

**Yankee Chapter**  
**PRSA**

ANNUAL REPORT  
FISCAL YEAR 2018

**34<sup>th</sup> Annual Meeting**  
Thursday, November 1, 2018  
Red River Theatres  
Concord, NH

# The Yankee Chapter PRSA Annual Report for FY 2018

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# The Yankee Chapter PRSA 2018 ANNUAL MEETING

Thursday, November 1, 2018  
Red River Theatres  
Concord, NH

## AGENDA

10:00 a.m. Call to order-Mark Elliott, APR, President

Approval of November 2017 Annual Meeting Minutes  
Approval of October 2018 Minutes

Treasurer's Report	Stefanie Breton
President's Report	Mark Elliott, APR
Election of Officers	Mark Elliott, APR
Preview of 2019	Andy Morse
Adjourn Annual Meeting	

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



## 2018 Treasurer's Report

January 1, 2018 – October 25, 2018

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

As of October 25, the chapter has \$7,280.26 in expenses, which is below expectations. Revenue at \$4,104.11 is below expectations.

Of note:

- Professional Development sessions led to revenues of \$1,318.74 with expenses of \$2,572.40 including \$1,805 for the July Fisher Cats game in Manchester, NH.\*
- Operations expenses at \$2,572.40 are currently lower than our budgeted amount of \$3,100.
- Membership led to revenues of \$2,782.50 this year.
- We sponsored Champlain College-PRSSA Chapter's CommFest in the spring and travel to the National Conference for the Husson Chapter-PRSSA this fall.
- Northeast Delta Dental generously sponsored our annual meeting again this year.

As of October 25, the operating account balance is \$3,005.92 and the Money Market account balance is \$19,161.01.

*\* This summer, we partnered with VT/NH Marketing Association on the Fisher Cats game. We are expecting some reimbursement from this event.*

**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,  
Stefanie (Phillips) Breton, Treasurer

## Yankee Chapter PRSA Annual Treasurer's Report 2018

As of October 25, 2018

	Budgeted Expenses	Expenses to Date	Budgeted Revenue	Revenue to Date	Net Revenues Over Expenses
<b>Accreditation</b>	\$150.00		\$150.00		\$0.00
<b>Annual Meeting</b>	\$2,500.00	\$515.98	\$1,500.00	\$0.00	(\$515.98)
<b>Assembly Delegates</b>	\$1,500.00		\$0.00		\$0.00
<b>Awards</b>	\$200.00		\$0.00		\$0.00
<b>District Dues</b>	\$260.00		\$0.00		\$0.00
<b>Yankee PRSA Scholarship</b>	\$500.00		\$500.00		\$0.00
<b>Yankee PRSA Grant</b>	\$500.00	\$1,000.00	\$0.00		(\$1,000.00)
<b>Membership</b>	\$0.00		\$4,500.00	\$2,782.50	\$2,782.50
<b>Leadership Development</b>	\$100.00		\$0.00		\$0.00
<b>Operations</b>	\$3,100.00	\$2,642.88	\$0.00		-\$2,642.88
<b>Stock Photography</b>	\$250.00	\$49.00	\$0.00	\$0.00	-\$49.00
<b>Advertising</b>	\$100.00		\$0.00		\$0.00
<b>Professional Development</b>	\$1,250.00	\$2,572.40	\$2,000.00	\$1,318.74	(\$1,253.66)
<b>Treasury</b>	\$0.00		\$10.00	\$2.87	\$2.87
<b>Sponsorship</b>	\$0.00	\$500.00	\$1,000.00	\$0.00	-\$500.00
<b>Total</b>	<b>\$10,410.00</b>	<b>\$7,280.26</b>	<b>\$9,660.00</b>	<b>\$4,104.11</b>	<b>(\$3,176.15)</b>

Account Balance	Balance
Operating	\$3,005.92
Money Market	\$19,161.01
<b>Total Cash</b>	<b>\$22,166.93</b>

## 2018 Yankee Chapter President's Annual Report

As I reflect on my term as Chapter President, I am grateful for the trust placed with me by our membership and the opportunities Yankee Chapter PRSA offered. I want to thank our Chapter's Board and our many volunteers for their dedication and hard work. They selflessly served our members and profession with distinction and passion. Many have served in nearly every capacity of the Chapter.

Through their dedicated support, our Chapter accomplished a great deal:

- We developed an alliance with the VT/NH Marketing Group to create new networking and new professional development opportunities with some of our region's leading marketing professionals, including shared discounted pricing for our organizations' respective events.
- Our Professional Development Committee presented a world-class lineup of professional development sessions, including industry leading experts in media relations, internal communications and crisis communications.
- Our membership grew. We started the year with 96 members and grew to as many as 103. Our Member Services Committee worked tirelessly to attract and retain members.
- We supported our local PRSSA chapters through sponsorship of a student conference at Champlain College in Vermont and three Husson University students' attendance at the PRSSA International Conference in Austin, Tex. We hope to see their growth as they enter the workforce in a few years.
- We held Chapter membership dues steady due to our strong balance sheet and efforts to keep expenses in check. This enables us to offer high-quality programming at an affordable rate for our members.

These successes are also a stark reminder that our Chapter faces significant challenges. We must find ways to attract and engage new members who will lead our Chapter and profession well into the future. We've struggled to attract professionals at the dawn of their careers.

Additionally, we are challenged by a geographically diverse membership and must do more to engage, retain and provide value to communications professionals in Vermont, New Hampshire and Maine. We must find new ways to bring our members together. We must invest in technologies to create connections among those who will carry our profession forward.

We have many opportunities ahead. The most pressing being the Northeast District Conference coming to the Yankee Chapter in 2020. We need volunteers to lead the charge for the conference and our committees.

The last year was a wonderful opportunity for me personally and professionally. I've been fortunate to work with an incredible group of communicators in the advancement of our profession. More importantly, I worked closely with some of the smartest and most dedicated people in northern New England. I am fully confident that the dedication of Yankee Chapter PRSA leadership will be able to carry our Chapter forward well-beyond where we are today.

Respectfully submitted,

Mark Elliott, APR  
President

## 2018 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:

- **January:** Meet the Media
- **March:** Navigating a Crisis with Legal Support
- **May:** Social Networking Event
- **July:** Networking Night at NH Fisher Cats
- **August:** When the Unthinkable Happens, What You Do Before Determines the After
- **September:** Measuring Internal Communications Success

Thank you to the following organizations for hosting events:

- NH Institute of Politics at Saint Anselm College
- Nackey Loeb School (Manchester, N.H.)
- Nixon Peabody LLC (Manchester, N.H.)
- Champlain College (Burlington, V.T.)
- NH Fisher Cats (Manchester, N.H.)
- Southern New Hampshire University (Manchester, N.H.)
- Red River Theatres (Concord, N.H.)

The amount of time and preparation that the Professional Development Committee devotes to successful execution of sessions and events can be staggering. Additionally, I'd also like to thank Mary Ellen Hettinger, Stefanie (Phillips) Breton, Bob Lindquist and Andy Morse for their active participation in efforts to promote and publicize our sessions.

