

# Yankee Chapter PRSA



ANNUAL REPORT  
FISCAL YEAR 2020

**36<sup>th</sup> Annual Meeting**  
Tuesday, October 13, 2020

# The Yankee Chapter PRSA Annual Report for FY 2020

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**The Yankee Chapter PRSA**

17 Depot Street, Suite 3

Concord, NH 03301

(603) 228-1231

[info@yankeepsra.org](mailto:info@yankeepsra.org)

[www.yankeepsra.org](http://www.yankeepsra.org)

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**The Yankee Chapter PRSA  
2020 ANNUAL MEETING**

Tuesday, October 13, 2020

9:45 a.m. Call to order: Stefanie Breton, President  
Approval of October 2019 Annual Meeting Minutes  
Treasurer's Report: Seth Wheeler, APR  
President's Report: Stefanie Breton  
Election of Officers: Stefanie Breton  
Preview of 2021: Amber Bedi, APR  
Adjourn Annual Meeting

## 2020 Treasurer's Report

January 1, 2020 – September 30, 2020

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

Due to the COVID-19 pandemic, revenues and expenses are down substantially. As of September 30, the chapter had incurred just **\$1,349.72** in expenses, and taken in revenue totaling **\$2,781.18**.

We will have additional revenue from paid attendance at Annual Meeting; however with the lack of in-person professional development sessions and free webinar offerings, the only source of income for the chapter at present is monthly membership dues.

Of note:

- Cornerstone Associates was sold to Dennehy & Bouley, LLC of Concord. The chapter has arranged with Dennehy & Bouley to continue providing administrative services for a monthly retainer of \$85.

As of September 30, 2020, the operating account balance was \$8,634.56 and the Money Market account balance was \$19,168.67.

***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, APR  
Treasurer

**Yankee Chapter PRSA  
Annual Treasurer's Report 2020**

(As of September 30, 2020)

	<b>Budgeted Expenses</b>	<b>Expenses to Date</b>	<b>Budgeted Revenue</b>	<b>Revenue to Date</b>
<b>Accreditation</b>	\$150.00	\$0.00	\$150.00	\$0.00
<b>Annual Meeting</b>	\$2,500.00	\$0.00	\$1,500.00	\$0.00
<b>Assembly Delegates</b>	\$1,500.00	\$0.00	\$0.00	\$0.00
<b>Awards</b>	\$200.00	\$0.00	\$0.00	\$0.00
<b>District Dues</b>	\$260.00	\$0.00	\$0.00	\$0.00
<b>Yankee PRSA Scholarship</b>	\$500.00	\$0.00	\$0.00	\$0.00
<b>Yankee PRSA Grant</b>	\$500.00	\$0.00	\$500.00	\$0.00
<b>Membership</b>	\$0.00	\$0.00	\$4,500.00	\$2,099.50
<b>Leadership Development</b>	\$100.00	\$0.00	\$0.00	\$0.00
<b>Operations</b>	\$3,100.00	\$1,099.72	\$0.00	\$0.00
<b>Stock Photography</b>	\$250.00	\$0.00	\$0.00	\$0.00
<b>Advertising</b>	\$100.00	\$0.00	\$0.00	\$0.00
<b>Professional Development</b>	\$1,250.00	\$250.00	\$2,000.00	\$178.75
<b>Treasury</b>	\$0.00		\$10.00	\$2.83
<b>Sponsorship</b>	\$0.00	\$0.00	\$1,000.00	\$0.00
<b>Total</b>	<b>\$10,410.00</b>	<b>\$1,349.72</b>	<b>\$9,660.00</b>	<b>\$2,781.18</b>

<b>Account Balance</b>	<b>Balance</b>
Operating	\$8,634.56
Money Market	\$19,168.67
<b>Total Cash</b>	<b>\$27,803.23</b>

## 2020 Yankee Chapter President's Annual Report

This year has certainly been difficult, yet has provided different opportunities for technology and connection. It has also shown, more than ever in recent history, how vital communication professionals are within organizations, and the important roles we play.

First and foremost, I would like to recognize our hard-working board members who served the chapter while facing their own challenges both personally and professionally. When the pandemic hit earlier this year, many of us saw our workloads increase, experienced information overload, and found ourselves in other roles we never expected – whether that was remote workers or remote educators. Some people lost their jobs. Our membership saw a decline, budgets were cut, and our revenue became stagnant as we were unable to offer any in person professional development events. Our district conference was postponed for another year.

