session. So revenue will be higher later once that money is broken out.

September Treasurer's report approved.

NEW BUSINESS:

Annual meeting update (Stefanie, Andy): Northeast Delta Dental is sponsoring again for \$1,000. The details are moving forward with SNHU as presenter on Oct. 30 at Red River Theatres. Discussed having a Board dinner the night before (Oct. 29); chapter will pick up the tab.

We have 8 people signed up right now; in the past we have split up the list and had board members reach out to members to encourage them to attend. Board can do that again. Andy will send out a list to the board. If Bob is attendance, maybe he can take pictures?

Chapter Dues: Every year we submit our dues amounts to National. Seth does not feel the pros outweigh the cons to raise our rates. Jane asked if we wanted to consider reducing dues for retirees and associate members? We could send out a reminder to let retirees know about the reduced rate.

Board vote for 2020: \$20 chapter dues for retirees, \$20 chapter dues for Associate Members
Michelle can do some outreach to the PRSSA chapters around this.

OLD BUSINESS:

Awards Committee Report (Tom): A written report was sent out to the board about the proposed changes.

Recommendations:

1. Discontinue the current Pat Jackson and Summit Awards, due to a seeming lack of interest—and of qualified candidates—in the Chapter's service area.
2. Honor the legacy of Pat Jackson to "spread the Gospel of PR" among local business and non-profit leaders by forming a speakers bureau made up of experienced members who are willing to volunteer to speak in front of Chambers of Commerce, business groups, etc.
3. The current \$500 Yankee Chapter PRSA Scholarship, sponsored by EDvestinU, does not attract a large number of applicants, and our informal research suggests that the relatively low value of the award discourages applicants from applying. The committee therefore recommends that the Chapter supplement EDvestinU's contribution with \$500 of our own funds, to make the award \$1,000.
4. The committee recommends that since the Scholarship no longer bears Jim Bradley's name, a new award should be established: a scholarship-like program that provides a graduating senior a one-year membership in PRSA Yankee Chapter, PRSA National, and the New Professionals Section, and free admission to all

PDs and Chapter events throughout the year.

5. The Committee makes no recommendations on the Good as Granite or Lifetime Achievement Awards, since they serve largely to recognize long-time members' contributions to the Chapter and to the profession, rather than those outside the profession.

Board votes:

1. Approved – discontinue Pat Jackson and Summit Awards.
2. Approved – form a speakers' bureau.
3. Approved – increase scholarship to \$1,000 (\$500 EDvestinU, \$500 from chapter).
4. Approved – a scholarship-like program that provides a graduating senior a one-year membership in PRSA Yankee Chapter, PRSA National, and the New Professionals Section, and free admission to all PDs and Chapter events throughout the year. Offer everything for free for the first year to see how it goes.

Membership (Michelle, Amber): We have one new member: Kristen Brewster from NHHFA. We are down to 96 members. We reached out to national (not chapter) members but it was actually limited to prospects only-didn't get a response. We have 16 prospects right now; 8 former members who are now prospects. That is the next outreach. Consider another chapter promotion this fall? Target it to the prospects. We can discuss in November.

PRSA National Bylaw Proposals:

-One is the approval of the Certificate of Incorporation, which is a revision that happened this year due to the fact that the New York State nonprofit laws changed, and we needed to update our certificate which hadn't been updated in decades, literally decades. The only thing that the governance committee did to it was to tighten up and modernize the language of what PRSA does.

-The second item that will come before the assembly is basically a rewrite of the bylaws, again, due to the change in the New York State nonprofit laws. So we, again, worked with legal counsel. The legal counsel found a lot of things here and there and so they reorganized it and put it back together. It's a massive change, but there's no real substantive change to it.

-The third item to come before the assembly is a bylaw amendment proposed by four to six people, one of whom introduced the same bylaw amendment last year. Mary Beth West. It was soundly defeated last year, and that was to bring the bylaws back to pre-2016 when it was voted that the board should select the candidates for the slate for officer positions. The Governance Committee and the board are recommending against that, by law amendments. Governance Committee and the board saw again saw no reason to move the society backward.