On behalf of the Yankee Chapter, we'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,  
YPRSA Professional Development Committee

## 2019 SLATE OF OFFICERS

**President, Andy Morse**  
Concord Regional VNA

**President-Elect, Stefanie (Phillips) Breton (\*\*)**  
City of Concord

**Past President, Mark Elliott, APR**  
Velcro®

**Secretary, Mackenzie Kreitler (\*\*)**  
PR Consultant

**Treasurer, Seth Wheeler, APR (\*\*)**  
New Hampshire Electric Cooperative

**Director, Roz Whitaker-Heck, APR (\*\*)**  
Champlain College  
(Term expires 12/31/20)

**Director, AnnMarie French (\*\*)**  
New Hampshire Fiscal Policy Institute  
(Term expires 12/31/20)

**Director, Lloyd Ziel (\*\*)**  
American Red Cross  
(Term expires 12/31/20)

**Director, Mary Ellen Hettinger, APR (\*\*)**  
Breathe New Hampshire  
(Term expires 12/31/20)

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

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

**Director, Michelle Dunn (\*\*)**  
Southern New Hampshire University  
(Term expires 12/31/20)

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



DRAFT-For approval

**Yankee Chapter PRSA  
Annual Meeting**

Tuesday, December 5, 2017

New Hampshire Institute of Politics, Saint Anselm College

**Present:** Gina Balkus, Tom Bebbington, Amber Bedi, Jon Boroshok, Donna Eason, Mark Elliott, Meghan Farrell, AnnMarie French, Mary Ellen Hettinger, Ashley Januszewski, Jill Kimball, Mackenzie Kreidler, Lisa Landry, Liz LaRose, Jane Law, Grace Lessner, Kristen Lestock, Bob Lindquist, Isobel Parke, Stefanie Phillips, Robin Schell, Brett St. Clair, Roger Stephenson, Seth Wheeler, Roz Whitaker-Heck

The meeting was called to order at 4:36 p.m.; we have a quorum.

**Minutes:** Nov. 17, 2017 minutes were approved.

**Treasurer's Report (Assistant Treasurer Stefanie Phillips presented for Treasurer Andy Morse):** We have \$9,660 in revenue; \$10,160 in expenses. Though below the anticipated revenue, we had extra expenses from this spring's Pat Jackson Award ceremony, which was a special event. We gave out one scholarship, thanks to Northeast Delta Dental. The treasurer's report was approved.

**Outgoing President's Report (Tom Bebbington):** Complete report is in the Annual Report. Tom is grateful for all-volunteer board's commitment to the Yankee Chapter and the public relations profession. He thanked all the committees. Tom noted that our membership has plateaued, a trend across PRSA.

**2018 Slate of Officers (elected unanimously):**

President Mark Elliott, APR

President-elect Andy Morse, Concord Regional Visiting Nurses Association

Past President Tom Bebbington, Diocese of Manchester

Secretary Mary Ellen Hettinger, APR, Breathe New Hampshire

Treasurer Stefanie Phillips, American Heart Association

**Incoming President Mark Elliott's Preview of 2018:** It's the Yankee Chapter's volunteer leadership that makes the chapter a success. Mark wants to build on our legacy as the premier association for communication professionals. He'd like to see our program focus on our changing industry, including SEO news releases, and extend our engagement to marketing professionals and other groups such as the NHPA, NESHCo, Greater Manchester Chamber of Commerce, and Young Professionals groups. He'd also like us to extend our outreach to members, do student mentoring and networking, to advance the profession.

4:54 pm meeting adjourned.

Respectfully submitted,  
Mary Ellen Hettinger, APR

**Yankee Board Meeting Minutes**  
January 24, 2018

603-663-0199, ID 226679

**Present:** Jon Boroshok, Mark Elliott, AnnMarie French, Mary Ellen Hettinger, Mackenzie Kreidler, Jane Law, Amber Bedi, Andy Morse, Shane Perry, Stefanie Phillips, Seth Wheeler  
The meeting was called to order at 3:02 p.m.

**Minutes:** Dec. 20, 2017 minutes approved with name correction: Phil (not Bill) Kinkade

**Treasurer's Report, Stefanie Phillips:** Needs to amend note about Paul Dowd fund—it's empty. Cornerstone expenses and Nackey Loeb payment for tomorrow's PD session. Approved.

### **New Business**

**Open Committee Slots:** Three on Member Engagement, Seth Wheeler and Shane Perry on membership, should be fully staffed by tomorrow PD session. Tell Mark Elliott if you have any other suggestions for names to build out the bench.

**Awards Committee:** Pat McGee stepping back since retirement, Mark spoke to Brett St. Clair and Susie Stone who are interested in becoming involved with committee. Mark will also speak with Robin Schell for ad hoc committee for proposals on changing awards, grants/scholarships to offer more benefits to community.

**PRSA Northeast District:** Having leadership retreat Feb. 2, Jane Law, Tom Bebbington, Andy Morse and Mark will be representing the Yankee Chapter. Jane is Parliamentarian.

**Yankee Chapter Retreat:** Will have a half day together. Mark will send Doodle poll.

**Organization Affiliations:** NH Press Association and NH/VT Marketing Association are willing to work with us on PD sessions. Erin Callanan at Boston PRSA would like to hold a joint diversity event, also with NESHCO. Shane will connect with Maine PR Council. We're making progress.

**Old Business (None)**

### **Committee Reports**

**APR Committee:** Mary Ellen Hettinger and Jane will work with a moderated study group instead of workshops, use chapter tests associated with online study guide. There is an APR Boot Camp before the Buffalo Northeast District Conference in June.

**Annual Meeting:** Grace Lessner not on call. Committee will start work in April or May. We'll coordinate with Boston PRSA Chapter and invite each other to our Annual Meetings.

**Communications:** Mackenzie Kreidler, the newsletter will be out the second week in Feb., send content by Feb. 5.

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

**Member Engagement:** Seth Wheeler, we're at 100 members and we have three new members.

**Professional Development:** 41 registered for Meet the Media panel at Nackey Loeb tomorrow, including 12 students.

The next event will be working with the legal team on Thursday, March 29,4-6 at Nixon Peabody in Manchester. If students come, will we have space? Consider holding at SNHU. Jon Boroshok will check.

**Scholarship and Grants:** Donna Eason not on call.

**PRSSA:** Jon Boroshok on faculty forum with Boston-area faculty who meet monthly. looking to find ways to partner with other schools/chapters/programs to share the wealth, to open to other colleges and chapters, geography a challenge but Nashua location might occasionally work. The idea is to minimize cost for students/PRSSA to grow younger membership, no charge whenever possible for PD sessions. There is a current PRSSA Chapter at Husson in Maine. Virtual programs discussed to offer value. Facebook Live tried previously, video conference room at SNHU, Twitter chat/Tweet-ups.

**Scholarship:** Donna Eason not on call.

4:05 p.m. meeting adjourned.

Respectfully submitted,  
Mary Ellen Hettinger, APR

**Yankee Board Meeting Minutes**  
February 21, 2018

603-663-0199, ID 226679

**Present:** Tom Bebbington, Donna Eason, Mark Elliott, Mary Ellen Hettinger, Amber Bedi, Shane Perry, Stefanie Phillips, Seth Wheeler, Roz Whitaker-Heck

The meeting was called to order at 3:03 p.m.

**Minutes:** Jan. 24, 2018 minutes approved

**Treasurer's Report, Stefanie Phillips:** Approved. \$290+ in funds after PayPal problem. 2017 financial audit is Feb. 23.