But in the midst of all of this, opportunities arose. New technology emerged. Virtual professional development opportunities were offered by our chapter, our district, and nationally, connecting people from all over as they shared information. Communications professionals were on the front lines, sharing important information from their organizations, while navigating a tumultuous political and national climate.

This year did not go as I envisioned as president, and our chapter still desperately needs new volunteers and committee members. But I am proud of our profession and our resiliency during these difficult times. I am hopeful that better times are ahead, and am looking forward to our chapter hosting the Northeast District Conference in June 2021.

Respectfully submitted,

Stefanie Breton  
President

## 2020 Professional Development Year in Review

The Professional Development Committee began brainstorming and planning sessions in late 2019 and early 2020. We started off the year with our "Meet the Media" event in February, which is always well-attended. And then the coronavirus pandemic hit, and all plans for in-person events were no longer possible.

We held two free virtual webinars this year: "Communicating During the Moving Target that is COVID-19," and a "Case Study with Hannaford Supermarkets." Thank you to our presenters: Jayme Simoes, Robin Schell, APR; Stacey Smith, APR; and Eric Blom, APR. We would also like to thank Laura Simoes and the Nackey S. Loeb School of Communications, who hosted our February event and then helped us out when Zoom didn't cooperate the first time and allowed us to re-record the first webinar and share it with anyone who was not able to attend.

We also continued to share out free virtual offerings within PRSA and the Northeast District as a way for members to access information. If there was one bright spot to the pandemic, it was the accessibility of information since travel and location were no longer factors.

On behalf of the Yankee Chapter, we'd like to extend our sincere thanks to all of our presenters, partners and attendees for helping us share information, navigate technology, and improvise during these unprecedented times.

Sincerely,  
YPRSA Professional Development Committee

## 2021 SLATE OF OFFICERS

**President, Amber Bedi, APR**  
Mt. Ascutney Hospital and Health Center

**President-Elect, Seth Wheeler, APR (\*\*)**  
New Hampshire Electric Cooperative

**Past President, Stefanie Breton**  
City of Concord

**Secretary, VACANT (\*\*)**

**Treasurer, VACANT (\*\*)**

**Assistant Treasurer, VACANT (\*\*)**

**Director, Kristen Lestock**  
(Term expires 12/31/21)

**Director, Audra Burns**  
Dartmouth-Hitchcock  
(Term expires 12/31/21)

**Director, VACANT (\*\*)**  
(Term expires 12/31/21)

**Director, Roz Whitaker-Heck, APR (\*\*)**  
Champlain College  
(Term expires 12/31/22)

**Director, Mary Ellen Hettinger, APR (\*\*)**  
(Term expires 12/31/22)

**Director, VACANT (\*\*)**  
(Term expires 12/31/22)

**Director, VACANT (\*\*)**  
(Term expires 12/31/22)

**(\*\*) requires vote**

## **35<sup>th</sup> Annual Meeting DRAFT Minutes**

**October 30, 2019**

The meeting was called to order at 9:45 a.m. by President Andy Morse, and with a show of hands. Treasurer Seth Wheeler counted the number of members present: 16. Since this means we did not have a quorum, we skipped over the minutes of the November 2018 Annual Meeting.

Andy thanked Northeast Delta Dental for their years of sponsorship of the Annual Meeting. Next, we went on to the Treasurer's Report, although it could not be voted on.

### **Treasurer's Report**

Seth Wheeler, APR: Overall we are in good shape though with having this meeting earlier than usual there is still some revenue outstanding. We also had some preliminary expenses related to the Northeast District Conference in Portsmouth next year, which we are hosting.

### **Membership Report**

Michelle Dunn, Co-Chair: We have 95 members, seven fewer than last year. The board recently approved changes to the Chapter membership fees, to encourage involvement and recognize retired members as a valuable resource, and to encourage associate members (young professionals) to become and stay involved. The Chapter rate of \$45 is now \$20 for these individuals. The committee is working on new tools and processes to improve retention.

