



**ANNUAL REPORT  
FISCAL YEAR 2008-2009**

26<sup>th</sup> Annual Meeting  
Thursday, June 18, 2009

Red River Theatres  
Concord, New Hampshire



**PRSA Yankee Chapter  
Annual Meeting**

**Thursday, June 18th, 2009**

**Red River Theatres  
Concord, New Hampshire**

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# 2009 ANNUAL MEETING

Thursday, June 18th, 2009

Red River Theatres  
Concord, New Hampshire

## Annual Meeting Agenda

4:00 p.m. Call to Order – President Jen English

### Approval of Minutes

Treasurer's Report	Michelle Dunn
President's Report	Jennifer English
Election of Officers	Kevin Smith
Preview of 2009-10	Chris Williams

4:30 p.m. Adjourn Annual Meeting

4:35 p.m. Reception

5:00 p.m. 2009 Patrick Jackson Award - Amoskeag Business Incubator

5:15 p.m. Guest Speaker  
Gary Hirshberg, Stonyfield Farm CE-Yo and author of  
*Stirring It Up: How to Make Money and Save the World*

## **Yankee Chapter PRSA Annual Meeting**

**June 12, 2008**

**Capitol Center for the Arts, Concord, NH**

**Present** – A quorum was present.

**Call to order** – Kevin Smith

The meeting was called to order at 4:05 p.m. Copies of the 2007-2008 annual report were distributed.

A motion was made to approve the minutes of the 2007 Annual Meeting. They were approved.

### **Patrick Jackson Award**

The chapter presented this year's Patrick Jackson Award to New Hampshire Children's Museum founder Denise Doleac, a truly gifted community leader, who exemplifies the values that Pat Jackson was so well known for in the public relations community.

### **Good as Granite Award**

Kevin Smith announced that Gail Winslow-Pine was the recipient of the Yankee Chapter PRSA's "Good as Granite" award for her outstanding service to the chapter through overseeing professional development sessions, as well as her service on the national PRSA board.

### **Slate of Officers for the 2008-09 Yankee PRSA Chapter Year**

President	Jennifer English, Clarke Distributors
President-Elect	Chris Williams, Plymouth State University (**)
Past President	Kevin Smith, Health and Human Services
Secretary	Amy Ellrod, NH Healthy Kids (**)
Treasurer	Michelle Dunn, Southern New Hampshire University
Asst. Treasurer	Jane Law, New Hampshire Housing (**)
Assembly Delegate	Laura Simoes, Louis Karno & Co. (**) (term expires 6/30/11)
Assembly Delegate	Robert Lindquist, APR, St Anselm College (term expires 6/30/10)
Alternate Delegate	Robin Schell, APR, Jackson, Jackson & Wagner
Director	Pam Langone, NH Easter Seals (term expires 6/30/09)
Director	Grace Lessner, New Hampshire Public Television (term expires 6/30/09)
Director	Martin Murray, PSNH (**) (term expires 6/30/09)
Director	Susan Dimick, Catholic Medical Center (**) (term expires 6/30/10)

### **Discussion Items**

Kevin Smith stated that it had been an honor to serve as president of the chapter. He passed the gavel to Jennifer English, who became the new chapter president. She welcomed members to the meeting, and stated that she was looking forward to working with the new board and members.

The meeting adjourned at 4:35 p.m.

Respectfully submitted,

Grace Lessner, Acting Secretary

## **Treasurer's Report**

### **July 1, 2008 – June 1, 2009**

As of June 1, 2009, the chapter had less-than-projected expenses and revenues, with revenues surpassing expenses, for the 2008-2009 fiscal year.

The board projected a balanced budget of \$13,117 each for expenses and revenues. As of June 1, the chapter had \$8,168.43 in expenses and \$8,785.42 in revenues, for a revenue surplus of \$616.99. This resulted in a \$4,948.57 difference between projected and actual expenses and a \$4,331.58 difference between projected and actual revenues.

The chapter offered a number of no-cost national PRSA teleseminars and spent \$827.27 less on professional development activities than projected. Professional development revenues came in at \$2,565, which was \$1,392.27 more than expenses.

The chapter also spent \$1,802.11 less on operations than projected, for a total of \$2,197.89.

Accreditation expenses came to \$84.94, for text books; revenues from the APR prep course were \$550, more than the \$200 projected for the year.

