

THE YANKEE CHAPTER



**ANNUAL REPORT
FISCAL YEAR 2017**

33rd Annual Meeting
Tuesday, December 5, 2017
NH Institute of Politics, Saint Anselm College
Manchester, NH

The Yankee Chapter PRSA Annual Report for FY 2017

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The Yankee Chapter PRSA

53 Regional Dr., Suite 1

Concord, NH 03301

(603) 228-1231

info@yankeepsra.org

www.yankeepsra.org

**The Yankee Chapter PRSA
2018 ANNUAL MEETING**

Tuesday, December 5, 2017
New Hampshire Institute of Politics
Saint Anselm College

AGENDA

3:00 p.m.

Call to Order – President Tom Bebbington

Approval of November 2016 Annual Meeting Minutes

Approval of November 2017 Minutes

Treasurer's Report Stefanie Phillips

President's Report Tom Bebbington

Election of Officers Liz LaRose

Preview of 2018 Mark Elliott

Adjourn Annual Meeting

AWARDS

2017 James H. Bradley Memorial Scholarship

Jillian Conway

Treasurer's Report

January 1, 2017 – November 16, 2017

For the current fiscal year, the Board presented a budget with anticipated revenue of \$9,660 and anticipated expenses of \$10,160.

As of November 16, the chapter has \$8,106.82 in expenses, which is below expectations. Revenue at \$6,919.67 is below expectations.

Of note:

- Professional Development sessions led to revenues of \$2,631.66 with expenses of \$3,488.06 including \$2,050.16 to the New England Society for Healthcare Communications (NESHCo) and Dartmouth-Hitchcock Medical Center (D-HMC)*
- Operations expenses at \$2,411.69 are currently lower than our budgeted amount of \$3,100
- Award expenses at \$1,062.75 are above expectations due to a ceremony held honoring the Patrick Jackson Award recipient
- We awarded one Yankee PRSA Scholarship
- Northeast Delta Dental generously sponsored our annual meeting

As of November 1, the operating account balance is \$5,731.70 and the Money Market account balance is \$19,157.50.

** In July 2016, we partnered with NESHCo and D-HMC. Last year's Treasury Report did not include our payment to our partners but this year's report includes that payment.*

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 November and December, as well as operating expenses for the same time period.*

Respectfully submitted,

Andy Morse, Treasurer
Stefanie Phillips, Assistant Treasurer

Yankee Chapter PRSA Annual Treasurer's Report 2017

As of November 16, 2017

	Budgeted Expenses	Expenses to Date	Expense Variance	Budgeted Revenue	Revenue to Date	Revenue Variance	Account Variance	Net Revenues Over Expenses
Accreditation	\$150.00			\$150.00			\$0.00	\$0.00
Annual Meeting	2,500.00	115.60		1,500.00	265.00		\$0.00	\$149.40
Assembly Delegates	1,500.00			0.00			\$0.00	\$0.00
Awards	200.00	1,062.75		0.00			\$0.00	(\$1,062.75)
District Dues	260.00			0.00			\$0.00	\$0.00
Yankee PRSA Scholarship	500.00	500.00		500.00	500.00		\$0.00	\$0.00
Yankee PRSA Grant	500.00						\$0.00	\$0.00
Membership	0.00			4,500.00	2,769.75		\$0.00	\$2,769.75
Leadership Development	100.00	28.72		0.00			\$0.00	(\$28.72)
Operations	3,100.00	2,411.69		0.00			\$0.00	(\$2,411.69)
Advertising	100.00			0.00			\$0.00	\$0.00
Professional Development	1,250.00	3,488.06		2,000.00	2,631.66		\$0.00	(\$856.40)
Treasury	0.00			10.00	3.26		\$0.00	\$3.26
Sponsorship	0.00	500.00		1,000.00	750.00		\$0.00	\$250.00
Total	\$10,160.00	\$8,106.82	\$0.00	\$9,660.00	\$6,919.67	\$0.00	\$0.00	(\$1,187.15)

Account Balance	Balance
Operating	5,731.70
Money Market	19,157.50
Total Cash	\$24,889.20

Yankee Chapter President's Annual Report 2018

As I reflect on my term as Chapter President, I am first of all grateful for the dedication of our Chapter's Board and volunteers, and their commitment to serve our members and our profession. Their support has enabled our Chapter to accomplish much to be proud of this past year:

- Our Professional Development Committee presented a strong lineup of sessions, featuring first-class speakers and opportunities to network with communications professionals from Maine, New Hampshire, and Vermont.
- Our Awards Committee presented the Pat Jackson Award to the late Van McLeod, longtime Commissioner of the N.H. Department of Cultural Resources. It was accepted on his behalf by his widow, Joan Goshgarian, at a well-attended ceremony held at the Capitol Center for the Arts in Concord.
- Our Accreditation Committee continued to urge, persuade, and otherwise convince our members to pursue the APR, with the result that nearly one-third of our members currently hold the designation, among the highest of any Chapter in PRSA.
- Our balance sheet remains strong, thanks to efforts to keep expenses in check, enabling us to continue to offer high-quality programming at low cost to our members, and to keep Chapter dues affordable.

This year our Chapter also faced challenges, including a plateau in Chapter membership after several years of strong growth, reflecting a trend seen in PRSA as a whole. Even as we face those challenges I remain impressed by the fresh ideas and strong work ethic our leadership team has brought to every hurdle we have faced, and confident that the Chapter will continue to overcome whatever may come our way.

The past year has given me many opportunities I would not otherwise have had: to meet members at events, to serve alongside talented Board members, to learn from and become friends with so many smart and talented public relations and communications professionals. I am deeply grateful for the trust you've placed in me to lead the Chapter this past year, and I thank you for all you have done and continue to do to advance our profession. It has been an honor to serve you.

Respectfully submitted,

Tom Bebbington
President

2017 Professional Development Year in Review

Over the past year, the Professional Development Committee has continued its work coordinating professional development sessions throughout the year to support YPRSA membership. Although networking socials were excluded this year due to the Public Relations Society of America's conference schedule – sessions featured guest presenters covering a variety of topics and issues today's communicators face. These sessions are a way for attendees to both brush up on skills, share their knowledge, and develop new skills in addition to networking with colleagues.

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

- **February:** Crafting Your Company's Strategic Narrative
- **March:** Communicating for Change with Husson University Public Relations Student Society of America (PRSSA)
- **April:** Ferociously Fun Networking Event
- **May:** Writing Without Bullshit for Public Relations Professionals
- **June:** What's in a Name: Rebranding the SNHU Arena
- **July:** Measurement Base Camp
- **September:** #empathy #2017: The New Trend in Leadership

Thank you to the following organizations for hosting events:

- Southern New Hampshire University (Manchester, NH.)
- Husson University (Bangor, M.E.)
- NH Fisher Cats (Manchester, N.H.)
- Long Term Care Partners (Newington, N.H.)
- SNHU Arena (Manchester, N.H.)
- Paine Publishing (Durham, N.H.)
- The NHHEAF Network Organizations (Concord, N.H.)

The amount of time and preparation that the Professional Development Committee devotes to successful execution of sessions and events can be staggering. A heartfelt thanks to Mark Elliott, President-Elect, for assisting in coordination of PD sessions throughout the year. Additionally, I'd also like to thank Stefanie Phillips, Bob Lindquist, and Andy Morse for their active participation in efforts to promote and publicize our sessions.