### **Accreditation Report**

APR Co-Chair Mary Ellen Hettinger, APR, reported on two new accredited public relations professionals. Yankee member Jon Boroshok of Southern NH University earned his accreditation; he was not present because he was teaching. Rebecca Parent of Northern Light Health in Maine also earned her accreditation and plans to join the Chapter. She was presented with her APR pin. Approximately one-third of Yankee Chapter members are accredited PR professionals.

### **President's 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 involved and serve our membership. Without volunteers, there is no Chapter. PRSA provides many leadership opportunities for professionals- they have opportunities to be Committee members, Board members, Board President, and National Board members. I hope that many of our newer members assume a leadership role and make a difference.

I was fortunate to be able to attend my second International Conference with roughly 1,800 professionals from around the world, this time in San Diego. PRSA continues to grow and is now 21,611 members strong. There are more than 110 chapters nationwide and our international reach continues to expand. One of our longtime members continues to serve on the National Board and we thank Jane Law, APR, for her service.

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.

Before I close, I'd like to take a moment to recognize Bob Lindquist, APR. Bob has been a member of the Yankee Chapter since 1990 and served as President from 2003 to 2004. He has been our web master for many years and is stepping down from that role. When I asked Robin Schell, APR, Fellow PRSA, about Bob, she had this to say: "Bob has been our go-to for the web site, I believe, since its inception. He was always the best about getting our messages out with little turnaround time and no complaining about last minute requests. Good natured and reliable are two words that come to mind when I think of Bob. I'll miss working with him." And so will we. Thank you, Bob.

I'd also like to have a moment of silence for former Chapter member Ashley Januszewski who passed away September 9<sup>th</sup>. Ashley joined the Chapter in 2014 and served on the Board of Directors. She worked at the NH Higher Education Assistance Foundation (NHHEAF) in Concord.

## **Election of Officers**

I'm filling in for Mark Elliott who could not be here today.

Pursuant to the bylaws of the Yankee Chapter, the Board of Directors submits the following slate of officers/Board members for your consideration. The slate of nominees as proposed by this year's Nominating Committee will be voted on this morning.

President, Stefanie Breton, City of Concord

President-Elect, Amber Bedi, APR, Mt. Ascutney Hospital and Health Center

Secretary, MacKenzie Kreidler withdrew her name from consideration. We will look to fill the secretary role after voting on the current slate.

Treasurer, Seth Wheeler, APR, NH Electric Cooperative

Assistant Treasurer Susan Geier, Citizens Count

Director, Kristen Lestock, NH Motor Speedway

Director, Audra Burns, Dartmouth-Hitchcock Medical Center

### **Preview of 2020**

Andy read a message from incoming President Stefanie Breton, who had just had a baby and wasn't present. In a message she thanked Andy for a great year as president. President-elect Amber Bedi, APR, also was absent due to a medical issue.

Andy talked about next year's Northeast District Conference in Portsmouth "2020 Road Map: Directions for a New Decade" in June. Additional volunteers are needed—contact Andy. Save the date: Friday, June 12, 2020 at the Sheraton Portsmouth Harborside Hotel in Portsmouth, NH.

Stefanie would like to address our chapter's geographic challenges across three states. One way is to offer webinars, as we did in 2019.

The meeting was adjourned at 10:06 a.m.

## Yankee Board Meeting Minutes January 8, 2020

Present: Andy Morse, Donna Eason, Mary Ellen Hettinger, Roz Whitaker-Heck, Michelle Dunn, Tom Bebbington, Amber Bedi, Seth Wheeler, Lloyd Ziel, Kristen Lestock

Called to order at 3:04pm.

**Meeting Minutes:** We will review and approve the December Meeting Minutes at our next meeting.

**Treasurer's Report:** Seth Wheeler reported that the membership dues check from PRSA National is not reflected in the report yet and that he accidentally moved checking account money to PayPal, but he is moving it back. December report approved.

### **New Business:**

Member Letter Regarding Awards:

- Tom Bebbington reviewed the letter signed by Chapter members Bob Lindquist, Jane Law, Robin Schell, and Stacey Smith regarding the elimination of our awards program. All of the authors believed that Patrick Jackson's legacy is important and that we need to make a concerted effort to educate others about him. How can we preserve his legacy? Bob wanted us to reinstate the awards program while the remaining co-signors were concerned with preserving the legacy of Patrick Jackson and his legendary public relations work. Seth suggested that we reinstate the Patrick Jackson Award and be proactive by having each Board member nominate someone worthy of Award instead of waiting for a nomination. He added that perhaps we need to think more strategically and name a high-profile recipient such as Gov. Chris Sununu or Tym Rourke from the NH Charitable Foundation. We recommended that we should table the discussion for next meeting and asked Tom to let the authors know that we discussed their concerns and are taking them seriously.