Board votes:

Direct Andy to vote "yes" on article 1901 – Approved.

Direct Andy to vote "yes" on article 1902 – Approved.

Direct Andy to vote "no" on article 1093 – Approved.

Scholarships & Grants (Donna): Awarded 2019 scholarship to junior Brianna Newman of Champlain College. Donna would like to start promoting the 2020 Scholarship now with the new amount and will update the application so we can get it online.

District Conference Update (Andy): call for volunteers went out; we have had one person respond and Boston shared it already. Planning committee is meeting again next Wednesday.

COMMITTEE REPORTS:

APR: no new news, latest APR is a PRSA member but not a YPRSA member (prospect as of 10/9/19). Mary Ellen will follow up with her.

Ethics: Liz not on the call

Communications: Mackenzie and Roz not on the call

Past President's Council (Tom): no new updates

Member Engagement/PD: We had a great PD session on crisis communications with Scott Spradling at Nackey Loeb School at the end of September. We also had a webinar this past Tuesday on message framing.

Upcoming events:

Annual meeting-Oct. 30 at Red River Theatres

Shining a Light on Timberland's CSR Strategies-Nov. 12 at Nackey Loeb School

Nominating Committee: Mackenzie Kreitler has resigned from the board effective immediately; so we will need to remove her from the 2020 slate. Andy reached out to someone about filling the slot; waiting to hear back. We could nominate someone from the floor. We could also ask that person to fill out the remaining year (2019).

Other: Andy thanked the Awards Committee for all of their work on the recommendations.

Meeting adjourned at 4:16 p.m.

Respectfully submitted,
Stefanie Breton

2019 Yankee Chapter Grants and Awards

In the spring of 2018, the Yankee Chapter Board proposed a review of the awards given by the Chapter. An ad hoc committee comprised of Tom Bebbington, Donna Eason, Seth Wheeler, Brett St. Clair, Robin Schell, and Susie Stone, was formed to reexamine the current awards, with an eye toward realigning the programs with the strategic goals of the Chapter. That process concluded with a set of recommendations accepted by the Board at its meeting on October 9, 2019. Those recommendations include:

1. The Chapter will discontinue the current Pat Jackson and Summit Awards, due to a seeming lack of interest—and of qualified candidates—in our service area.
2. Instead, the Chapter will honor the legacy of Pat Jackson to “spread the Gospel of PR” among local business and non-profit leaders by forming a speakers bureau made up of experienced members who are willing to volunteer to speak in front of Chambers of Commerce, business groups, etc.
3. The Chapter will supplement the current \$500 Yankee Chapter PRSA Scholarship, sponsored by EDvestinU, with \$500 of our own funds, to make the award \$1,000.
4. Since the Yankee Chapter PRSA Scholarship no longer bears Jim Bradley’s name, a new award will be established in his honor that provides a graduating senior a one-year membership in PRSA Yankee Chapter, PRSA National, and the New Professionals Section, and free admission to all PDs and Chapter events throughout the year. We believe this will help attract and retain young PR and communications professionals and provide them a boost in launching their careers.
5. There will be no change to the Good as Granite or Lifetime Achievement Awards, which are occasional awards given to recognize long-time members’ contributions to the Chapter and to the profession.

2019 Yankee Chapter PRSA Scholarship

In 2010, the Yankee Chapter of the Public Relations Society of America established a scholarship to honor 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 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. EDvestinU®, the NH Higher Education Loan Program’s Nonprofit Student Loan Lending and Refinancing Program, has sponsored the scholarship for five years.

Brianna Newman, a junior at Champlain College and a resident of Maplewood, N.J., was awarded the 2019 Yankee Chapter PRSA Scholarship.

At Champlain College, Newman is pursuing a major in public relations with a minor in event management. She is an active member of the college’s Public Relations Student Society of America (PRSSA). She found her footing in the industry during her internship with a local theatre company where she worked on marketing and promotions and managed their fundraiser. She has been named to the President’s List at Champlain College. She is the daughter of Steven and Karen Newman.