On behalf of the Yankee Chapter, I'd like to extend my 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,

Ashley Januszewski
Chair, Professional Development Committee

SLATE OF OFFICERS 2018

President, Mark Elliott, APR
PR Consultant

President-Elect, Andy Morse ()**
Concord Regional VNA

Past President, Tom Bebbington
Diocese of Manchester

Secretary, Mary Ellen Hettinger, APR ()**
Breathe New Hampshire

Treasurer, Stefanie Phillips ()**
American Heart Association

Assistant Treasurer, Ashley Januszewski ()**
The NHHEAF Network Organizations

Director, Roz Whitaker-Heck, APR
Champlain College
(term expires 12/31/18)

Director, AnnMarie French
New Hampshire Fiscal Policy Institute
(term expires 12/31/18)

Director, Grace Lessner ()**
New Hampshire Housing Finance Authority
(term expires 12/31/18)

Director, Seth Wheeler ()**
New Hampshire Electric Cooperative
(term expires 12/31/18)

Director, Shane Perry ()**
EMHS
(term expires 12/31/19)

Director, Amber Bedi ()**
Mt. Ascutney Hospital and Health Center
(term expires 12/31/19)

Director, Mackenzie Kreitler ()**
Student Loan Hero
(term expires 12/31/19)

Note: () requires vote**

DRAFT-For Approval

Yankee Chapter PRSA Annual Meeting

November 15, 2016

Red River Theatres, Concord NH

Present: Mary Ellen Hettinger, Stefanie Phillips, Seth Wheeler, Liz LaRose, Tom Bebbington, Ashley Januszewski, Jane Law, Bob Lindquist, Andrew Morse, Mark Elliott, Robin Schell, Isobel Parke, Jon Boroshok, Jayme Simoes, Jayme Severance, Pat McGee, Grace Lessner, Erin Holt, Brett St. Clair, Laura Simoes, AnnMarie French, Katie Walker, Crystal Carroll, Heather Atwell, Jill Kimball, Rosemarie Rung, Sandy Belknap, Susie Stone, Meaghan Farrell, Nancy Kerr, Kristen Lestock, Elise Ouellette, Sarah Palermo, Lloyd Ziel.

The meeting was called to order at 4:46 p.m.

The November 2015 meeting minutes were approved as submitted.

Treasurer's Report (Andy): We ended the year with \$8K in expenses and \$9,800 in revenue. We have \$1,800 cash on hand.

The treasurer's report was accepted as submitted.

Outgoing President's Report (Liz): We have had wonderful boards and committees this year. We were also able to partner with some other organizations as well on PD sessions, and offered some great free networking events. Thanks Mark & Ashley on the PD committee and Seth & Tom on the membership committee for all of your hard work. We have grown our membership 10 percent this year. Our communications committee has been hard at work updating our chapter website, so thank you to them as well.

2017 Slate of Officers (Erin):

President Tom Bebbington
Diocese of Manchester

President-elect Mark Elliott, APR(**)
Schneider Electric

Past President Liz LaRose, APR
Monadnock United Way

Secretary Mary Ellen Hettinger, APR (**)
Breathe New Hampshire

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

Assistant Treasurer Stefanie Phillips (**)

American Heart Association

Director Roz Whitaker-Heck, APR (**)
Champlain College
(term expires 12/31/18)

Director AnnMarie French (**)
New Hampshire Fiscal Policy Institute
(term expires 12/31/18)

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

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

Director Seth Wheeler (**)
New Hampshire Electric Cooperative
(term expires 12/31/17)

Director Ashley Januszewski (**)
The NHHEAF Network Organizations
(term expires 12/31/17)

Director Heather Atwell, APR
(term expires 12/31/17)

Slate accepted as presented.

APR Recognition (Jane): Amber Cutler and Jill Kimball were recognized for earning their APRs in 2016. Seth Wheeler also received his pin.

Incoming President's Report (Tom): Thank you to members and guests for attending today, and thank you to Liz and chapter members for a great year. My focus will be on attracting and retaining members, giving them tools and showing them the value of membership. I am giving you all a challenge to get involved if you aren't already and to encourage others to get involved as well-volunteer on a committee. I am looking forward to leading the chapter in the coming year.

The meeting was adjourned at 5 p.m.

Respectfully submitted,
Stefanie Phillips

YPRSA Board Meeting Minutes

November 17, 2016
3:00–4:00 p.m.

Dial-In: 1-866-844-9417

Attendee access code: 7321110502

Present: Tom Bebbington, Mark Elliott, Ann Marie French, Mary Ellen Hettinger, Liz LaRose, Grace Lessner, Andy Morse, Stefanie Phillips, Seth Wheeler

3:04 p.m. called to order

Minutes accepted as submitted by Stefanie Phillips.

Treasurer's report from Andy Morse: positive news, we got check from Dartmouth-Hitchcock from July PD session; we still have to settle with other organizations we collaborated with. Annual meeting paid: annual reports, Common Man, UNH; more expenses to come from Liz LaRose for leadership assembly. Get expenses in for end of the year. Mark Elliott and Liz revenue to K. D. Paine for program. Accepted.

President's update: Liz thanks board for fun year, looking forward to serving as immediate past president and looking forward to seeing Tom Bebbington as president.

Committee reports

Communications Committee: Website review being done; AnnMarie French says it still needs work, Bob Lindquist did amazing amount of work to new layout, Erin Holt also looked at layout designs, committee selected, fresh feel, incorporated new photos from annual meeting, attachment in Word Document is proposed navigation for new site. Job Board most popular page/section. News can be us, Boston, PRSSA could do own student chapter tab; similar to Boston site, Join, PD, APR quick links to draw you in. Member news/profile, awards, etc. Facebook link at bottom.

We're trying to mirror National's color scheme except for orange, will use signature blue. We have lots of existing, fairly new content to populate site. Need more for PRSSA, engage students to write, direct quotes. Website needs to be member-focused, recruiting-focused. If your committee/name is listed, follow up with AnnMarie. Also resources, chapter events. Is it compatible/compliant with universal design and ADA?

For the December chapter newsletter: recap of annual meeting, committee news. Profile of Tom, letter from new president Tom. In January we'll promote Boston PRSA's mixer.

Membership Committee, Tom Bebbington: We have 106 members per PRSA. congrats to Tom and Seth Wheeler. Mailer, landing page. Not a lot of activity, how many use to get PD info, four people, has coupon for PD session. Tom will scrub national list versus Yankee's to try to get new members. \$45 a year chapter membership. Chapter has blank mailers available to try and recruit members.

Annual Meeting recap from Grace Lessner: Got after-meeting surveys back. Panelists talking with each other was nice. Will compile comments and share them toward thinking about next year, format/timeline/speaker, whether to do awards at annual meeting also or not. Or should we have a separate big award meeting? Can we pull off two big events?

We could potentially get a wider audience for awards, Pat Jackson Award, could generate revenue if we did a separate award event. No fee for room at Red River Theatres, nice space, people liked. Great job Grace! Northeast Delta Dental sponsored for \$700 (Gold).

Professional Development Committee, Mark Elliott, Ashley Januszewski: Working on an event for January and February 2017. Considering Dartmouth-Hitchcock and NESHCO joint session again, maybe late April. Ended with above revenue target for the year. Appreciates suggestions. In New Hampshire we held two sessions in Portsmouth, one in Lebanon, one in Concord, and two in Manchester locations.

PRSSA Committee: Rosemarie Rung stepping out of this role and off the APR Committee due to work. She'll present a PD session at Champlain College in Burlington, VT tomorrow and 18 are signed up. Thank her for all of her work!

Accreditation Committee, Mary Ellen Hettinger and Jane Law: Checking in regularly with candidates in the process. Four others have asked Liz about accreditation; committee will contact. Mary Ellen and Jane will find quotes about getting accredited for new website. 33% of members in the Yankee Chapter have earned their APR. We should recognize all APRs at every annual meeting.

Awards Committee: Pat McGee and committee working on.

Scholarship & Grant Committee: Donna Eason will start in spring.

Northeast District: call for speakers open, need committee members for the conference

Other business: Everyone should check their profile on the PRSA site, and send any changes or updates to AnnMarie. Mary Ellen will send info to AnnMarie for newsletter. Deadline for newsletter is Monday, Nov. 28.

The December meeting will be 3 p.m. on Thursday, Dec. 15, 2016.

Adjourned 4:01 p.m.

Respectfully submitted,
Mary Ellen Hettinger, APR

YPRSA Board Meeting Minutes

December 15, 2016

3:00–4:00 p.m.

Dial-In:1-866-844-9417

Attendee access code:7321110502

Present: Tom Bebbington, Mark Elliott, AnnMarie French, Mary Ellen Hettinger, Erin Holt, Liz LaRose, Grace Lessner, Pat McGee, Stefanie Phillips

3:06 p.m. called to order

Minutes accepted with corrections.