Membership revenues came to \$4,320 so far for the year. Expenses were incurred when the chapter transferred a pro-rated membership fee of \$33.75 to the New York chapter for a member who moved during the fiscal year.

Treasury revenues came in at \$50.42, more than the \$30 projected. There were no Paul Dowd Senior Practitioner Forum Fund revenues or expenses this year, so the account balance remains at \$1,212. Assembly delegate expenses were \$1,561.08, which was \$81.08 more than projected.

The president was unable to attend the national conference and the board voted to instead use the budgeted \$1,000 for the president and president-elect to attend the annual PRSA Leadership Summit. Expenses came to \$963.48, which includes the 2009-2010 president-elect candidate's expenses to attend this summer.

As of June 1, the operating account balance was \$9,429.53 and the Money Market account balance was \$20,284.55, for a total of \$29,714.08.

Note: The report does not include complete expenses and revenue from the annual meeting/awards event and outstanding operating expenses and membership dues for the remainder of the 2008-2009 fiscal year.

Respectfully submitted,

Michelle Dunn, Treasurer

Yankee Chapter PRSA  
 Annual Treasurer's  
 Report 2008-2009

As of June 1,  
 2009

	Budgeted Expenses	Expenses to Date	Expense Variance	Budgeted Revenue	Revenue to Date	Revenue Variance	Account Variance
<b>Accreditation</b>	200.00	84.94	(115.06)	200.00	550.00	350.00	234.94
<b>Awards</b>	800.00	0.00	(800.00)	0.00	0.00	0.00	(800.00)
<b>Assembly Delegates</b>	1,480.00	1,561.08	81.08	0.00	0.00	0.00	81.08
<b>Annual Meeting</b>	3,300.00	2,025.56	(1,274.44)	2,000.00	1,300.00	(700.00)	(1,974.44)
<b>District Dues</b>	125.00	129.00	4.00	0.00	0.00	0.00	4.00
<b>Membership</b>	0.00	33.75	33.75	4,960.00	4,320.00	(640.00)	(606.25)
<b>Leadership Summit</b>	0.00	963.48	963.48	0.00	0.00	0.00	963.48
<b>Operations</b>	4,000.00	2,197.89	(1,802.11)	0.00	0.00	0.00	(1,802.11)
<b>Professional Development</b>	2,000.00	1,172.73	(827.27)	4,715.00	2,565.00	(2,150.00)	(2,977.27)
<b>Paul Dowd</b>	1,212.00	0.00	(1,212.00)	1,212.00	0.00	(1,212.00)	(2,424.00)
<b>Treasury</b>	0.00	0.00	0.00	30.00	50.42	20.42	20.42
<b>Total</b>	<b>13,117.00</b>	<b>8,168.43</b>	<b>(4,948.57)</b>	<b>13,117.00</b>	<b>8,785.42</b>	<b>(4,331.58)</b>	<b>(9,280.15)</b>

<b>Account Balance</b>	
Operating	9,429.53
Money Market*	20,284.55
<b>Total Cash</b>	<b>29,714.08</b>





## Yankee Chapter President's Annual Report 2008-09

I can't believe it has been a year since I stood before the chapter at the annual meeting with my year of Presidency ahead. It was 2 ½ years ago that I received the phone call from Jayme Simoes asking if I would step into the role of President for the 2008-09 season. I wasn't entirely sure what would be involved, but sometimes it is good to step into a role with no expectations. I appreciate the opportunity to serve as the Chapter's President as it has been fulfilling for me both professionally and personally.

My experience of President began when I attended the Leadership Rally in New York City with President-Elect Chris Williams. What a way to begin! The rally was a wealth of knowledge on the PRSA and leadership and was a wonderful way to meet people from chapters across the country. Chris and I started our planning at the rally, and we both left with many ideas and excited to get started.

The rally inspired our September board retreat at Plymouth State College to plan the year. The new board became acquainted, pulled our ideas together and developed a road map for the year.

Even with the road map in place, there have been some pleasant variations. The first was having Champlain College in Burlington, VT, join us as a PRSSA chapter, and there has been interest from a college in Maine to become a PRSSA chapter as well..