**New Business**

**Awards/Grants/Scholarships:** Ad hoc committee of Tom Bebbington, Donna Eason, Seth Wheeler, Brett St. Clair, Robin Schell, Susie Stone

**PRSA Northeast District Retreat:** Mark Elliott, Andy Morse, Jane Law attended Conference this year is in Buffalo June 1. In 2020 Yankee Chapter will hold conference. Start planning mid to end of 2018 to form committee. Work with 2019 committee (Newport, RI) to get reports. Recent conferences have been revenue generating, solidified finances for District. District and host chapter split any profits from conference. Conference takes the place of any professional development session for that month. Yankee paid \$500 sponsorship for conference in fall.

**Yankee Chapter Retreat:** March 16, will have dial-in option, 9 am-noon Friday at NHHHA Bedford NH.

**Organizational Affiliations:** VT/NH Marketing Group, wants an alliance/partnership and they're excited about working with us on that. Need to finalize key items: discounted pricing for events, sending out directory in email to memberships, highlight relationship on websites, jointly promoting events about 4 times a year to encourage networking, build joint PD session or event where we split responsibilities and revenues, learning from each other.

**Champlain College PRSSA Sponsorship:** Roz Whitaker-Heck is conduit between professional chapter and PRSSA. Been sending officers to conferences and regional workshops. PD sessions for officers, encourage to bring back programming to chapters. Created student PR film and got a client which sponsored them to go to the national conference. Reached out to SUNY Plattsburg (Capital Region NY) and collaborated to have day of mini workshops featuring Champlain alum to conduct sessions. Part of cost is luncheon. Speakers are pro bono. Planning Committee reached out to campus caterer, potential for 80 attendees max. reached out to Student Government Association org to request funding also \$200 max. Roz asking if Yankee would offset cost of lunch and invite members to come and be speakers. Letter and presentation packet in agenda. Total ask if max out is \$26 a person that includes continental breakfast, 2 snacks, lunch. March 31 event. We could use designated grant fund of \$500 to help support. \$2,080 cost for lunch. Free to students. We also have about \$23-24,000 in funds available, so we could fund outright. But we need a motion in how to do it. What if Maine wants \$2,000? Ask District, local PRSA in Plattsburgh. We need to have a broader conversation about what we provide to PRSSA chapters. Theme is Take the Lead. Seth moved that we use that fund in amount of \$1,000. Roz, once they know head count, then that would be amount spent, any balance returned. Stephanie, \$1,000 to include \$500 grant, plus add'l \$500. Fund up to \$1,000 grant + budget. Approved. Roz abstained.

**Old Business:** None

## Committee Reports

**APR Committee:** Mary Ellen Hettinger and Jane Law will be working more one-on-one with candidates and holding a couple of workshops on questionnaire and planning presentation.

**Annual Meeting:** Grace Lessner not on call. Will start brainstorming in March about ideas and when and where.

**Communications:** Roz has a Champlain student Julia Woodward interested in helping with newsletter. Send content for March newsletter to Mackenzie Kreidler.

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

**Member Engagement:** Seth Wheeler, 98 members (see agenda), Donna will check with Gail Winslow, Mary Ellen working on reengaging Lisa Landry.

**Professional Development:** Mark is working on getting a call with the group together; there are a few interested who are newer members. Working with legal PD event Thursday, March 29, 4-6 at Nixon Peabody in Manchester, NH. 4:01 p.m. meeting adjourned.

Respectfully submitted,  
Mary Ellen Hettinger, APR

**Yankee Board Meeting Minutes**  
March 21, 2018

603-663-0199, ID 226679

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

The meeting was called to order at 3:08 p.m. We did not have a quorum.

**Minutes:** Feb. 21, 2018

**Treasurer's Report, Stefanie Phillips:**

**New Business**

**Audit: Mark:** formatting discrepancies, make consistent. Captured places where checks written and cashed much later, moved in line with appropriate area, bank overcharge for checks, everything in line, no missing or lost money, very good financial position

**Awards/Grants/Scholarships:** Kickoff meeting with ad hoc committee is April 4, goal to make recommendation for board to consider in August. Donna sent scholarship up to Bob L for website. Would consider changes for 2019.

**Yankee Chapter Retreat:** Good discussion, representation, Mark?Andy building 2 year plan.

**YPRSA Website:** Bob L shared update on new website, up by June 1 goal. Kudos to Bob over years

**Organizational Affiliations:** VT/NH Marketing Group, finalizing language to have agreement on alliance, coming soon. No cost for aligning; will cross promote events, link to websites, benefits to attend their PD events at their member cost, vice versa, increase marketing reach for orgs. Will send info about alliance to our members, opportunity to sign up for e-news and opportunities from other groups, share ideas about marketing communications.

**Champlain College PRSSA Sponsorship:** We have opportunity for Sat., March 31 session to address/attend their luncheon. Downside, Easter weekend, people may not want to travel. Someone to travel to speak to group? Roz will represent the Yankee Chapter. Will need check to sponsor.

**Old Business:** None

**Committee Reports**

**APR Committee:** Mary Ellen, nothing new to report, except there will be an APR workshop on May 31, the day before the Northeast District Conference in Buffalo. Andy registered.

**Annual Meeting:** Grace Lessner, will start planning late April, promote for a few months ahead of time. Need to brainstorm about topic ideas and speaker. Decide and reserve location and date. See if we could hold date. NH Institute on Politics nice venue, free, but can be touch to get to for some members.

**Communications:** Roz Whitaker-Heck , Champlain student on committee, liaison between PRSSA also helping to post/craft content for newsletter.

**Ethics:** Liz LaRose. Not here

**Member Engagement/Services:** no one here. Latest number shows 98 members, doesn't include Shane Perry, one new member Amy from Dartmouth, lost 5 members. Tom B will work on K Marchocki back.

**Professional Development:** Thursday, March 29, 4-6 at Nixon Peabody in Manchester, NH. Twelve registered so far, hope to get about 20.

3:34 p.m. meeting adjourned.

Respectfully submitted,  
Mary Ellen Hettinger, APR

**Yankee Board Meeting Minutes**  
April 18, 2018

603-663-0199, ID 226679

**Present:** Tom Bebbington, Amber Bedi, Donna Eason, Mark Elliott, Mary Ellen Hettinger, Mackenzie Kreidler, Grace Lessner, Andy Morse, Stefanie Phillips, Seth Wheeler, Roz Whitaker-Heck

The meeting was called to order at 3:04 p.m. by Andy Morse

**Minutes:** Feb. 21, 2018, March 21, 2018 minutes approved

**Treasurer's Report, Stefanie Phillips:** Feb. 21 and March 21 approved. Champlain College PRSSA got \$500 from grant, \$500 from operations for program they ran.