Treasurer's report from Liz LaRose for Andy Morse: Had a call with K.D. Paine, made about \$706.66 from the measurement workshop, we get a third, some will be used for PRSSA grant. K.D. wants to do it again next year. If we get an early start at pushing it, we could bring in more money. Billing is finalized for social media workshop/annual meeting. Books will be closed out by Jan. 1. Accepted.

Liz turned it over to Pat McGee for the...

Awards Committee: The committee consists of all past presidents, Pat McGee, Brett St. Clair, Robin Schell and Susie Stone. They went back to basics to ask, why do we have awards? The focus is to recognize non-PR professionals who exemplify what it means to build relationships, this will be the focus. Used previously as a platform to reach business leaders, to find good quality candidates, to have a large event to talk about importance of PR profession. Thinking about posthumously honoring Van McLeod, great consensus builder, advocate for the arts and Commissioner of NH Dept. of Cultural Resources.

Need to coordinate schedules with his widow, Joan Goshgarian, thinking about Feb. 15, 2017 at Capitol Center for the Arts in Concord's Governors Room, start at 5:30 p.m. Format would be speaker to talk about importance of PR (former award recipient?), presentation. Audience would be Yankee members, people from the Dept. of Cultural Resources, NH Humanities, Council on the Arts, Business and Industry Association. Many knew Van and it would spotlight our profession. Invitations would be written and electronic. Reception would be free, sponsored by our chapter, estimate about \$1,000-1200, could use some of Paul Dowd Funds possibly. People would RSVP, time frame very tight to get the word out, Joan G. not available again until April. Could we partner with someone to present? Vote to let Awards Committee plan. Could be instead of Feb. PD session.

There were no nominations for the Summit Award this year.

Communications Committee: Re: the need to get the word out quickly about potential event in Feb., AnnMarie French noted that she is looking to step down from the Communications Committee. Pat McGee will work with Tom Bebbington for this event. Our thanks to AnnMarie for herding cats all these years! Grace Lessner, meanwhile, is still on the committee but wants to step down from doing the enewsletter by mid 2017. It is a two-person job.

Membership Committee, Tom Bebbington: We have 108 members per PRSA. The challenge is how to engage new members, and retain old ones, by showing value of membership. Thanks to Tom and Seth Wheeler, our membership is up 8%.

Annual Meeting Committee: Grace is compiling feedback from this year's event and noted that we should start discussing the 2017 event in June.

Professional Development Committee: Mark Elliott and Ashley Januszewski are working on sessions for January and February, April will be another one focusing on legal issues with NESHCO (New England Society for Healthcare Communications). Partnerships are important.

PRSSA Committee: Neither Rosemarie Rung (going off committee) nor Rosalynne Whitaker-Heck on call.

Accreditation Committee: Mary Ellen Hettinger and Jane Law were on call with PRSA about changes in Readiness Review, which is now called the Presentation Panel.

President's Report: Liz LaRose said that PRSA is starting a diversity program to get more minorities involved in the profession. We thanked Liz for her wonderful year as president.

Ethics: Liz will continue as Ethics Officer. The newsletter isn't generating enough excitement; will rethink how to engage members.

Next Meeting: The January meeting will be 3 p.m. on Thursday, Jan. 19, 2017.

Adjourned 3:50 p.m. Happy New Year to all!

Respectfully submitted,
Mary Ellen Hettinger, APR

YPRSA Board Meeting Minutes

February 17, 2017

Present: Tom Bebbington, Mark Elliott, AnnMarie French, Mary Ellen Hettinger, Liz LaRose, Andy Morse, Stefanie Phillips, Seth Wheeler
1:48 p.m. called to order

Minutes from January 2017 accepted.

Treasurer's report Andy Morse: Jan. 2017, we have already paid \$660 for the upcoming Pat Jackson award ceremony, it will be coming from the Paul Dowd funds [DEFER to next meeting] for April 2017. Revenue, waiting for some PayPal to come in for most recent upcoming PD session, about 23 registered.

Outstanding issues: Dec. 2016, K.D. Paine owes us \$706.66, would like to do another session but need to resolve this first. Past President Liz LaRose will follow up so we can close books.

July 2016, NESHCO and Hospital Association still need to square up from last year's collaborative event, we owe them but the amount isn't clear. Approximately \$1,600. Andy and Mark Elliott will meet. Can't close out 2016 without these items settled. Andy, Stefanie Phillips, Jane Law, Mark and Tom Bebbington will be at financial review meeting.

Next meeting we'll close out 2016.

Awards Committee: No report.

Communications Committee: No report.

Membership Committee: No report.

Annual Meeting Committee: No report.

Professional Development Committee: Proposed PD session with Josh Bernoff, author and Boston-area speaker, has new book out *Writing Without Bullshit*. We can partner with Boston PRSA, Maine PR Council, how to simplify and make your writing more direct, Bernoff has blog. Consider inviting NESHCO, Hospital Association. He'll do it but we have to buy 40 books. Consider Yankee and other groups attend at member rate, maybe \$30, \$35 nonmembers. Market "bring your clients" to our members, give discount of \$5 for guests? Maybe April, May or June? Some refreshments. Offer a book to the first 40 people who sign up? Then offer others for sale that day? Not trying to make lots of money on PD sessions but want to be self-supporting. Tom Bebbington will talk to Ashley Januszewski and Mark about.

PRSSA Committee: No report.

Accreditation Committee: Mary Ellen Hettinger: 4 members in the pipeline but stalled due to variety of personal and professional factors. We may not have several members every year in pipeline to earn APR; could be "rebuilding year." A couple of people new to YPRSA have expressed interest; Mary Ellen will check back with them.

President's Report:

Ethics: Liz will continue as Ethics Officer; not a lot of interest/engagement in quizzes. Will work to come up with something else, possibly another trivia-type event, which did get interest.

Next Meeting: The March meeting will be 3-4 p.m. on Wednesday, March 15, 2017. Beware!

Adjourned 2:23 p.m.

Respectfully submitted,
Mary Ellen Hettinger, APR

YPRSA Board Meeting Minutes

March 15, 2017

Present: Heather Atwell, Tom Bebbington, Jon Boroshok, Donna Eason, Mark Elliott, Mary Ellen Hettinger, Grace Lessner, Andy Morse, Stefanie Phillips, Roz Whitaker-Heck

3:02 p.m. called to order

Minutes from February 2017 accepted with date corrected to say, "December minutes approved," because there was no January meeting.

Financial/year-end audit review last week with Tom Bebbington, Andy Morse, Mark Elliott, Jane Law, ended year with only \$18 variance, excellent bookkeeping. Corrected year-end report.

Treasurer's report Andy Morse: revenue side need to fix Friday, corrected total, Dec. expense row advertising, \$19 Facebook. Year-end 2016 report accepted.

Jan-Feb 2017 report: check in mail today from 2 Feb. PD session, add \$60 to revenue side, \$115 revenue. Expenses: Feb. PD session, and what we owed NESHCO and Dartmouth Hitchcock from last July 2016. Outstanding: reimbursement to Liz LaRose. Revenue report accepted.

Andy Morse re: whether to use Paul Dowd funds for April Pat Jackson Awards. \$1,024.34 in fund, purpose to support development of senior practitioners. Pat McGee, promotes ethical public relations, should use some funds. McGee also behind idea of Paul Dowd Fund. Senior practitioners more likely to attend something like this. Chapter bearing cost of no-charge event. Capitol Center \$600, estimating \$700-800 hors d'oeuvres. Estimated attendance of about 100, broader audience. Use all of fund and then cultivate something else for senior practitioners next year? Motion made to use funds with another look later in the year or early 2018 for strategy.