I have been so impressed by the support and willingness of chapter members to help with professional development sessions. Our chapter is full of people who are dedicated to this profession and sharing their experiences with others. Leading this chapter is really about being a member of an amazing team. I would like to recognize the board: Michelle Dunn, our chapter Treasurer, guided us with the budgets and monthly finances. She had several years' experience on the board that helped guide us. Assistant Treasurer Jane Law has accepted the position as Treasurer for the 2009-10 year. Jane also played a large role in the annual meeting planning, along with Amy Ellrod, our dedicated Secretary. Amy's attention to detail made her a strong Secretary. Martin Murray was always willing to help in any way. Grace Lessner was instrumental in planning our annual meeting, and she has taken on the role of Communication Committee Chair, putting together a strong plan for the next board season.

Our senior members are the backbone of this chapter and we are grateful to them because they share their wisdom and experiences with us. Donna Eason, our Membership Chair, kept us updated on new members, and helped reach out to senior membership. Brett St. Clair and Robert Lindquist are our diligent accreditation team. They put on a Saturday intensive program that was well-attended and are there to guide members through the accreditation process. Bob also graciously keeps our website updated.

Susie Stone, our incoming President-Elect, came on as Director and not only planned our first Professional Development session, but since relocating to Maine has championed our Maine outreach. Our membership survey brought in two members to assist with the Professional Development committee, Susan Noon and Tara Payne. We have had a strong season of development sessions thanks to their efforts. Susan Noon became accredited this year, and she worked closely with Brett and Bob to help other members with this process. Tara and Susan will continue to serve during this upcoming year. Kevin Smith, our Past President, led the Patrick Jackson award process and put together a strong group of leaders to serve next year.

There are three other members that need to be thanked: Robin Schell, our Alternate Assembly Delegate, was an amazing resource to me and she also put on a strong professional development session; Gail Winslow-Pine serves a role on the PRSA national board, and was instrumental in keeping us updated in national issues and news; and Laura Simoes, our Assembly Delegate, is another backbone of this chapter.

I am pleased that we have another strong Patrick Jackson award recipient this year, the Amoskeag Business Incubator. And I can't think of a better way to end the 2008-09 year than with our keynote speaker Gary Hirshberg, the CE-Yo of Stonyfield Farms and author of "Stirring It Up: How to Make Money and Save the World."

I want to thank all of you for allowing me to be your President. It has been an amazing journey and unforgettable experience. At the end of April, I went on maternity leave after having my daughter. Chris Williams stepped into the role of President and continued to lead the chapter at a critical time without skipping a beat; he will do an amazing job serving you as President. My message to the membership is this: don't put off another year of getting involved in the chapter! The rewards are great, and there is fun along with it.

Respectfully submitted,

Jennifer English  
President, 2008-2009

## 2008-09 Professional Development Year in Review

The professional development committee formed a strategy to offer in-person sessions and teleseminar sessions, alternating monthly. For the most part, we were able to execute this, although we did allow for some flexibility.

The teleseminars scheduled through National PRSA provide an affordable way to extend timely professional development topics to Yankee Chapter members. The teleseminars also allow the Chapter to extend professional development to our Vermont and Maine members, which was another goal of the PD committee.

The following teleseminars were offered during the 2008-2009 year:

- Oct. 23, 2008 – *Small Is Big: Writing Microcontent That Communicates Effectively on the Web*. This session was hosted by Martin Murray at PSNH in Manchester, NH. and by Judy Katzel at Burgess Advertising in Portland, ME.
- Dec. 2, 2008 – *Secrets of Social Media Marketing*. This session was hosted by Jane Law at New Hampshire Housing Authority in Bedford, NH. and by Judy Katzel at Burgess Advertising in Portland, ME.
- Jan. 27, 2009 – *Digital Media and Today's Digital News Release*. This session was hosted by Tara Payne at New Hampshire Higher Education Assistance Foundation (NHHEAF) in Concord, NH. and by Susie Stone at Maine Medical Center in Portland, ME.
- March 20, 2009 – *How to Drive ROI for Interactive Communications*. This session was hosted by Tara Payne at NHHEAF in Concord, NH.

The Yankee Chapter offered three in-person professional development sessions this year. The first session, *Keeping Employees Engaged and Focused During Difficult Economic Times*, was held on November 10, 2008 at NHHEAF in Concord, NH. Stacey Smith, APF, Fellow PRSA and Robin Schell, APR, Fellow PRSA, both Senior Counsel and Partners with Jackson, Jackson & Wagner teamed with Ruth Maron of Identity Communications to share practical strategies and techniques to use during the difficult economic times. The session was very informative and received positive feedback from attendees including that was coordinated well and drew people from professions outside of public relations.