2019 Accreditation Committee Report

This year we welcomed two new accredited professionals to PRSA.

Chapter member Jon Boroshok of Southern New Hampshire University in Hooksett, NH earned accreditation at the very end of 2018.

PRSA member Rebecca Parent of Northern Light Health in Brewer, ME became accredited late this summer.

Once again our accredited members were invited to Boston PRSA's annual APR breakfast on April 9, 2019, held in Newton, MA. This is a kind recognition of Yankee Chapter's revival of the Boston Chapter's APR program during the 50th anniversary year of the APR. Mary Ellen Hettinger and past APR Committee Co-Chair Jane Law, APR, attended.

April was APR Month, which was highlighted on the Yankee Chapter Facebook page.

In the past several years, few chapter members earned their APR. One reason may be that approximately one-third of Yankee Chapter members are already accredited. This is among the highest accreditation ratio for PRSA chapters.

There has also been a noticeable change in how candidates are preparing to become accredited. In past years the APR Committee has offered a series of workshops to prepare candidates for their Panel Presentation (previously Readiness Review) and to take the exam.

Starting in 2017, there were only a couple of classes offered; in the past two years, zero were held due to lack of requests. Recent APRs, including a candidate who is still studying, have taken advantage of PRSA's concentrated course in New York City and/or the online study course.

Respectfully submitted,
Mark Elliott, APR
Mary Ellen Hettinger, APR
Accreditation Committee

Yankee Chapter Accredited Members

Heather S. Atwell, APR

Gina M. Balkus, APR

Amber J. Bedi, APR

Eric W. Blom, APR

Jon Boroshok, APR

Karen J. Cashman, APR

Donna J. Eason, APR

Mark J. Elliott, APR

Craig H. Evans, APR

Katherine Greenlaw, APR

Mary Ellen Hettinger, APR

Judy Katzel, APR

Nancy Kerr, Ph.D., APR

Jill S. Kimball, APR

John R. Lamb, APR

Elizabeth A. LaRose, APR

Jane N. Law, APR

C. Robert Lindquist, APR

Patrick F. McGee, Sr., APR, Fellow PRSA

Molly McPherson, APR

Tracy Whittier Messer, APR

Susan J. Noon, MBA, APR

Isobel Parke, APR, Fellow PRSA

Nancy 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

Kathleen B. Walker, APR

Seth Wheeler, APR

Rosalynne D. Whitaker-Heck, Ed.D., APR

Report from PRSA Leadership Assembly

At the writing of this report, delegates from across the country were meeting at the PRSA 2019 International Conference in San Diego, CA. Updates will be provided following the conclusion of the conference and PRSA Leadership Assembly.

2019 Member Services Committee Report

As of October 16, 2019, the Yankee Chapter had 95 active members, down seven from this time last year. Outreach to dropped members and prospects continues, with some new processes and tools in place to improve retention and enrollment. We welcomed five new members so far this year, including 1 who joined under the national PRSA fall special promotion.

In recognition of the contributions and expertise brought to the chapter by our retired members and the need to continue to attract and retain entry-level professionals, the board voted to adopt reduced chapter membership dues for retired and associate members beginning in December 2019.

Respectfully submitted,
Amber Bedi, APR, and Michelle Dunn
Membership Committee Co-Chairs

Yankee Chapter Membership Roster (as of 10/21/19)