Roz Whitaker-Heck: if all funds are used for awards ceremony, would fund be reimbursed? Fund is kept with rest of chapter's savings in money market account; it's earning \$1.14 interest, earned \$14 last year. Amount of interest is minimal, about 11 cents. Chapter members made donations when Paul Dowd retired. If we spend it, there would no longer be a fund. We'd need to reconsider outreach to senior practitioners. If fund is depleted, we would have to have decide if re-funding in future. Would have to have separate vote on Paul Dowd Fund; it would still exist, but be empty. We voted yes to spend remaining funds, postponed discussion about outreach to senior practitioners re: funding, strategy. Ask Award Committee to note sponsorship of event from Paul Dowd Fund.

Old business: Chair and committee vacancies, major vacancy is AnnMarie French's "yeoman's service" as chair of Communications Committee. Jon Boroshok, will bring in SNHU students for experiential learning to help on committee. Still need PRSSA liaison and help for Ashley Januzewski on professional development. Stefanie Phillips will help Ashley J.

New business: from Northeast District call, seeking sponsorships for PRSAXNE17 in Corning, NY. Goal is to get revenue from every chapter. Our chapter did not get sponsorship last year for Boston NE District Conference. Need is greater, time is of the essence this year. Ask Greg Mazzola at SNHU? He is a former

Yankee Chapter member. Chapter should fund a sponsorship if we can't find anyone. \$500 is lowest amount. Tom Bebbington will contact him.

Membership: Tom presented for Seth Wheeler: 110 members, milestone. PRSA, free chapter membership this month, only chance this year to get in on great deal.

APR: nothing new to report

Annual Meeting: Grace Lessner, we need new committee members, will call in April to get under discussion. Two volunteers: Andy and Stefanie.

Awards: making progress.

Communications: Grace: e-newsletter works great with co-editors, but we could use co-chair/editor. With great thanks to AnnMarie for her years of service.

Ethics: nothing new.

Professional Development: Tom for Ashley: PD session, March 24 with Rosemarie Rung at Husson College, Bangor, Maine, on change communications.

April: very full, networking at Fisher Cats, conference, Pat Jackson Award.

May: Josh Bernoff author and Boston PRSA member, seeking location along Seacoast to attract Maine PR Council and Boston-area folks. Also, Boston PRSA Social Media Summit on May 12.

June: PD planned, PR and the law, potentially measurement workshop with K. D. Paine

Mark noted that some of our APRs will be attending Boston PRSA's annual St. Patrick's Day breakfast this Friday, April 17, in Newton, Mass.

Scholarships & Grants: Donna Eason, EDvestinU sponsoring scholarship again. Grants too, Donna will finalize grant application to review along with scholarship application.

Adjourned at 4:05 p.m.

Respectfully submitted,
Mary Ellen Hettinger, APR

YPRSA Board Meeting Minutes

April 19, 2017

Present: Stefanie Phillips, Tom Bebbington, Donna Eason, Heather Atwell, Seth Wheeler, AnnMarie French, Jon Boroshok, Mark Elliott, Roz Whitaker-Heck, Liz LaRose

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

March minutes approved as amended.

Treasurer's Report (Tom Bebbington): Revenue this month: membership check, May PD session PayPal transfer, May PD check. Expenses: Constant Contact pre-payment for one year, Cornerstone March Bill, Jackson awards ceremony catering. Will be some more expenses coming: books for May PD session. Donna asked about the line item for the scholarship/grant-should be \$1,000 in that line item, not \$500. Treasurer's report needs to be updated to account for this. Jon suggested making two separate line items. March Treasurer's Report approved-changes noted.

District Conference: Other chapters are offering to put \$500 toward the conference. Do we want to do that? SNHU not interested in sponsoring. Question about how much we got back last time-Tom said we would need to check Treasurer's Reports from last year but he thought it was about \$1,100. Board voted to contribute the \$500. Jon Boroshok abstained.

New Business: Seth-New program from National-based on a points system. Can share with the board. He thinks we would qualify, but we are on the smaller side so we may be competing with larger chapters. Tom-we are already doing some of the things they are suggesting-working on attracting new members and retaining current members.

APR: no report.

Annual Meeting (Tom): Committee has 6 people on it. She will send out a call for topic ideas soon.

Awards: Mark-Jackson award event went well. There was a good crowd, it was a quick event but feedback was positive. The room was dominated by older professionals. It would have been nice to see some younger members too.

Communications (Jon): No updates at the moment. Currently working into the position and finishing the semester at school. Send Grace any feedback on the April newsletter. We have a member to profile identified for May.

Ethics (Liz): Will be sending Grace ethics information for the newsletter. There will be additional calls about ethics instead of just focusing in September. For now, looking ahead to fall for a PD session.

Membership (Seth): We currently have 109 members. Looking for feedback from the board-considering sending out about 21 postcards (the ones we purchased last year) to people in our area who are not chapter

members and invite them to a PD session for free. Everyone agreed it was a good idea. Seth will send the prospect list to the board.

PD (Tom): Writing Without Bullshit PD session is on May 2. The Maine PR Council and Boston Chapter are sharing the event on our behalf, as well as NESHCO & NHHA.

PRSSA: Roz has information on the chapters. Two Champlain PRSSA members attended a PR Day at SUNY Plattsburgh. They also had a social media event and have a fundraiser coming up. They added 3 new members.

Donna: Scholarship and grant materials were shared with the board. Send any feedback on them by next week. We will be posting them on the website soon. Will also be sharing with schools and admission offices. Mark had some feedback.

Meeting adjourned at 3:59 p.m.

Respectfully submitted,
Stefanie Phillips for Mary Ellen Hettinger, APR

YPRSA Board Meeting Minutes

May 17, 2017

Present: Tom Bebbington, Jon Boroshok, Donna Eason, Mark Elliott, Mary Ellen Hettinger, Ashley Januszewski, Liz LaRose, Andy Morse, Stefanie Phillips, Roz Whitaker-Heck

3:02 p.m. called to order

Minutes from April 2017 approved

Treasurer's report Andy Morse: some items on spreadsheet highlighted in yellow are expenses from Capitol Center ceremony (Pat Jackson Award). We zeroed out Paul Dowd Fund at \$1,024. Still have to account for \$1,062.75 to pay for the ceremony. We spent more than we thought but awards are usually part of the annual meeting, so we'll put under Awards in the budget as a negative: \$1062.75
We helped to sponsor PRSA NE conference; waiting for an invoice of \$500. Treasurer's report approved.

Old business: Website update (WordPress), Bob Lindquist has done. Ashley Januszewski was on the committee with Bob, Erin Holt, AnnMarie French, and Liz LaRose. We need to get back on top of it. Jon Boroshok will consider joining as member of Communications Committee.

Constant Contact: we need to clean up lists. Ashley will start looking at before we consider paying Matt Gatzke of Cornerstone to do.

International Conference in Boston in Oct.: should discuss carpooling, dinner after, to have on website by Aug., Sept.

Roz Whitaker-Heck: we should get together with Yankee members especially those with geographic challenges. Trying to get PRSSA students together to go. But faculty advisors should have full access to conference for what they pay. Yankee should help promote idea to national.

The Boston Chapter is hosting a three-day intensive APR Boot Camp to take candidates all the way through their panel presentation (new name of Readiness Review).

International conference planning starts next month (June). They need help; please let Robin Schell know. There will be a College of Fellows dinner Saturday night during the conference (Robin is a Fellow).

Committee reports

APR Committee is looking at offering an informational session in Sept.

Annual Meeting: Grace Lessner suggested topic of fake news. Detroit chapter also did within last month. Tom will connect with Sarah Dell, president of the Southeast New England PRSA chapter, they also did something recently that was well-received. It will be at the Red River Theatres in Concord in Nov. Roz attended PRSSA at SUNY Plattsburgh, where they had an interactive workshop on spotting fake news, other topics were media literacy, and how Facebook changes algorithms to become gatekeepers to target information consumers prefer, from Alan Carbery of Champlain College.

Communications: Grace, not on call, notes: A relatively new member, Mackenzie Kreidler, will co-edit the enewsletter with Grace. We'll have an edition in June, then a combined July-August issue.

Ethics: Liz LaRose: PRSA ramping up for September PD session for Ethics Month; theme is strengthening our core.

Membership: Seth Wheeler sent email about losing members, why? Geographical challenge, if two from one company, boss won't pay for. We're not the only chapter facing this problem.