Open Committee Slots:

- Amber Bedi discussed the open committee slots that are available (Annual Meeting, Communications, and Member Engagement/PD). She asked Board members if they would consider joining a committee and talked about how members who are not on the Board can also fill these open slots. It is also one of the ways we look to groom people for future Board positions.

### **Old Business:**

Yankee PRSA Scholarship:

- Donna Eason wants to connect with Roz Whitaker-Heck at Champlain College and Nancy Roberts at Husson College to find out more on how our scholarship funds can best impact students. Donna said that EdvestinU had contacted her and wanted to have further discussions with us and similar organizations in Vermont and Maine on the potential of moving forward.

#### Membership:

- Michelle Dunn said that we had 95 Chapters and was optimistic that the number will increase now that the holidays are over. She is making plans to reach out to national members in our area who are not Chapter members again.

#### District Conference:

- Andy Morse reported that the Call for Speakers has been released and we have already had a proposal submitted. It has been distributed to District Chapters and has been posted to the District and Chapter web sites. Hotel accommodations have also been posted to the District web site. The Steering Committee is scheduled to meet again next Friday, Jan. 17.

#### Committee Reports:

Accreditation: Mary Ellen Hettinger said that she will be sending e-mails to members who have expressed an interest in becoming accredited to check in on their status.

Ethics: Liz LaRose was not on the call.

Communications: Andy said that the newsletter will be sent next week. He reminded everyone that he is running the web site and is open to someone learning more about it so he has a backup in place.

Professional Development: Kristen Lestock reported that we have tentatively planned a Meet the Media session at the Nackey Loeb School of Communications on February 13. Seth is working with Susan Geier on assembling our panel. We also have to reschedule Atlanta McIlwraith from Timberland to discuss corporate social responsibility.

Nominating Committee: Andy said there is no news to report, however, we should be thinking about the 2021 slate of officers sooner than later.

PRSSA: Jon Boroshok was not on the call.

Adjourned at 3:57pm.

## Yankee Chapter PRSA Board Meeting February 12, 2020

Present In-Person: Stefanie Breton, Jane Law, Tom Bebbington, Seth Wheeler

By Phone: Audra Burns, Susan Geier, Amber Bedi, Mary Ellen Hettinger, Lloyd Ziel, Donna Eason, Roz Whitaker-Heck

Called to order at 3:06 PM

Minutes: Seth moved to approve, ME 2<sup>nd</sup>, passed unanimously

Treasurer Report: Amber moved to approve, Lloyd 2<sup>nd</sup>, passed unanimously

### **New Business:**

Stefanie mentioned Isobel Parke's passing earlier this month.

Diversity Survey: Jane had some questions on the survey.

Seth - will there be an intro page or intro language? Lloyd thinks the survey will go out with note from Pres. Lloyd to work with Stefanie and Andy about language for intro on email. Check back in next month on this.

### **Old Business:**

Scholarship: increasing from \$500 to \$1,000. Donna to move the application date up to May 1 (but move back to March deadline next year as usual). Suggests leaving it at \$1,000 for a year to see what activity we have. No EdvestinU sponsorship this year. Revert to calling it the James Bradley Memorial Scholarship.

Maine PRSSA Chapter getting ready for events so may apply for support. \$1,000 minimum for getting attention. Roz Whitaker-Heck is happy to hear about increased support, hopes it attracts more applicants, but it needs to be promoted also.

Grant: increase amount to \$1,000 to PRSSA chapters? Should we just award each chapter a grant at the beginning of the school year and not have to worry about applications?

Roz – but provide expectations for use of money and ask for proof of performance. Seth moved to increase grant money to \$1,000, Lloyd 2<sup>nd</sup>, passed unanimously. Stefanie and Donna to work offline on some language on expectations/proof of performance.

Roz: at previous two chapters she was involved with, PRSSA chapters would get money at beginning of the school year. If they wanted more they would have to apply and justify the application. As a 503c entity, didn't want questions about why not used.