### **New Business**

a. 2017 Financial Audit Results

Stefanie, Andy Morse, Jane Law and Mark Elliott got together in February. There were no significant issues, just some formatting changes for consistency. We were overcharged for checks last year and got a bank refund as noted in the treasurer's report. Moved expenditure items that were paid out in one month, but not cashed until following month, so expenses were in line were expended.

b. YPRSA Website: nice modern update to what we had

- i. Plan to launch updated website by June 1. Bob Lindquist requests budget be added of \$229 line item in annual budget for 25 stock photos.
- ii. Stock Photos: Bob's recommendation is no monthly subscription. Buy enough (package of 5 or 25 at a time) for the project at hand. Maybe 5 to set up the website, another five during the year for events or to freshen up the rotators. One single project. Get images on demand and download within a year. 2 Images – \$29; 5 Images – \$49; 25 Images – \$229. Hannah Coen-Salamanca volunteered to be web understudy. Use Shutterstock photos to have mix of our events, members, and supplement with stock photos when not a lot is going on. Buy for a year and use as bridge to populating website with our own images. Motion to add line item. Line item will be titled website stock photography. Approved/passed.

c. Organizational Affiliations: We've formalized our relationship with the VT/NH Marketing Group. This gives our members a significant discount to their events; they have 1 day and half-day sessions. This will expand our networking with other professionals. Proposal for event under PD Committee.

### **Old Business**

Awards/Grants/Scholarships Review, Tom Bebbington: The team had a good preliminary meeting on April 4. They discussed problems with current awards setup and explored going forward. There will be another meeting later in April. Mark Elliott noted that Donna Eason, Robin Schell and Brett St. Clair have historical knowledge about these items. Goal is to make them more beneficial to members, community and organization.

### **Committee Reports**

- a. Accreditation (Mary Ellen, Jane): Mary Ellen Hettinger, nothing new.
- b. Annual Meeting: Grace Lessner not on call. Start working on date next month for fall event. (Got on call late.)
- c. Communications (Mackenzie, Roz): Re-design of website to be sent out later today, sleek, fresh and modern.
- d. Ethics Officer Liz LaRose not on call
- e. Member Services – 97 members



- i. Yankee Chapter PRSA (YPRSA) had a member retention rate of 94.1% in 2017, the top for chapters with 101-200 members.

In recognition we receive one annual membership we can do whatever we want with. Leave to Member Engagement Committee to recommend how to use it. Does board need to approve recipient? Not necessarily. \$300 value.

- ii. Membership (Seth Wheeler, Shane Perry, Andy): 96 members as of April 17, 2018

1. New Members – 2

- a. **Amy Drapeau Olson**, Dartmouth College, Lebanon, NH
- b. **Jonathan L. Seder**, LTCP, LLC

2. Reinstated Members – 2

- a. **Elizabeth M. Sutherland, APR**, Sutherland Weston, Inc. (Mark Elliott will call.)
- b. **Megan Michelakos**, Carpet One Floor & Home (Mark will call.)

3. Dropped – 3

- a. **Jeffrey Buell**, Vermont Energy Investment Corporation (Amber will contact in person.)
- b. **Crystal Mockler**, Northeast Delta Dental (maybe just lapse), also **Kathy Walker** at NDD.
- c. **Patrick Neil McCafferty**, LTCP, LLC (Tom will contact, but McCafferty is now in Mass.)

- iii. Professional Development (Kristen Lestock, Hannah, Dustyn Bailey)

- a. **Networking Social at Stoneface Brewing Company** – May 3, Thurs. night. Andy, gathering room off tasting room 5/3 5-7 pm 10 per person, must order appetizers, buy own brew, trying to engage other areas, room holds 40, hope to get 30, in Newington including Boston PRSA, agencies.

- b. **Fisher Cats Baseball** –Thursday, July 19, 7:05 p.m.

- i. 50 tickets for Indoor climate-controlled space with balcony seats with outdoor patio area with high-tops and picnic tables; All-you-can-eat buffet and 2 Suite Lot parking passes
- ii. \$1,800 – split risk as networking session with VT/NH Marketing Group
- iii. We'd sell tix for \$30 each to break even. Pres. of FC to meet with group. Harrisburg Senators (minor league for Wash. Nationals, fireworks), Maine PR group, Seadogs advertiser to try and get event, FC and Sea Dogs, bring family event, on a Sunday? Stadium in Portland, ME right off highway.

- c. PRSSA (Jon Boroshok) Not on call.

- iii. Champlain College PRSSA Sponsorship, Roz attended event last month, interesting for students, first time they ran event, not realizing people don't respond until last minute, 50 registered, Roz there from 10-3, sessions concurrent, 2 in morning then keynote/plenary, then concurrent in afternoon, across campus, well developed, panelists very informative. Roz spoke at lunch on our behalf about vibrant strong relationship, mentioned scholarship student received from Yankee Chapter, and then session with Rosemarie Rung Communicating for Change and continuing support with first-ever Comm Fest. Committee very tired but learned a lot from experience. Thank you Roz for representing chapter at event. Campus Public Information Officer was there took photos. Get pictures for our website and Facebook and newsletter. Attendees also from from SUNY Plattsburgh Chapter PRSSA.

- d. Scholarship & Grant (Donna Eason) not on call.

Adjourned at 3:50 p.m. Next meeting date: Wednesday, May 16.

Respectfully submitted,  
Mary Ellen Hettinger, APR

**Yankee Board Meeting Minutes**  
May 16, 2018

603-663-0199, ID 226679

**Present:** Tom Bebbington, Amber Bedi, Mark Elliott, AnnMarie French, Jon Boroshok, Mary Ellen Hettinger, Jane Law, Andy Morse, Stefanie Phillips

The meeting was called to order at 3:05 p.m.

**Minutes:** April 18, 2018 minutes approved

**Treasurer's Report, Stefanie Phillips:** approved as amended. The networking event with the Fisher Cats in collaboration with VT/NH Marketing Group will have our half reimbursed after the fact. We purchased the first round of stock photos for our New! and Improved! website, the social at Stoneface Brewery gave us a bit of revenue. May membership dues are in.

### **New Business**

Northeast District conference is in a few weeks. We have a good contingent from Yankee attending. A survey was shared for boards for 2019 and 2020 conferences. Ranking of locations or just pick top one? We'll rank. Would students PRSSA come if in Burlington (after school ends)? Meredith, Portsmouth, would SNHU come? Probably not, only very few students in PR as a major. When to suggest—mid May? Locations: Burlington VT and Portland ME and Portsmouth NH lend themselves to air travel. Use questionnaire as is and submit to Buffalo committee.

We are a sponsor of Northeast District Conference and can include something in goody bags. Pens? Mark will check with Matt G at Cornerstone about supply. 103 registered attendees as of last Friday. Member networking at conference: do we want to coordinate a coffee before, or something else so people can meet in person at some point? Community Beer Works? Mark will send out email to invite attendees from Yankee Chapter.

Diversity survey: idea to report membership makeup for annual report. Important context: chapter growth opportunities, create PD sessions that meet membership's needs. Term membership survey versus diversity survey. Switch order of questions with more personal ones near the end. Add transgender to gender. Make marital status one, family status one question each. Small office 1-5 versus 1-50; communicators wear many hats. Primary type of work, so many in communications, options for multiple answers. Do all questions have to be answered? Primary=1 answer. Others can offer options. #10 option 51-100, 100-500.

#6 add govt as business type. #11 annual income (not household, individual), #12 years of experience need slot. What about sexual orientation question, can someone opt out if they prefer not to answer? Put least invasive questions first, type of business, etc. Say why we are doing the survey, indicate that it will not be traced back to individual. Privacy concern, what used for—in the introduction. Should we have an incentive? Free membership from PRSA Golden Retriever award. Free chapter membership \$45? Survey would go to chapter members only.