Professional Development: Ashley: May 2 Writing Without Bullshit, 29 registered, 24 came, paid, got books, made about \$522 after paying for books. Upcoming June 22: SNHU rebranding of Verizon Wireless Arena after 15 years. Shout-out to Ashley for good turnout for May. Attendees should look for email survey from this event.

Media roundtable participants: table to next month.

PRSSA: table to next month. Questions from Donna: scholarship application? Grant next month, academic year?

Next meeting: Wed., June 21st

Adjourned: 4:04 pm

Respectfully submitted,
Mary Ellen Hettinger, APR

YPRSA Board Meeting Minutes

June 28, 2017

Present: Heather Atwell, Tom Bebbington, Donna Eason, Mark Elliott, AnnMarie French, Mary Ellen Hettinger, Jane Law, Grace Lessner, Seth Wheeler, Roz Whitaker-Heck
3:07 p.m. called to order

Minutes from May 2017 approved.

Treasurer's report Andy Morse: Cornerstone paid for May, \$45. \$239.25 membership check deposited. April ceremony: invoice from plaque/award given to Joan Goshgarian? Don't think there was one. PRXNE sponsorship in Corning, still don't have invoice from Northeast District. Tom will contact District treasurer.

Old business: International Conference in October: think about carpooling, maybe chapter dinner, Robin Schell needs help with College of Fellows dinner Sat.

Committee reports

APR Committee is looking at offering an informational session in Sept.

Communications: Jon Boroshok has time this summer. Pay Cornerstone to clean up Constant Contact list? Grace Lessner: We need point person for the emailing list. Ashley Januszewski may have started but we need to have process in place. After Professional Development session, do we want list of everyone who went? Add newbies to list? We should do within month of the PD session or event. If they check box when registering for event, does this automatically get captured? Should add box to the form asking if they want to subscribe, then automatically they'll be added to mailing list. Tom will talk to Matt (Cornerstone) about the process. We have two lists: one for Constant Contact, one from PRSA. Communications/Professional Development should work together on it. Grace will send screen shot of lists we have currently.

New Business: When attendance by president at International Conference is not covered by president's employer, should we plan for some stipend/reimbursement for the president? We do pay travel expenses for delegates to attend Delegate Assembly (Annual Meeting)/Leadership Rally (which is now right before Conference). PRSA has reimbursed \$550 for Rally in the past. Current and incoming presidents in our chapter get reimbursed \$550; Yankee Chapter pays for our delegates to go to the Assembly. Are there volunteer opportunities at ICON to attend without paying? No, only host chapter gets handful to share with top Conference Committee planners.

Tom will write up proposal for next meeting to discuss about helping to pay for Chapter leaders to attend International Conference. Depending on location, for example, San Francisco, could be considerable costs to Yankee Chapter. Can we include approximately \$2300 in budget every year for this? Or just offer to pay on contingency basis? Chapter could consider paying for registration at International Conference. We should look at the budget numbers and examine priorities in terms of what we're spending our money on. Continue discussion next month.

Board should consider meeting on one or two other occasions during year to work on business more extensively, i.e., hold a longer meeting. Maybe later in the summer.

Scholarship and Grants: Donna Eason: we now have online application for scholarship thanks to Bob Lindquist, shared with PRSSA Chapters, sent to financial aid offices in region, posted at NHHEAF. We

should spread the word; deadline is July 31st. Grant is intended for PRSSA chapters for national conference, professional development event or chapter event. Donna would like to ask Bob to put an application online also.

Question: right now, grant process is set up for calendar year. Should we do academic year instead? Award is \$500 a year. Currently, grant available starting January, but deadline to apply is December. PRSSA Chapters can apply for one grant a year.

Should we consider just supporting current two chapters automatically in a modest amount each year? Grant was James Bradley Memorial Grant; we shouldn't "lose" someone who was so important to the chapter.

Other reports tabled until next month.

Next meeting: Wednesday, July 19th, 3-4 p.m. tentatively

Adjourned: 4:10 p.m.

Respectfully submitted,
Mary Ellen Hettinger, APR

YPRSA Board Meeting Minutes

July 19, 2017

Present: Tom Bebbington, Jon Boroshok, Mark Elliott, Mary Ellen Hettinger, Ashley Januszewski, Grace Lessner, Stefanie Phillips, Seth Wheeler, Roz Whitaker-Heck

3:40 p.m. called to order, met at NH Housing Finance Authority, Bedford NH

Minutes from June 2017 approved.

Treasurer's report: Tom Bebbington for Treasurer Andy Morse: Finally received bill from NE District Conference, Cornerstone June bill, renewal of website license. Professional development revenue versus expense totals line up where they should be with about \$500 net profit to date. Approved.

Old Business

Website Update: Jon Boroshok, will touch base with Liz LaRose

Constant Contact list clean-up: Tom spoke with Matt G. at Cornerstone. Matt adds prospects, once a quarter he adds/updates list from PRSA membership list. Reviews dropped/unpaid quarterly, sends welcome letters/PD passes to new members list he gets from Seth Wheeler. Matt removes bounces. Random addresses added as registrants sign up online for programs, some without allocated business address or names (NESHCO members, etc.). Multiple lists are a problem. When people check nonmember when registering for an event, do they get moved into that list? PRSA provides membership updates quarterly. Seth will send email at later date about membership's need for other lists, e.g., when membership is coming up for renewal. Separate APR list? Try to limit number of lists. Potential member (would include PRSA members who don't belong to chapter), or prospect list. We'll download and Tom, Jon, Seth and Ashley Januszewski will look at. Response rate to surveys/PD evaluations very low. Should we survey members about perceived value of Yankee membership?

James Bradley Memorial Grant: Given annually in honor of James Bradley. PRSSA chapters have to request grant for conferences, activities, program. Should we just give them each year? Tom gave brief history of grant versus scholarship. Right now there is \$500 in the budget for the grant; we have two PRSSA chapters currently: New England College of Communications (formerly Husson in Bangor, ME), and Champlain College (Burlington, VT).

Should we offer "up to" certain amount for conferences, programs? What would be in the spirit of James Bradley? Have conversation about our whole awards menu: ROI, what it means to/what's in it for us, have bigger discussion with historical perspective with former board members, etc. Roz Whitaker-Heck leads PRSSA at Champlain College. In a previous chapter they put in writing what expectations/guidelines are for receiving support/grant versus award for students. PRSSA chapters would report quarterly back to chapter. At New England School of Communications, Nancy Roberts is PRSSA lead.

Tom will organize an ad hoc committee around awards and scholarships. New Hampshire Higher Education Assistance Foundation sponsors scholarship, now \$500.

International Conference: Should Chapter pay for president's attendance/registration? Tom surveyed NE District, through Crystal DeStefano, some chapters help presidents but very expensive. Tom doesn't need this year. But big money commitment each year. Could we give \$1,000 a year? We don't have revenue. Budget as as-needed basis, then roll over or keep as reserve? Assisting when an employer doesn't cover would show support for president who has taken on huge responsibility; would be an acknowledgement of that person's value. Should we commit to paying registration fee if employer doesn't? National reimburses

\$550 for Assembly Delegate, also president-elect, for president or designee. Could Chapter pay registration, with consideration if additional funds are needed? Is this board or by-laws? Tom will draft language about.

New Business: 70th anniversary of PRSA, putting together a time capsule. NE District gets 1 item to contribute to time capsule. Need to come up with something district-wide.

Membership: at 100 [lost 1 assembly delegate] Sara Palermo? Seth will present more next time; tabled.

APR Committee: Mary Ellen Hettinger: Nothing to report.

Annual Meeting: Grace Lessner: At Red River Theatres again.

Next meeting: Wednesday, August 16, 3-4 p.m. tentatively

Adjourned: 5:14 p.m.

Respectfully submitted,
Mary Ellen Hettinger, APR

YPRSA Board Meeting Minutes

August 15, 2017

Present: Tom Bebbington, Jon Boroshok, Donna Eason, Mark Elliott, AnnMarie French, Mary Ellen Hettinger, Jane Law, Grace Lessner, Andy Morse, Stefanie Phillips, Seth Wheeler, Roz Whitaker-Heck

3:34 p.m. called to order, met at NH Housing Finance Authority, Bedford, NH

Minutes from July 2017 accepted.