Donna said it would be easier to give PRSSA chapters \$500 at beginning of school year for grant. Give expectations for use, have to provide proof of performance. Consider for fall and see how that might work? Seth: What would that do to the budget? Motion to increase grant money to \$1,000, passed, \$500 each chapter. Donna will look at current application wording.

Membership: Membership down to 93. Would people be more responsive to answering an anonymous survey as to why they dropped? Geography and cost are our two major hurdles. Maine PR Council is facing dwindling membership (about a third of what we have) – possibilities for working with them?? Susan – doesn't feel like there was any real rollout when she joined a few years ago. Can more be done? Roz – student chapter welcome the new professional to PRSA chapter? Worked in other chapter she used to be in. (could be one method of earning grant)

Amber – may want to update the list of what membership is doing, discuss at future meeting.

Lloyd Ziel asked if we ever do value for money comparison about what members get out of their membership. National doing survey per Jane Law, antiquated membership model, younger people not joining, associate membership for new professionals. Ongoing geographic challenges plus cost are two biggest challenges per Stefanie.

Amber Bedi and Michelle have been reaching out to new/renewing ones, will send to Stefanie for future call discussion.

District Conference: Tom updated – meetings now moving to every other week. Pretty sure we've nailed down Christopher Penn as lunch speaker. Tom working on Scott Spradling for AM speaker. Programming had a call this morning. Marketing committee is already full steam ahead.

**Committee Reports:**

Accreditation: Mary Ellen says there are a couple interested people that she's talking to.

Annual Meeting: still early; committee needs volunteers. Focus on this after the conference.

Awards: tabled discussion last month on the Pat Jackson issue. Put on March agenda.

Communications: Next newsletter is March/April.

Roz – put info in newsletter when there is a heritage month and has a tie to PR. March is women's month. Stefanie to talk offline to Andy on deadline and will loop back with Roz on that.

Member Engagement/PD: Meet the Media tomorrow. We have about 17 people signed up. We're on at this point.

Weather should clear by lunch time. Looking to reschedule Timberland for April.

Seth moves to adjourn, Amber 2<sup>nd</sup>. Passed unanimously. Meeting adjourned at 4:06 PM.

Respectfully submitted,

Jane Law, APR

Mary Ellen Hettinger, APR

## **Yankee Board Meeting Minutes**

### **March 11, 2020**

Present: Stefanie Breton, Andy Morse, Donna Eason, Mary Ellen Hettinger, Roz Whitaker-Heck, Tom Bebbington, Amber Bedi, Kristen Lestock, Susan Geier

Called to order at 3:03 p.m.

**Meeting Minutes:** Approved.

**Treasurer's Report:** Seth Wheeler was not present so we tabled the approval of the February Treasury Report.

#### **New Business:**

Chapter Engagement Ideas:

- We tabled the discussion since some of the Board members who had engagement ideas were not present.

#### **Old Business:**

Awards Letter:

- We tabled the discussion since Jane who was one of the letter co-authors was not present.

Yankee Scholarship & Grants:

- Please send feedback on the scholarship and grants to Stefanie Breton and Donna Eason. The language is essentially the same as it used to be but some items have been updated. Donna is working with Andy Morse to transition the grant form from a Word Document to a web form, similar to how scholarship form is now available.

District Conference:

- Andy reported that registration has been opened and the early bird deadline is May 1. Christopher Penn has been confirmed as the lunch keynote speaker. The Steering Committee has a call on Friday and will discuss the impact of COVID-19 on the conference.

#### **Committee Reports:**

**Accreditation:** Mary Ellen Hettinger reported that April is APR Month. Andy asked Mary Ellen if she would be willing to assist with social media to promote APR Month similar to what she did last year.

**Ethics:** Liz LaRose was not on the call.

**Communications:** Andy said that the newsletter was sent last week.

Professional Development: Kristen Lestock reported that she was considering some webinar possibilities including an idea regarding shrinking media that could possibly be presented by Jim Ferrell of EVR Marketing and reconnecting with Atlanta McIlwraith of Timberland. Roz Whitaker-Heck asked if PRSA was planning to offer any webinars on crisis communication and COVID-19. Tom Bebbington offered to connect with Kristen about offering something.

Nominating Committee: Nothing new to report.