### **Old Business**

Tom Bebbington: subcommittee about revamping awards/scholarships has met three times so far. They're in research phase before making a proposal.

### **Committee Reports**

Accreditation: nothing new

Annual meeting: we need volunteers on committee to help Grace Lessner for 2018's.

Communications: no one on call, Mackenzie Kreidler needs items for May newsletter, send by Friday, May 18.

Ethics: Liz LaRose not on call.

Member Services: Seth Wheeler and Shane Perry, we have 98 members. Mark is reaching out to new members. Can anyone else connect to engage new members?

Professional Development: no one on call, the networking social at Stoneface had a light turnout but was fun. We have one new member and one upcoming graduate. NH Fisher Cats social with VT/NH Marketing Group is locked in for Thursday, July 19. The team's president will join for networking. The registration link is open on Marketing Group's page. We'll link to our Facebook page. \$40 for tickets.

PRSSA: Roz Whitaker-Heck not on.

Scholarship/Grant: Donna Eason not on.

Adjourned at 3:58 p.m. Next meeting date: Wednesday, June 20.

Respectfully submitted,

Mary Ellen Hettinger, APR

## Yankee Board Meeting Minutes

June 20, 2018

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

The meeting was called to order at 3:05 p.m.

**Minutes:** May 16, 2018 minutes approved.

**Treasurer's Report, Stefanie Phillips:** approved as amended.

### New Business

Northeast District Conference report, Andy Morse said we had a good contingent there. The opening keynote was good, lunch speaker was great, someone from the former Barack Obama communication team. Joe Truncale, PRSA president, was there. Tom Bebbington said it was "a lot of learning for low dollars."

Mark Elliott: survey results for location of 2020 conference hosted by Yankee Chapter: Burlington VT edged out Portland, ME by 2% points. Portsmouth came in third. About 80 responded of 170 in attendance.

There will be a diversity survey sent out in the next week.

### Old Business

Awards, scholarships, grants review: Tom said their next meeting is immediately after this call.

### Committee Reports

**Accreditation:** Jane Law and Mary Ellen Hettinger will send out an email to potential candidates about a workshop on the application process to see if there's interest.

**Annual Meeting:** Andy and Grace Lessner are seeking input on idea of morning meeting. Oct. 31, Nov. 1 or 12 or 13 (12 is Veteran's Day off) suggested at Red River Theatres in Concord. Stagnant attendance in the past; it's challenging to find time for everyone. Grace said morning events seem increasingly popular. There would be a light breakfast first. Speaker would have to be a good draw. Need suggestions and still need volunteers.

**Communications:** Mackenzie Kreidler is not on call, needs newsletter stories ASAP.

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

**Member Services:** We have 99 members.

**Professional Development:** Clark Dumont of NH possible for PD session. Stacey Smith will do measuring internal communications for Yankee Chapter. NH Fisher Cats social with VT/NH Marketing Group is Thursday, July 19. The team's president will join for networking. The registration link is open on Marketing Group's page. Linked, shared to our Facebook page. \$40 for tickets.

**PRSSA:** Jon Boroshok not on.

**Scholarship/Grant:** Donna Eason—no scholarship awarded this year.

Adjourned at 3:44 p.m. Next meeting date: Wednesday July 18<sup>th</sup>.

Respectfully submitted,  
Mary Ellen Hettinger, APR

## Yankee Board Meeting Minutes

July 18, 2018

**Present:** Mark Elliott, Mary Ellen Hettinger, Jane Law, Grace Lessner, Andy Morse  
Special guest Jo Ann Nelson of national PRSA board, elected representative of Northeast District was on call but no quorum. Will reschedule.

The meeting was called to order at 3:05 p.m.

**Minutes:** June 20, 2018 minutes

### **Treasurer's Report, Stefanie Phillips:**

**Annual Meeting:** Group met (Mark Elliott, Andy Morse, AnnMarie French and Sheila Vargus in Concord about speaker for Annual Meeting, it will be in the morning at Red River Theatres Thursday, Nov. 1. Looking for one dynamic speaker who would be a draw, to tell a good story in one hour, also what would work for Vermont/New Hampshire Marketing Group, also outside organizations, to lure in new members. Plus networking.

**Communications:** No one on call.

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

**Member Services:** We have 99 members.

**Professional Development:** Not on.

**PRSSA:** Jon Boroshok not on.

**Scholarship/Grant:** Donna Eason—no scholarship awarded this year.

Adjourned at 3:44 p.m.

Next meeting date: Wednesday August 15.

Respectfully submitted,  
Mary Ellen Hettinger, APR

## Yankee Board Meeting Minutes August 15, 2018

**Present:** Tom Bebbington, Mark Elliott, AnnMarie French, Mary Ellen Hettinger, Kristen LeStock, Grace Lessner, Andy Morse, Stefanie Phillips Breton, Seth Wheeler, Roz Whitaker-Heck.

The meeting was called to order at 3:04 p.m.

**Minutes:** July 18, 2018 minutes, approved; June 20, 2018 minutes approved also since previously there wasn't a quorum.

**Treasurer's Report, Stefanie Phillips Breton:** Put in payment for Red River Theatres for Annual Meeting, web hosting fees, PD session for August 16, membership revenue looks promising. Constant Contact: need to delete extra emails, send to Mark Elliott if you want to delete duplicates. Treasurer's Report approved. Also June 20, 2018 Treasurer's Report approved.

**New Business:** We have a new national PRSA logo and need the chapter name moved to below PRSA, need to adjust and place new one on newsletter, website, Constant Contact, invitations, etc. Tom Bebbington will see about having graphics changed.

**Diversity Survey:** Mark will send around to board. Plan is to send out in September, live for 30 days, to get data on our members for Annual Report.

**Speakers Bureau and Mentorship Survey:** Got 26 responses out of about 97 surveys sent. Lot of interest in mentoring young professionals. Maybe one-time lunch meeting, with phone follow-up. 73% who responded had 20+ years of experience, next group had 11 to 20 years. 65% of respondents had master's degrees. 42% of respondents had APRs.

**PRSA International Conference in Austin, TX:** The chapter has 102 members so we have 2 delegates; the president and president-elect will attend (Mark Elliott and Andy Morse). Jo Ann Nelson of national PRSA board, representative for Northeast District, will speak with the Yankee board about governance in Sept., before the October conference.

**Request from Husson University:** Seeking funding for PRSSA students to PRSA national conference in October. Requested \$1,000 toward conference expenses; seeking to raise about \$3,500. We gave Champlain College \$1,000 as sponsorship in spring for an all-day conference at Champlain. We gave Husson \$500 for conference in Boston year before.

Roz Whitaker-Heck: her previous chapter made a recurring donation to PRSSA chapters each year; their choice for how to spend. About \$500, with a few guidelines attached for use.

Yankee used to hold PR Boot Camp with higher price tag which went to PRSSA. National offers a scholarship awarded per application that covers registration only for conference attendance. Does \$1,000 benefit only a small number of students? This is different from sponsorship which touched more students.