Treasurer's report: Treasurer Andy Morse: Awaiting membership checks from PRSA, so not in this report. Accepted.

Old Business

Website Update: Jon Boroshok nothing new. Working with Liz LaRose.

Constant Contact: Jon will look into MailChimp as an alternative.

Proposal to Do Member Survey re: perceived value of Yankee Chapter membership. Tom Bebbington seeking volunteers to do it, AnnMarie French volunteered. Did two years ago about professional development. Tom and AnnMarie and Mark Elliott will look at previous one and see what questions we want to ask. Check Constant Contact for polling possibility. Segment to nonmembers on our mailing list also.

Helping Fund International Conference re: attendance for Chapter President:

"Resolved: in the event that the Chapter President, or his/her designee, does not receive funding from his/her employer, the Yankee Chapter will pay the registration fee for the President's/designee's attendance at the PRSA International Conference."

This is a board decision. Will have to write into next year's budget as line item. Can roll over into next year if not used. Approved as written. Tom and Mark abstained as president/president-elect.

New Business

International Conference: Tom will check Yankee Chapter membership registration, regional registrants who are not members yet, carpooling, bring ideas to next month's meeting.

Bylaw Amendments, Jane Law: There are four amendments, one closes a loophole (must send bylaw amendments to national for approval). Second one is to be more inclusive rather than exclusive. It says that the public relations profession is changing to communications profession overall; recognize that PR and communications are two distinct areas of study, so education part says PR or communications. Third amendment is a proposal to remove the position of District Director to just Director, to allow more opportunities for leadership, and not restrict District positions to districts; want to allow for more professionals in fields of education, government, internal communications, and also increase diversity. This takes away a District position to one at-large, non-APR position on board. The fourth amendment would allow the board to change the bylaws, allow 30-day comment period for delegates to consider any proposed change before the board can change the bylaws. Can also be overturned at Leadership Assembly at any time. Nominating Committee trying to ensure equal reputation across U.S.

Committee Reports

Scholarship & Grants: Donna Eason: Off call, one potential scholarship recipient per Tom.

PRSSA: Jon Boroshok: got call from online public relations student at Southern NH University. Ask Jeanine Garcia at PRSA. Can organization be started for online students? Two questions: SNHU rules, Yankee Chapter/PRSA rules. What is benefit to online student if PRSSA programs are not online? PRSSA can be funnel to PRSA.

Professional Development: Mark for Ashley Januszewski. Cancelled August event on board's recommendation. For September, Sophia Koustus at SNHU College of Business will present PD session on the role of empathy in leadership. Social for later in the year, maybe December? Ashley suggests food donation on behalf of chapter. Nothing until then because the International Conference is in October and our Annual Meeting will be in November.

Membership: Tom for Seth Wheeler, currently 101 members, so Yankee Chapter can get Mark reinstated as a Delegate.

Ethics Officer: Liz LaRose not here.

Communications: Grace Lessner following up with two potential speakers for Annual Meeting, topic is fake news.

Accreditation/APR: Mary Ellen Hettinger and Jane Law: two potential candidates' information came from PRSA.

Ad Hoc Committee about Awards/Scholarships: Hasn't met yet, one scholarship recipient. Roz Whitaker-Heck: challenge to deserving students because they are extra busy, PR recognition to colleges, communities, admissions program promoting scholarship opportunities. Also this year information about applying didn't come out until semester was over, so it was hard to connect with them and let them know. Summer release and deadline to apply doesn't make sense.

Should we announce during fall and release in spring semester, for following semester? Current timing is to allow awardee to attend Annual Meeting, but they rarely do. Criteria says award to be used toward tuition. Should we reconsider to allow for attendance at conferences instead?

70th anniversary of PRSA: National is putting together a time capsule. NE District gets one item to contribute; need to come up with something district-wide. Tom was on Northeast District call, they decided on current Cutlip and Center textbook, *Effective Public Relations*, with mementos marking our District (Red Sox, New England Patriots).

Next meeting: Wednesday, September 20, 3-4 p.m., call-in: 866-200-5786, ID: 9297492.

Adjourned: 4:55 p.m.

Respectfully submitted,
Mary Ellen Hettinger, APR

YPRSA Board Meeting Minutes

September 20, 2017

Present: Heather Atwell, Tom Bebbington, Jon Boroshok, Donna Eason, Mark Elliott, AnnMarie French, Mary Ellen Hettinger, Ashley Januszewski, Jane Law, Grace Lessner, Andy Morse, Stefanie Phillips, Seth Wheeler, Roz Whitaker-Heck

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

Minutes from the August meeting: approved, unanimously accepted with no changes.

Treasurer's Report: approved, unanimously accepted with no changes.

Jane Law needs Yankee Chapter input on Northeast District doings:

Amendments 1: 1701, loophole to close, to allow boards to approve and adopt bylaws for districts. Mark Elliott and Tom Bebbington will vote yes as our delegates.

2: 1702, to expand membership/be more inclusive to those who qualify, add word communication besides public relations. Add public relations or communication professionals to membership materials. Vote yes.

3: 1703, to allow directors to be on the national board without being in a specific district. This gives more opportunities for geographic diversity, and to have at-large members from different fields, and to fill open slots. Vote yes.

4. 1704, to allow board of directors to amend bylaws. Safeguards added with 30-day comment period, do not allow board to make changes about Leadership Assembly, Leadership Assembly can still bring amendments forward themselves. Vote yes.

Annual Meeting: First, a very heartfelt thank-you to Grace Lessner who has handled this event for years. But she needs a co-chair and a couple of volunteers. We need a new venue and speaker(s) on the topic of Fake News.

Tom Bebbington: We'll defer the rest of the agenda and Tom will do a report.

4:14 pm adjourned.

Respectfully submitted,
Mary Ellen Hettinger, APR

YPRSA Board Meeting Minutes

October 18, 2017

Present: Heather Atwell, Tom Bebbington, Mark Elliott, Mary Ellen Hettinger, Ashley Januszewski, Jane Law, Grace Lessner, Andy Morse, Stefanie Phillips, Seth Wheeler

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

Minutes: approved, accepted with no changes.

Treasurer's Report: approved, accepted with no changes.

Newsletter: Grace Lessner, Annual Meeting, needs news from ICON, Tom will report from Assembly, send her more news.

Annual Meeting: Mark Elliott, will be Tuesday, Dec. 5, St. Anselm Institute of Politics, Manchester, NH. We have two speakers with a potential third. Ashley Januszewski drafted invitation, panel on Fake News, will brainstorm ideas thanks to Mark and Ashley for volunteering on committee.

New Business: Tom, we need to set chapter dues, currently at \$45. We won't hit our revenue target based on dues; we may be about \$1000 short. (Chapters only see part of the revenue from individual dues. PRSA gets rest.). Should we increase? Dues in the Northeast range from \$100 to what we charge. Should we bring back a year-round sponsor to keep costs lower, engage sponsors/get buy-in at year's start? National will not raise dues this year. We get \$35 of \$45 dues. Do we need to spend money or focus more on outreach to attract more members? Incentivize current members to reach out to potential new members. Dues will remain at \$45 a year to belong to the Yankee Chapter.

Report from Assembly: Tom, 1701 was approved to close loophole. 1702, to include communications wording be used as well as public relations, passed. 1703, the amendment proposed to require geographic diversity among directors, including having no more than three directors over a year could be from the same district, passed. 1704, to allow board of directors to amend bylaws, was withdrawn, although it may be raised with changes in the future. People felt it didn't address the concerns it was designed to. Jane Law presented the bylaws at Assembly, kudos to them, great job. This was also PRSA's 70th anniversary. There's a video on the national website featuring our own Liz LaRose. Grace should link to it in the newsletter.

Chapter Dinner at ICON: 16 people attended, Robin Schell hosted.