PRSSA: Jon Boroshok was not on the call.

Adjourned at 3:42 p.m.

## Yankee PRSA Board Meeting Minutes

May 13, 2020

**On the phone:** Stefanie Breton, Donna Eason, Michelle Dunn, Kristen Lestock, Amber Bedi, Jane Law, Susan Geier, Audra Burns, Tom Bebbington, Seth Wheeler, Andy Morse

**Meeting called to order at 3:36 p.m.**

**Minutes:** March minutes approved.

**Treasurer's Report:** Not much activity to report. February, March and April Treasurer's Reports approved. Audit still needs to be finished.

Taxes need to be filed by May 15 – Seth will handle this.

**New business:**

**Cornerstone Proposal:** Proposal to pay Cornerstone a set fee per month, \$85/month or \$1,027/year for management expenses. Amount is average of last few years.

Board okay with this proposal.

**Conference Update:** We got the go ahead from the Northeast District to book Christopher Penn for next year's conference. Will move forward with contract and deposit. Promo materials will be updated to reflect the new date.

**Diversity Survey:** Stefanie asked the board how they felt about sending out the diversity survey, maybe later this summer when COVID-19 isn't at the forefront as much. Board agreed-summer is a good timeframe, maybe in July. Should we send to prospects as well and offer some kind of incentive? Free chapter membership?

**Committee Reports:**

**Annual meeting (Andy):** Question about how to hold annual meeting this year – virtual? Bigger name speaker?

**Communications (Andy):** Still handling website, e-news, social media.

**Nominating (Andy):** No updates yet, but will be discussing soon.

**PD (Kristen):** virtual PD session scheduled for June 16. We will be using the NE District Zoom account, free webinar. Still communicating with Atlanta from Timberland and Jim from EVR about possible webinars and topics.

**Scholarship (Donna):** two applications for the scholarship this year. Need to review.

**Membership (Michelle):** Down to 88 members. Not great news. We still have 32 prospects in our area. Discuss membership issues with other NE district chapters, see if they are seeing the same thing – declining membership. Consider doing another free chapter membership promo in July and August.

Meeting adjourned at 4:26 p.m.

Respectfully submitted,

Stefanie Breton

YPRSA President

## Yankee PRSA Board Meeting Minutes

June 10, 2020

**On the phone:** Stefanie Breton, Donna Eason, Michelle Dunn, Amber Bedi, Jane Law, Susan Geier, Audra Burns, Tom Bebbington, Seth Wheeler, Andy Morse, Roz Whitaker-Heck

**Meeting called to order at 3:34 p.m.**

**Minutes:** May minutes approved.

**Treasurer's Report:** Not much activity to report. May report approved.

Discussion about the money in the money market account – do we want to put in a CD? Seth will look into this. Doesn't earn much per year.

**New business:**

**Cornerstone Proposal:** Seth will talk with the new company about their proposal and the monthly retainer.

**Conference Update:** We are considering a virtual format for the District Conference for planning purposes and "what if?" The planning group has another call on Friday.

**Committee Reports:**

**Annual meeting (Andy):** Discussion about date and time – looking at October. Ideas for topics/speakers – look at PRSA Speakers' Bureau.

**Communications (Andy):** Still handling website, e-news, social media.

**Nominating (Andy):** No updates yet, but will be discussing soon.

**PD:** No updates

**Scholarship (Donna):** No scholarship awarded this year – unfortunately both candidates were not qualified.

**Membership (Michelle):** Chapter doing another free chapter membership promo in July and August. Looking at prospects to encourage them to join the chapter.

Meeting adjourned at 4:29 p.m.

Respectfully submitted,  
Stefanie Breton  
YPRSA President

## 2020 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.

The scholarship was not awarded this year due to a lack of qualified applicants.

## 2020 Accreditation Committee Report

In 2020, no Yankee Chapter PRSA members earned Accreditation.

We continue to experience a decline APR candidates. Yankee Chapter PRSA is among the leading PRSA Chapters in relation to its ratio of accredited members; approximately one-third of Yankee Chapter members are accredited. The extraordinary circumstances around the COVID-19 pandemic also exposed limitations to recruit candidates balancing personal and professional commitments.

We have been in contact with three members who are considering pursuit of their APR. Two expressed interest early in 2020, but they have decided to put their effort on hold due to commitments as a result of the COVID-19 pandemic.