We have about \$20,000 in bank account, so not in financial straits as long as we keep up revenue. Motion from Roz: I propose we sponsor chapter's travel to national conference at \$500. Seconded by Tom Bebbington. National conference attendance means a lot to students, motivates them, according to Roz. They also recognize value of local chapter.

Have students provide update at board meeting or written summary after conference about experience, send photos for our newsletter/website. We'll send Husson/New England School of Communications PRSSA chapter \$500 for conference.

**Annual Meeting, Grace Lessner:** At Red River Theatres in Concord on Thursday morning, Nov. 1, 2018, from 8 to about 11:30 a.m. Looking for speaker suggestions.

**APR Committee:** Four members in the process.

**Communications, Roz:** Student who was helping Mackenzie Kreidler has graduated, Roz will seek another student to volunteer.

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

**Member Services:** We have 102 members.

**Professional Development, Andy Morse:** Tomorrow, Thursday, Aug. 16 at Nackey Loeb School, Manchester, NH on crisis communications, When the Unthinkable Happens. Twenty-one registered at this point. Clark Dumont speaker, head of communications for MGM Grand during Las Vegas concert shooting last year.

Next one will be on communications measurement with Stacey Smith.

**PRSSA:** Jon Boroshok not on.

**Scholarship/Grant:** Donna Eason not on, none this year.

National runs chapter administration workshop, do we want to send someone? Will consider next month.

Adjourned at 4:00 p.m.

Next meeting date: Wednesday, September 19.

Respectfully submitted,  
Mary Ellen Hettinger, APR

**Yankee Board Meeting Minutes**  
September 19, 2018

603-663-0199, ID 226679

**Present:** Tom Bebbington, Mark Elliott, Mary Ellen Hettinger, Mackenzie Kreidler, Jane Law, Andy Morse, Stefanie Phillips Breton, Seth Wheeler

The meeting started at 3:06 p.m.

**By-Laws Proposal for Leadership Assembly at ICON**

Jo Ann Nelson, PRSA National Board, speaking on by-laws proposal for Leadership Assembly at PRSA International Conference in Austin, TX. Six amendments will be proposed to delegates.

2 are endorsed by Governance Committee (not made of board members), and national board of directors, 4 are not. The goal is to strengthen the organization.

**1801:** Redefine "member in good standing." Board voted unanimously to endorse.

**1802:** Framework for grievance process re: another member. Three-step process, committee would review actions of member, make recommendations to a grievance panel, then goes to executive committee of the board for determination. Board voted unanimously to endorse.

**1803:** Two PRSA members, Mary Beth West and Susan Hart, brought the next 4 by-law amendment proposals. Governance Committee worked to compromise but one was not reached. Their amendment would rename Board of Ethics, making it an independent organization of PRSA. Per New York State law where PRSA is incorporated, this is not legal. They want to empower the assembly and establish ethics review task force. The Board of Ethics has never been an enforcement arm of the organization; the Governance Committee doesn't understand the need for this. They also want grievance results posted; the Governance Committee wants to keep it confidential.

**1804:** Adds voting national ethics representative to national nominating committee. PRSA considers this a "solution in need of a problem." Don't feel it's necessary, not worth pursuing.

**1805:** Would eliminate role of national board in nominating officers of the board. PRSA believes that board members are the most informed representatives to nominate best candidates; this is a best practice. Jo Ann Nelson noted that when she was a board candidate for secretary, she went through a very rigorous, thorough process two years ago.

**1806:** West and Hart want to add the word "nonpartisan" to the organization; we already are a nonpartisan organization. Who would define what is partisan or not? PRSA feels this would inhibit our ability to advocate on behalf of our profession.

Also at the conference, delegates could propose an amendment to an amendment from the floor.

**Jo Ann email:** joann@albanypr.com represents Northeast District on the board

**Officially called to order at 3:43**

**Minutes:** August 15, 2018 minutes, approved as amended (Clark Dumont).

**Treasurer's Report, Stefanie Phillips Breton:** we submitted \$500 to Husson University for conference support. Also, we are owed our portion from the Fisher Cats event with the Vermont/New Hampshire Marketing Group. We had good revenue from PD session. Treasurer's Report approved.

**New Business:**

Discussion about Andy Morse and Mark Elliott as Assembly Delegates at ICON, how would Yankee Chapter like them to vote? Motion to ask delegates to vote in alignment with national board recommendations on proposed amendments. Passed.

There is a PD session next Tuesday at SNHU on internal communications led by Yankee's Stacey Smith. So far 9 have registered to attend.



Southeast New England Chapter will host the Northeast District Conference next year. They want a Yankee Chapter person to help organize it. Yankee Chapter hosts in 2020 so this will be good preparation. Contact Mark or Andy or both if you'd like to volunteer.

**Diversity Survey:** Mark will send around to board. Plan is to send out in September, live for 30 days, to get data on our members for Annual Report.

**PRSA International Conference in Austin, TX (ICON):** The chapter has 103 members, so we have 2 delegates; the president and president-elect will attend (Mark Elliott and Andy Morse).

**Annual Meeting, Andy Morse:** At Red River Theatres in Concord on Thursday morning, Nov. 1, 2018, from 8 to about 11:30 a.m. Looking for main speaker suggestions. The theme is strengthening brand in competitive environments. Ideas to Mark, Andy or Grace Lessner.

Adjourned at 4:06 p.m. Next meeting date: Wednesday, October 17.

Respectfully submitted,  
Mary Ellen Hettinger, APR

DRAFT – For Approval

**Yankee Board Meeting Minutes**  
October 17, 2018

603-663-0199, ID 226679

**Present:** Tom Bebbington, Amber Bedi, Stefanie Breton, Mark Elliott, Ann Marie French, Mary Ellen Hettinger, Grace Lessner, Andy Morse, Shane Perry

The meeting started at 3:05 p.m.

Guest Katie Gould of Husson University, was sponsored to attend PRSSA conference in Austin, TX, 3 students attended. President of HU PRSSA Chapter. Olivia Wilson, secretary also attended and is on the call.

Katie Gould: Thanks for your support, it was very expensive. Best aspects of conference: Katie found leadership opportunities there, a workshop for presidents, chapter struggling with membership, got ideas to keep members engaged. Paying for membership a challenge. Also went to some PRSA workshops to hear from professionals. Learned a lot, networked a lot, including with Yankee members whom they met. Definitely worth the trip.

PRSSA conference professionals had come talk to us, also a lot of professors from different schools. At PRSA lectures were more broad, people with higher positions in the industry, don't see too many in Maine. Career Fairs at both, smaller PRSSA group. PRSA more helpful with companies to talk to and network with. Didn't see a lot of students at that one.

Love opportunities to learn so if Yankee Chapter can use students, let them know.

Meeting officially called to order with quorum at 3:14.

**Minutes:** September 19, 2018 minutes approved.

**Treasurer's Report, Stefanie Phillips Breton:** September Treasurer's Report approved. Northeast Delta Dental increased sponsorship for Annual Meeting from \$500 to \$1000.

**New Business:**

At ICON, International Conference in Austin, TX. PRSA National Assembly was uneventful assembly from proposal standpoint, 2 national ones approved overwhelmingly, amendments #1801 and #1802. Other 4 were overwhelmingly rejected. No big debate.