Ad hoc committee to examine awards and scholarships: Tom working on. We should have someone from Jackson Jackson & Wagner, plus Donna Eason.

Scholarship: Donna Eason says the news release and photo of scholarship winner is ready to go. She should send to Grace for newsletter too.

PRSSA: We still need a liaison.

Professional Development: Ashley Januszewski: January considering Nackey Loeb School media panelists? Laura Kroy? Media relations? Send potential panel names to Mark and Ashley.

APR: No current takers for upcoming session.

Membership: Currently at 96 members; we hover around 100.

Ethics: no news.

4:00 pm, adjourned.

Respectfully submitted,
Mary Ellen Hettinger, APR

DRAFT-For Approval

YPRSA Board Meeting Minutes

November 15, 2017

Present: Heather Atwell, Tom Bebbington, Jon Boroshok, Donna Eason, Mark Elliott, Mary Ellen Hettinger, Jane Law, Grace Lessner, Andy Morse, Stefanie Phillips, Seth Wheeler, Roz Whitaker-Heck

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

Minutes: approved, accepted with no changes.

Treasurer's Report: approved, accepted with no changes. Andy Morse deposited check today for Annual Meeting, brought revenue up \$50. Stefanie Phillips will present budget at meeting for Andy.

New Business

Tom Bebbington: Northeast District Conference Committee (2018 in Buffalo) is seeking sponsorships from Chapter, or for finding a minimum of \$500 in sponsorships (Bronze Level). We could also write a check, which we did last year. That way any sponsors we can get we can "keep" within the Chapter. 2020 will be our turn to host the conference. We will give the conference committee a \$500 check, to be paid in 2018. Discussion of the StarChapter software for chapter management. It's similar to Constant Contact to manage events, can go on our website also unlike Constant Contact, discussed during Leadership Rally last month. Are we happy with what we do now? We can see web demo if we want to explore it. Feedback from other chapters that have used it is not great. We currently pay for Constant Contact; Bob Lindquist does our website as a volunteer. We're doing well with our system as it is now. The Communications Committee should review our tools once a year to see if we need to change.

Old Business

Annual Meeting: We need the Annual Report produced; Stefanie Phillips will do. Thank you, Stefanie! Deadline for minutes, treasurer and committee reports to come shortly. Grace Lessner says we now have 19 registered for the Annual Meeting about fake news; this includes four guests. Need to send a Constant Contact email blast once a week until then. We also need input from St. Anselm and promotion. We need more publicity for this. Northeast Delta Dental is sponsoring. The board will get a chapter member list to make calls right after Thanksgiving. We need 20% of members to attend the Annual Meeting to constitute a quorum.

Committee Reports

Accreditation: Will come up with schedule again, starting in January. Plenty of time to let Jane and I know if you're interested.

Awards: No report.

Communications: Working on Annual Meeting publicity, e-news chugging along.

Ethics: No report.

Membership: Seth Wheeler, at 93 members today. Financial commitment is the problem for most potential members with employers not covering fee. Seth is on board for another year as Membership Chair.

Professional Development: No report. Any names for Nackey Loeb media panel session in January should go to Ashley Januszewski and Mark Elliott.

PRSSA: Vacant position. Roz Whitaker-Heck discussed PRSSA students' experience with ICON in Boston. Because they went last year to Indianapolis conference, they started a firm, Maple Street Media. They got a client that was so impressed, they sponsored five students to go to this year's conference.

Scholarship & Grants: Donna Eason looks forward to working with ad hoc committee to discuss for next year.

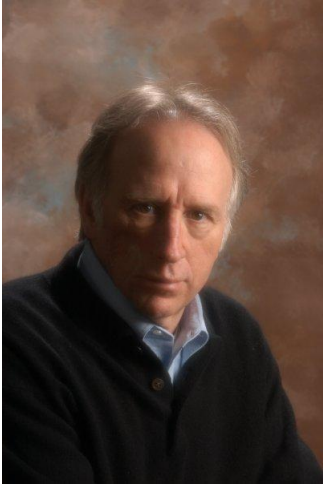
4:04 pm meeting adjourned.

Respectfully submitted,
Mary Ellen Hettinger, APR

2017 AWARDS AND SCHOLARSHIPS

2017 Pat Jackson Award

In April, Van McLeod was posthumously awarded the Pat Jackson Award by the Yankee Chapter of the Public Relations Society of America during a ceremony at the Capitol Center for the Arts.



The Pat Jackson award recognizes a professional who is not in the public relations field, but nonetheless successfully uses public relations principles to benefit his or her organization and society while demonstrating a track record of building relationships which earn trust.

Van was NH Commissioner of the Arts. He demonstrated the importance of building relationships among many publics as he championed the arts and culture in our state.

Previous award recipients include Lew Feldstein, Governor Walter Peterson, John Swope, Michael Hickey, Dr. James Squires and Bishop Gene Robinson.

Joan Goshgarian of the NH Business Committee for the Arts accepted the award on behalf of her late husband.

2017 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. This year for the third time, the annual scholarship was sponsored by EDvestinU®, the NH Higher Education Loan Program's Nonprofit Student Loan Lending and Refinancing Program.

Jillian Conway, a senior at Southern New Hampshire University (SNHU) and a resident of Marshfield, Mass., was awarded the 2017 scholarship. At SNHU, Conway is pursuing a major in Communications with minors in Public Relations, Social Media Marketing, and Psychology. She is an active member of the university's Marketing and Communications Student Association, which she serves as vice president, and was on the executive board of the school's Public Relations Student Society of America (PRSSA).



Accreditation Committee 2017 Report

APR is a mark of distinction for public relations professionals who demonstrate their commitment to the profession and to its ethical practice, and who are selected based on broad knowledge, strategic perspective, and sound professional judgment.

The Yankee Chapter currently has 35 accredited members, 32% of our membership. No chapter members have earned their APR during this past calendar year, although there are at least a couple of candidates working on their own.

From fall 2016 through winter 2017 into 2018, we scheduled five workshops on various facets of study toward the APR, working with the textbook and APR Study Guide on the PRSA website. The workshops were to be held in a central location for those who indicated an interest.

We promoted our APR workshops in the monthly chapter e-newsletters, on Facebook and on Twitter. The importance and value of becoming accredited was also mentioned at professional development sessions. The committee also updated the Yankee PRSA accreditation web page.

A few inquiries about becoming accredited came to the committee through PRSA. We followed up with the individuals. One in the North Country of NH has decided to sign up for the online class offered by PRSA and do it on her own time. Another individual indicated interest in our workshops.

From last year, when we held a session at New Hampshire Housing Finance Authority, one of the several potential candidates in attendance has been working on his own but indicated an interest in a session about the Planning Presentation and portfolio. Two others indicated an interest in pursuing accreditation in 2018 once other responsibilities have lessened.

The Accreditation Committee was invited once again in March 2017 to Boston PRSA's annual APR/St. Patrick's Day breakfast, because of our involvement in helping to revive the Boston Chapter's APR program during the 50th anniversary year of the APR.

During a special presentation of the Pat Jackson Award at the Capitol Center for the Arts in Concord, NH on April 12, 2017, the APR was highlighted because of Pat Jackson's professionalism.

Also in April, APR Month, a session on becoming accredited was held at the Northeast District conference, PRXNE17, which we promoted throughout the chapter.

On August 31 the committee met again to schedule dates, locations and times for APR workshops in the fall of 2017 through winter 2018. Two workshops were cancelled at the last minute due to lack of interest (no sign-ups) and one scheduled for November 15, 2017 was postponed until January 2018.

Respectfully submitted,

Jane Law, APR
Mary Ellen Hettinger, APR
Accreditation Committee

Yankee Chapter Accredited Members

Heather S. Atwell, APR

Gina M. Balkus, APR

Eric W. Blom, APR

Karen J. Cashman, APR

Amber J. Cutler, 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

Tracy Whittier Messer, APR

Susan J. Noon, MBA, APR

Isobel Parke, APR, Fellow PRSA

Shane Perry, 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

The Annual Meeting of the Leadership Assembly of the Public Relations Society of America was held on Saturday, October 7, in conjunction with the International Conference taking place in Boston. 203 delegates (holding an additional 42 proxy votes) from chapters around the country and the world came together to vote on the Society's incoming leaders and proposed bylaws changes.