April was APR Month and was highlighted multiple times on the [Yankee Chapter Facebook](#) page.

The shift to online study is also more pronounced. The Chapter has not hosted Accreditation courses for several years. Candidates are taking advantage of PRSA's concentrated coursework and/or the online study.

We also want to thank Mary Ellen Hettinger, APR for her support of the Chapter and long-time service to the Accreditation Committee. Mary Ellen retired this year and will step back from committee responsibilities to spend more time with her husband. She has been a critical part of the Accreditation Committee success over many years.

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

## Yankee Chapter Accredited Members

Gina M. Balkus, APR

Amber J. Bedi, APR

Eric W. Blom, APR

Jon Boroshok, 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

Jill S. Kimball, APR

Elizabeth A. LaRose, APR

Jane N. Law, APR

C. Robert Lindquist, APR

Tracy Whittier Messer, APR

Susan J. Noon, MBA, APR

Nancy Roberts, APR

Robin Schell, APR, Fellow PRSA

Stacey Smith, APR, Fellow PRSA

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, the 2020 PRSA Leadership Assembly has not been held due to the coronavirus pandemic. It is currently scheduled for December 2020.

## 2020 Member Services Committee Report

As of September 25, 2020, the Yankee Chapter had 86 active members, down from 95 last year. We had 5 new members and 2 members reinstated. We offered a promotion for free chapter membership over the summer and had 2 new members join. We also introduced a reduced rate for retired chapter members. Outreach to dropped members and prospects continues.

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

## Yankee Chapter Membership Roster (as of 10/6/20)

Laura Almasi  
Jennifer Andrews  
George Aud  
Gina M. Balkus, APR  
Thomas Patrick Bebbington  
Amber Jeanne Bedi, APR  
Tori Berube  
Eric W. Blom, APR  
Peg Bolgioni  
Jonathan D. Boroshok, APR  
Nicole Bouffard  
Stefanie Breton  
Kristen Brewster  
Janice L. Brown  
Audra Burns  
Matthew J. Chagnon  
Gail P. Clark  
Megan Crowder  
Terri A. Daniels  
Jessica Donahue  
Michelle E. Dunn  
Donna J. Eason, APR  
Mark Joseph Elliott, APR  
Craig H. Evans, APR  
Dawn M. Fernald  
AnnMarie Rowlands French  
Brenda Corinne Garrard  
Susan Geier  
Toni Giampetruzzi  
Katherine J. Greenlaw, APR  
Ernestine J. Greenslade  
Chip Griffin  
Linda Halleran  
Mary Ellen Hettinger, APR  
Erin L. Holt  
Denise Hutchins  
Kim Jackson  
Rosie Elizabeth Kelly  
Nancy Kerr, Ph.D., APR  
Ann Kim  
Jill S. Kimball, APR  
Elizabeth A. LaRose, APR  
Jane N. Law, APR  
Grace Lessner  
Kristen Lestock  
Erika L. Mantz  
Warren E. Mason, Ed.D.  
Patricia M. McLaughlin  
Edward Kelly Merritt, APR  
Tracy Whittier Messer, APR  
Andy Morse  
Stefanie J. Muscat  
Mike Nikitas  
Susan J. Noon, MBA, APR  
Amy Drapeau Olson  
Katharine D. Paine  
Tara Payne  
Jennifer Phillips  
Rebecca Post  
Rick Ramseyer  
Nicole Ravlin  
Charyl Reardon  
Nancy J. Roberts, APR  
Lisa Rousseau  
Robin Schell, APR, Fellow PRSA  
Jonathan L. Seder  
Laura D. Simoes  
Jayme Henriques Simoes  
Stacey Smith, APR, Fellow PRSA  
Brett St. Clair, APR  
Shannon Mae Stephens  
Roger W. Stephenson, APR  
Judy Stokes, APR  
Susie D. Stone, APR  
Kat Strange  
Keely Sullivan  
Tracy Manforte Sweet  
Kathleen Taggersell  
Tracy A. Tilson, APR  
Scott Tranchemontagne

Gemma Elizabeth Waite  
Kathleen B. Walker, APR  
Seth L. Wheeler, APR  
Rosalyne D. Whitaker-Heck, Ed.D., APR

## 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  
Stefanie Breton, 2020