Electronic voting system was quirky; organization not prepared for that issue. This was Andy Morse's first international conference and he looks forward to next year. Met with lots of people as part of leadership, Jane Law was approved at a director, so we have a member involved on national board of directors, Scott Fraser of the Southeastern New England Chapter is now also at the national level as a board member at large. Yankee members had lunch with Deb Peterson, chair of national board of directors for 2019. Lot of things we're experiencing many chapters are also.

Also at ICON, Yankee Chapter member Robin Schell was the first award winner of the Sage award for mentorship in the profession.

Next year's conference will be in San Diego, CA. National is running a great deal—if you register for the 2019 conference before December 1, it's only \$995, a 30% savings. Got great learning from sessions, Andy is already implementing some.

**Annual Meeting, Andy Morse:**

Stefanie Breton is amazing—she got us a great speaker. We will have food.

At Red River Theatres in Concord on Thursday morning, Nov. 1, 2018, from 8:30 to about 11:00 a.m. Speaker is director of digital marketing for Matter Communication. Keeping brands relevant in a changing environment is theme,

speaker at 9 a.m. with annual meeting to follow. On website registration, FB live. Board will divvy up membership roster, 10 names each to call and drum up attendance.

**Annual Report** materials to Stefanie by Friday, Oct. 19.

**Communication:** Mackenzie Kreidler and Roz Whitaker-Heck not on call, but email them with info for email newsletter.

**Ethics: Liz LaRose not on call**

**Member Service:** 101 members as of Oct. 14, few members dropped; may be in-between renewing. We still have a 1-year free membership from the Golden Retriever award from last year for retaining the highest percentage of members thanks to Tom Bebbington and the rest of the committees. It includes national dues and Yankee Chapter dues worth \$300.00.

Could we do drawing or raffle? Pay \$5 to enter drawing? May not be legal. Non-perishable food donation for ticket for raffle?

**PRSSA:** Jon Boroshok not on.

**Scholarship:** Donna Eason not on call, sent report, for the first time we never got a single application for scholarship. Committee looking at awards, scholarship and grants program.

**Professional Development:** Stacey Smith from Jackson Jackson & Wagner at SNHU, about 15 people, on internal communication and research.

**Board Retreat:** Friday, December 7, 1:30-4:30 at New Hampshire Housing and Finance Authority in Bedford, NH.

Adjourned at 3:51 p.m. Next meeting date: Annual Meeting, Nov. 1.

Respectfully submitted,  
Mary Ellen Hettinger, APR

## **2018 AWARDS AND SCHOLARSHIPS**

### **2018 Yankee Chapter Grants and Awards**

In the spring of 2018, the Yankee Chapter Board proposed a review of the awards given by the Chapter. An ad hoc committee comprised of Tom Bebbington, Donna Eason, Seth Wheeler, Brett St. Clair, Robin Schell, and Susie Stone, was formed to reexamine the current awards, with an eye toward realigning the program with the strategic goals of the Chapter. That process has not yet concluded and neither the Patrick Jackson Award, nor the Summit Award, will be given this year.

The Yankee Chapter did offer grants and support to our two local PRSSA Chapters this year. We sponsored the luncheon at a conference that students at Champlain College held in conjunction with the PRSSA Chapter at SUNY Plattsburgh, and gave financial assistance to the Chapter at Husson University to send students to the PRSSA National Conference in Austin, T.X.

### **2018 Yankee Chapter PRSA Scholarship**

In 2010, the Yankee Chapter of the Public Relations Society of America established a scholarship to honor the Yankee Chapter's "founding father" James (Jim) H. Bradley who passed away in September of that year. Jim Bradley served as the Yankee Chapter's first president in 1982. The scholarship recognizes a student with a declared major in a public relations-related field who is studying at an accredited college or university in Maine, New Hampshire, or Vermont. EDvestinU®, the NH Higher Education Loan Program's Nonprofit Student Loan Lending and Refinancing Program, has sponsored the scholarship for four years.

In 2018, for the first time since the scholarship's inception, there were no applicants, and no scholarship was awarded.

## 2018 Accreditation Committee Report

No chapter members have earned their APR during this past calendar year, although there is one candidate far along in the process.

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 was matched with a study partner.

From last year, when we held a session at New Hampshire Housing Finance Authority, one of the several potential candidates in attendance at a 2017 workshop has been working on his own but indicated an interest in a session about the Planning Presentation and portfolio.

The Accreditation Committee was invited once again on March 29, 2018 to Boston PRSA's annual APR breakfast, held in Newton, M.A., because of our involvement in helping to revive the Boston Chapter's APR program during the 50<sup>th</sup> anniversary year of the APR.

Respectfully submitted,  
Jane Law, APR  
Mary Ellen Hettinger, APR  
Accreditation Committee

## Yankee Chapter Accredited Members

Heather S. Atwell, APR

Gina M. Balkus, APR

Amber J. Bedi, APR

Eric W. Blom, APR

Karen J. Cashman, APR

Donna J. Eason, APR

Mark J. Elliott, APR

Craig H. Evans, APR

Katherine Greenlaw, APR

Mary Ellen Hettinger, APR

Judy Katzel, APR

Nancy Kerr, Ph.D., APR

Jill S. Kimball, APR

John R. Lamb, APR

Elizabeth A. LaRose, APR

Jane N. Law, APR

C. Robert Lindquist, APR

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

Molly McPherson, APR

Tracy Whittier Messer, APR

Susan J. Noon, MBA, APR

Isobel Parke, APR, Fellow PRSA

Nancy Roberts, APR

Rosemarie Rung, APR

Robin Schell, APR, Fellow PRSA

Stacey Smith, APR, Fellow PRSA

Suzanne R. Spruce, APR

Brett St. Clair, APR

Roger W. Stephenson, APR

Judy Stokes, APR

Susie Dimick Stone, APR

Kathleen B. Walker, APR

Seth Wheeler, APR

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

## Report from PRSA Leadership Assembly

The Annual Meeting of the Leadership Assembly of the Public Relations Society of America was held on Saturday, Oct. 6, in conjunction with the International Conference taking place in Austin. Delegates from chapters around the country, and the world, came together to vote on the Society's incoming leaders and proposed by-laws changes.

Chair Anthony W. D'Angelo, APR, Fellow PRSA gave the State of the Society report. Highlights included a review of membership trends, an update from the Technology Committee and discussion of the activities undertaken by PRSA to promote ethical standards and behaviors.

After several more reports, the Assembly then moved on to voting, and elected T. Garland Stansell, APR Chair-Elect for 2020. Currently Stansell serves as Chief Communications Officer, Children's of Alabama, Birmingham, Ala.

In addition to Stansell, two other candidates selected by the PRSA National Nominating Committee were elected to officer positions beginning in 2019. They are:

- Treasurer: Ronele Dotson, APR, president, RAD Strategies Inc., Reno, Nev.
- Secretary: Jo Ann LeSage Nelson, APR, vice president, client services, Pierce Communications, Albany, N.Y.

They will join 2018 Chair-Elect Debra Peterson, APR, who becomes chair on Jan. 1, 2019, to form the 2019 Executive Committee along with 2019 Immediate Past Chair Anthony W. D'Angelo, APR, Fellow PRSA.