Chair Jane Dvorak, APR, Fellow PRSA, gave the State of the Society report. Highlights included a review of membership trends, an update from the Technology Committee regarding the MyPRSA platform, and the premiere of a short video showing highlights of PRSA's 70-year history (which includes an appearance by Yankee Chapter Past President Liz LaRose, APR).

After several more reports the Assembly then moved on to voting, and elected Debra D. Peterson, APR, Chair-Elect for 2019. Currently vice president, external communications and community relations, at CenturyLink in New Century, Kan., she will serve as Chair-Elect on PRSA's National Board of Directors in 2018.

In addition to Peterson, two other candidates selected by the PRSA National Nominating Committee were elected to officer positions beginning in 2018. They are:

- Treasurer: T. Garland Stansell, APR, who is chief communications officer at Children's of Alabama, Birmingham, Ala.
- Secretary: Ronele M. Dotson, APR, president of RAD Strategies Inc., Reno, Nev.

District at At-Large representatives elected by the Assembly were:

- Director, Midwest District: Kevin M. Waetke, APR, vice president, strategic communications, National Pork Board, Clive, Iowa
- Director, North Pacific District: Michelle Egan, APR, Fellow PRSA, corporate communications director, Alyeska Pipeline Service Co., Anchorage, Alaska
- Director, Southeast District: Amy T. Coward, APR, Fellow PRSA, vice president, public relations, Palmetto Health Foundation, Columbia, S.C.
- Director, Southwest District: Robert Scott Pritchard, APR, Fellow PRSA, visiting professor and Faculty Adviser, Lindsey+Asp, University of Oklahoma, Blanchard, Okla.
- Director, Sunshine District: Joseph Abreu, APR, communications manager, Clerk of the Circuit Court, St. Lucie County, Fort Pierce, Fla.
- Director-At-Large: Scott Wesley Thornburg, public relations specialist, Oracle, Redwood City, Calif.

They will join 2017 Chair-Elect Anthony W. D'Angelo, APR, Fellow PRSA, who becomes chair on Jan. 1, 2018, to form the 2018 Executive Committee along with 2018 Immediate Past Chair Jane Dvorak, APR, Fellow PRSA, and returning board members Rick Batyko, APR, Fellow PRSA, Robert

Hastings, Jr., APR+M, Fellow PRSA, Jo Ann LeSage Nelson, APR, Andrew McCaskill, APR, Michelle Olson, APR, and Samantha Villegas, APR.

There were four proposed by-laws amendments on the agenda as well, each requiring a 2/3 majority to be enacted. The amendments were:

- 1) Proposal 1701, described as a “housekeeping” amendment designed to document the requirement that District bylaws comply with PRSA bylaws. The Yankee Chapter Board had recommended a “yes” vote and the amendment passed 197-5.
- 2) Proposal 1702, which was amended at the Assembly as Proposal 1702a, and aimed to substitute the term “public relations or communication” in most locations in the bylaws in an attempt to broaden the appeal of Society membership. The Yankee Chapter Board had recommended a “yes” vote and the amendment passed 184-18.
- 3) Proposal 1703, which proposed eliminating the requirement for District representation among Directors on the National Board. The Yankee Chapter Board had recommended a “yes” vote and the amendment failed 102-117.
- 4) Proposal 1704, which would have allowed the Board of Directors to amend certain bylaws without a vote of the Leadership Assembly, was withdrawn by the Governance Committee before a vote was taken, under the belief that they needed to do more to correct the perception that the amendment was a means to increase the Board’s power at the expense of the Leadership Assembly.

The Assembly was adjourned at 3:06 p.m.

Respectfully submitted,

Tom Bebbington
Mark Elliott, APR

Membership Committee 2017 Report

As of December 1, 2017, the Yankee Chapter had 94 active members, 15 fewer than last year.

During 2017:

- 14 new National members, 9 of whom joined the Yankee Chapter
- 29 dropped National members
- 9 reinstated National members

The downward trend in Yankee Chapter membership mirrors the drop in national PRSA members residing in our Chapter area. There are currently 126 PRSA members residing in our Chapter area, down from 141 members at this time last year.

In an attempt to reverse this trend, the Yankee Chapter Board will be considering new measures in 2018 that devote additional resources to the attraction and retention of members, and improves the frequency of communications with them. Under consideration for 2018 are:

- Merging the Membership and Professional Development Committees so that each of these critical areas has the resources to perform the necessary outreach and planning.
- Establishing an ad hoc Membership Welcome Committee that introduces new members to the Chapter and encourages them to participate in PD sessions and social events by making introductions, checking in with them on a regular basis and soliciting their input.
- Deepening and broadening the Yankee Chapter's support of PRSSA chapters in our area; work to continue relationships with students after graduation; hold networking and PD sessions on campus that are tailored to young PR professionals.

The Membership Committee recognizes the importance of working with the Professional Development Committee to attract and retain new members. Despite the 2017 decrease in Yankee Chapter membership, we believe the "PD as membership-building" model remains the best way to grow the Chapter membership and provide value for members' investment.

Respectfully submitted,

Seth Wheeler, APR
Membership Committee Chair

Yankee Chapter Membership Roster (as of 12/1/17)

Laura Almasi	Heather S. Atwell, APR	Gina M. Balkus, APR
Thomas Patrick Bebbington	Tori Berube	Eric W. Blom, APR
Mary-Jo Boisvert	Peg Bolgioni	Jon Boroshok
Janice L. Brown	Jeffrey Buell	Crystal Carroll
Matthew J. Chagnon	Byron O. Champlin	Gail P. Clark
Hannah Coen-Salamanca	Andrea L. Cronan	Amber Jeanne Cutler, APR
Terri A. Daniels	Sarah Day	Michelle E. Dunn
Donna J. Eason, APR	Mark Joseph Elliott, APR	Craig H. Evans, APR
Meghan Farrell	Sean T. Findlen, Esq.	Kevin P. Flynn
AnnMarie Rowlands French	Brice Futch	Cynthia Lea Gaffney
Susan Geier	Katherine J. Greenlaw, APR	Ernestine J. Greenslade
Linda Ellen Halleran	Mary Ellen Hettinger, APR	Erin L. Holt
Scott W. Hood	Alayna Olivier Howard	Denise Hutchins
Kim Jackson	Ashley Januszewski	Judy Katzel, APR
Nancy Kerr, Ph.D., APR	Jill S. Kimball, APR	Sarah Kossayda
Mackenzie Kreitler	John R. Lamb, APR	Lisa Landry
Elizabeth A. LaRose, APR	Jane N. Law, APR	Grace Lessner
Kristen Lestock	C. Robert Lindquist, APR	Sherry Long
Erika L. Mantz	Kathryn A. Marchocki	Warren E. Mason, Ed.D.
Patrick Neil McCafferty	Ryan L. McDonald	Patrick F. McGee, Sr., APR, Fellow PRSA
Tracy Whittier Messer, APR	Megan Michelakos	Andrew Morse
Martin E. Murray	Susan J. Noon, MBA, APR	Michael Norton
Katharine D. Paine	Isobel Parke, APR, Fellow PRSA	Tara Payne
Shane Perry, APR	Jennifer Phillips	Stefanie Phillips
Rebecca Post	Rick Ramseyer	Donna Richardson
Rosemarie Rung, APR	Robin Schell, APR, Fellow PRSA	Jayne Henriques Simoes
Laura D. Simoes	Stacey Smith, APR, Fellow PRSA	Brett St. Clair, APR
Roger W. Stephenson, APR	Amy K.S. Sterndale	Judy Stokes, APR
Susie D. Stone, APR	Kathleen Taggersell	Michele Lee Giannone Talwani
Jeff VanPelt	Sheila Marie Vargas	Kathleen B. Walker, APR
Katie Walker	Seth L. Wheeler, APR	Rosalynne D. Whitaker-Heck, Ed.D., APR
Rebecca Zirlen		

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 Heysse 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