Laura Almasi	Mackenzie Kreidler
George Aud	Elizabeth A. LaRose, APR
Gina M. Balkus, APR	Jane N. Law, APR
Thomas Patrick Bebbington	Grace Lessner
Amber Jeanne Bedi, APR	Kristen Lestock
Tori Berube	C. Robert Lindquist, APR
Eric W. Blom, APR	Shana Louiselle
Mary-Jo Boisvert	Erika L. Mantz
Peg Bolgioni	Warren E. Mason, Ed.D.
Jonathan D. Boroshok, APR	Patrick F. McGee, Sr., APR, Fellow PRSA
Nicole Bouffard	Patricia M. McLaughlin
Stefanie Breton	Molly McPherson, APR
Kristen Brewster	Margaret Menger
Bonita Brodt, APR	Edward Kelly Merritt, APR
Janice L. Brown	Tracy Whittier Messer, APR
Lindsay Bumps	Megan Michelakos
Audra Burns	Andy Morse
Matthew J. Chagnon	Kim Murdoch
Gail P. Clark	Stefanie J. Muscat
Lauren Collins Cline	Mike Nikitas
Terri A. Daniels	Susan J. Noon, MBA, APR
Michelle E. Dunn	Jennifer Oles
Donna J. Eason, APR	Amy Drapeau Olson
Mark Joseph Elliott, APR	Katharine D. Paine
Craig H. Evans, APR	Sarah Palermo
AnnMarie Rowlands French	Isobel Parke, APR, Fellow PRSA
Susan Geier	Tara Payne
Christina Gibson	Jennifer Phillips
Katherine J. Greenlaw, APR	Rebecca Post
Ernestine J. Greenslade	Rick Ramseyer
Chip Griffin	Nicole Ravlin
Linda Halleran	Charyl Reardon
Mary Ellen Hettinger, APR	Nancy J. Roberts, APR
Erin L. Holt	Roxanne Rubell
Scott W. Hood	Samantha Russo
Denise Hutchins	Robin Schell, APR, Fellow PRSA
Kim Jackson	Jonathan L. Seder
Judy Katzel, APR	Laura D. Simoes
Nancy Kerr, Ph.D., APR	Jayne Henriques Simoes
Jill S. Kimball, APR	Stacey Smith, APR, Fellow PRSA

Brett St. Clair, APR
Shannon Mae Stephens
Roger W. Stephenson, APR
Amy K.S. Sterndale
Judy Stokes, APR
Susie D. Stone, APR
Tracy Manforte Sweet
Kathleen Taggersell
Michele Lee Giannone Talwani
Scott Tranchemontagne
Gemma Elizabeth Waite
Kathleen B. Walker, APR
Seth L. Wheeler, APR
Rosalyne D. Whitaker-Heck, Ed.D., APR
Lloyd Ziel

List of Past Presidents

Jim Bradley, APR, Fellow PRSA 8/82 – 6/84
Peter Hollister, APR, Fellow PRSA 7/84 – 6/85
Sharon Callahan, APR 7/85 – 6/86
Paul A. Dowd, APR, Fellow PRSA 7/86 – 6/87
Janet Copestakes 7/87 – 6/88
Robin Perrin, APR, Fellow PRSA 7/88 – 6/89
Stacey Smith, APR 7/89-6/90
Pat McGee, APR, Fellow PRSA 7/90 – 6/91
Dan Greenleaf 7/91 – 6/92
Martha A. Netsch, APR 7/92 – 6/93
Robin Schell, APR 7/93 – 6/94
Myra E. Barradas 7/94 – 6/95
Christine Heyssel 7/95 – 9/96
Debora Tatro 10/96 – 6/97
Brett St. Clair, APR 7/97 – 6/98
Frances Provencer Kambour, APR 7/98 – 6/99
Judy Stokes, APR 7/99 – 6/00
Kathleen Walker, APR 7/00 – 6/01
Retha Lindsey Fielding, APR 7/01 – 6/02
Gail Winslow-Pine, APR 7/02 – 6/03
Robert Lindquist, APR 7/03 – 6/04
Laura D. Simoes, 7/04 – 6/05
Jayme H. Simoes, 7/05 – 6/06
John R. Briggs, Jr., 7/06 – 6/07
Kevin H. Smith, 7/07 – 6/08
Jennifer English, 7/08 – 6/09
Christopher Williams, 7/09 – 10/09 (resigned)
Susie D. Stone, APR, 10/09 – 6/10 (Acting)
Susie D. Stone, APR, 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
Liz LaRose, APR, 2016
Tom Bebbington, 2017
Mark Elliott, APR, 2018
Andy Morse, 2019