District Directors elected by the Assembly were:

- Director, East Central District: Richard J. Batyko, APR, Fellow PRSA, senior vice president marketing, communications and development, Team NEO, Cleveland, Ohio
- Director, Mid-Atlantic District: Samantha Villegas, APR, president, SaVi PR, South Riding, Va.
- Director, Northeast District: Jane N. Law, APR, communications manager, New Hampshire Housing Finance Authority, Bedford, N.H.
- Director, Western District: Michelle Olson, APR, general manager, Scottsdale office, Fingerpaint, Scottsdale, Az.

Directors At-Large:

- Ana Toro, APR, Fellow PRSA, program director, ICF, Atlanta, Ga.
- Errol Cockfield, senior vice president for communications, MSNBC, New York, N.Y.

These newly elected board members will be joined by returning board members Joseph Abreu, APR; Amy Coward, APR, Fellow PRSA; Michelle Egan, APR; Bob Pritchard, APR, Fellow PRSA; Scott Thornburg, APR; and Kevin Waetke, APR.

The Northeast District's Immediate Past Chair, Scott Fraser, was elected as one of the Delegates at-Large to the Leadership Assembly for 2019.

There were six proposed Bylaw Amendments on the agenda as well, each requiring a 2/3 majority to be enacted. The Two Amendments supported by PRSA passed, and the four opposed by the PRSA were defeated. The amendments were:

- 1) Proposal 1801, redefined "Member in Good Standing," by adding specific language around expectations for members of PRSA—"It is expected that members in good standing will work collaboratively, and civilly, to strengthen the Society and will not engage in any activities or behaviors that put the Society in financial or structural jeopardy, or that will bring discredit to the Society, its members, or the profession of public relations or communication." The Yankee Chapter Board had recommended a "yes" vote and the amendment passed (187 to 26).
- 2) Proposal 1802, created a Grievance Policy Bylaw. The bylaw amendment creates a formal five-step grievance process to allow PRSA to address actions by members that are detrimental to the Society and the profession. The Grievance Process involves representatives from Districts, Sections, the College of Fellows, BEPS and the Board. It creates an overarching framework behind which detailed Policies & Procedures will be later created and shared with all members. The Yankee Chapter Board had recommended a "yes" vote and the amendment passed (201 to 31) after a revote due to questions about the vote accuracy.
- 3) Proposal 1803, was a proposed major overhaul of several Articles and Sections of the PRSA Bylaws, and included specification of leadership powers, renaming of Board of Ethics and Professional Standards (BEPS), establishment of an Ethics Review Task Force and addition of an Independent Ethics Officer on the National Board. The Yankee Chapter Board had recommended a "no" vote and the amendment failed (40 to 176).
- 4) Proposal 1804, proposed the addition of a Voting Ethics Representative to the PRSA Nominating Committee. The Yankee Chapter Board had recommended a "no" vote and the amendment failed (34 to 191).
- 5) Proposal 1805, proposed the elimination of the role of the National Board in Officer Nominations, under Article VII, Section 4—Nominating Committee and Nominations. The Yankee Chapter Board had recommended a "no" vote and the amendment failed (54 to 174).
- 6) Proposal 1806, proposed the addition of "nonpartisan" to PRSA's Purpose and Limitations under Article II, Section 1. The Yankee Chapter Board had recommended a "no" vote and the amendment failed (29 to 203).

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

Respectfully submitted,

Mark Elliott, APR, President  
Andy Morse, President-Elect



## 2018 Member Services Committee Report

As of November 1, 2018, the Yankee Chapter had 102 active members, eight more than last year at the same time.

After a decline in membership towards the end of 2017, membership in the Yankee Chapter rebounded in 2018 and has remained above 100 members for most of the year. During 2018, 18 new members joined the Yankee Chapter.

In 2018, the Yankee Chapter Board made structural changes to existing committees by merging the Membership and Professional Development Committees to create a unified Member Service Committee. This change was a reflection of the Board's belief that Professional Development sessions are the primary driver of new member recruitment. The goal of the committee merger was to create closer coordination between Membership and Professional Development.

As part of this approach, the Yankee Chapter embarked on its first strategic partnership with the VT/NH Marketing Group, an association that is dedicated to promoting excellence in education and training for marketers in all channels and formats. The partnership allows members of both groups – VT/NH Marketing and the Yankee Chapter – to attend each other's professional development events at discounted member rates. We were happy to hold our first joint event with the VT/NH Marketing Group this summer – a networking opportunity at a NH Fisher Cats baseball game in Manchester, NH.

Respectfully submitted,  
Seth Wheeler, APR  
Membership Committee Chair

## Yankee Chapter Membership Roster (as of 11/1/18)

Laura Almasi	Sean T. Findlen, Esq.
Dustyn Cote Bailey	Kevin P. Flynn
Gina M. Balkus, APR	AnnMarie Rowlands French
Jennifer Beam	Brice Futch
Thomas Patrick Bebbington	Susan Geier
Amber Jeanne Bedi, APR	Christina Gibson
Brian R. Beihl	Katherine J. Greenlaw, APR
Tori Berube	Ernestine J. Greenslade
Eric W. Blom, APR	Charles Griffin
Mary-Jo Boisvert	Linda Halleran
Peg Bolgioni	Mary Ellen Hettinger, APR
Jonathan D. Boroshok	Erin L. Holt
Stefanie (Phillips) Breton	Scott W. Hood
Janice L. Brown	Denise Hutchins
Matthew J. Chagnon	Kim Jackson
Byron O. Champlin	Ashley Januszewski
Kathleen Chittenden	Judy Katzel, APR
Gail P. Clark	Sibyl Kaufman
Lauren Collins Cline	Russ Kelly
Hannah Coen-Salamanca	Nancy Kerr, Ph.D., APR
Andrea L. Cronan	Jill S. Kimball, APR
Terri A. Daniels	John R. Lamb, APR
Michelle E. Dunn	Elizabeth A. LaRose, APR
Donna J. Eason, APR	Jane N. Law, APR
Mark Joseph Elliott, APR	Grace Lessner
Craig H. Evans, APR	Kristen Lestock

C. Robert Lindquist, APR  
Erika L. Mantz  
Warren E. Mason, Ed.D.  
Patrick F. McGee, Sr., APR, Fellow PRSA  
Patricia M. McLaughlin  
Molly McPherson, APR  
Margaret Menger  
Tracy Whittier Messer, APR  
Megan Michelakos  
Andy Morse  
Kim Murdoch  
Susan J. Noon, MBA, APR  
Michael Norton  
Jo O'Connor  
Amy Drapeau Olson  
Katharine D. Paine  
Rebecca Parent  
Isobel Parke, APR, Fellow PRSA  
Tara Payne  
Abigail E. Phillips  
Jennifer Phillips  
Rebecca Post  
Rick Ramseyer  
Nicole Ravlin  
Nancy J. Roberts, APR

Rosemarie Rung, APR  
Samantha Russo  
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  
Amy K.S. Sterndale  
Judy Stokes, APR  
Susie D. Stone, APR  
Tracy Manforte Sweet  
Kathleen Taggersell  
Michele Lee Giannone Talwani  
Chip Underhill  
Gemma Elizabeth Waite  
Kathleen B. Walker, APR  
Seth L. Wheeler, APR  
Rosalynne D. Whitaker-Heck, Ed.D., APR  
Eileen Wickey  
Lloyd Ziel  
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 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