The second session, *Primary and Secondary Research in Communications*, was originally scheduled for February 18, 2009, but due to sparse registration, was rescheduled to April 16, 2009 at NHHEAF in Concord, NH. Susan Noon, MBA, APR and Chip Noon of CS Noon Marketing & Communications provided attendees with practical knowledge on how to plan and execute primary research initiatives and secondary resources to utilize. Attendees were very engaged and asked discussion-provoking questions.

The third session of the year was our highest-attended session. *Social Media in Theory and Practice: What Corporate Communicators Should and Shouldn't Be Doing* was held on May 29, 2009 at Public Service of New Hampshire (PSNH) in Manchester, NH. Martin Murray, Senior Corporate News Representative at PSNH, Matt Chagnon, Communications Specialist at PSNH, and Christine Halvorson of Halvorson New Media, LLC provided attendees an overview of current social media tools and case study examples on how the tools can be used. There was very positive feedback about the session, which was compared to high-quality sessions held in New York City. It was definitely an energizing session for Yankee Chapter.

Thank you to all of our Chapter presenters this year for taking the time to plan informative and practical sessions. And thank you to all our host companies for providing the space for the Yankee Chapter to gather.

Respectfully submitted,  
Susie Dimick Stone

## Slate of Officers 2009-2010

President	Christopher Williams, Plymouth State University
President-Elect	Susan Dimick Stone, Maine Medical Center (**)
Past President	Jennifer English, Clarke Distributors
Secretary	Amy Ellrod, NH Healthy Kids (**)
Treasurer	Jane Law, New Hampshire Housing (**)
Asst. Treasurer	Susan Noon, CS Noon Marketing and Communications (**)
Assembly Delegate	Laura Simoes, Louis Karno & Co. (term expires 6/30/11)
Assembly Delegate	Robert Lindquist, APR, St. Anselm College (term expires 6/30/10)
Alternate Delegate	Robin Schell, APR, Jackson, Jackson & Wagner
Director	Grace Lessner, New Hampshire Public Television (term expires 6/30/11)
Director	Martin Murray, PSNH (**) (term expires 6/30/11)
Director	Tara Payne, The NHHEAF Network (term expires 6/30/10)
Director	Tara Hershberger, Pannos Winzeler Marketing (**) (term expires 6/30/11)

(\*\*) requires vote

**Minutes from Yankee Chapter PRSA Board Meeting  
September 5, 2008  
Plymouth State University, Plymouth, NH**

The meeting was called to order by Board President Jennifer English.

**Present:** Amy Ellrod, Brett St. Clair, Chris Williams, Donna Eason, Grace Lessner, Jane Law, Jen English, Martin Murray, Michelle Dunn, Susan Dimick

- I. Committee Selection
  - a. Awards Committee: Pam Langone, Martin Murray
  - b. PD Committee: Susie Dimick, Tara Payne, Susan Noon
  - c. Membership Committee: Donna Eason, Jen English, Chris Williams
  - d. Annual Meeting Committee: Michelle Dunn, Grace Lessner, Jane Law, Amy Ellrod
  - e. Accreditation Committee: Brett St. Clair, Bob Lindquist
  - f. Nominating Committee: This will be the responsibility of the past President to nominate individuals to sit on the Board.
  
- II. Review of Membership Survey Results
  - a. Length of Membership: The results show that there are mostly senior practitioners in our chapter. Donna noted that APR is an incentive for these members to continue their membership. Brett suggested a forum for senior members, who we believe are interested in management level activities including presenting at professional development events.
  - b. Networking: Jen suggested creating opportunities to introduce new members to other members in the chapter. Michelle suggested building time in to PD sessions for 10-15 minutes networking either at the beginning or end of each session.
  - c. PRSA National:
    - i. Jen: National is aware that there is a disconnect between the national organization and local chapters. They plan to reach out to local chapters through surveys to determine how to make improvements.
    - ii. Donna: Prospective members are not clear about why they need to join PRSA National and cannot simply join the Yankee Chapter. She believes we should have over 300 members if they were able to join the chapter only.
    - iii. Chris: Noted that PRSA National is launching a new website soon which should be a great improvement.
  - d. Professional Development:
    - i. Jen: Promoting PD sessions should happen sooner to create a greater lead time
    - ii. Grace: We should create more interaction between members at the PD events. For those who are new to the industry, they may be more reserved or shy and therefore not introduce themselves.
    - iii. Michelle: We should explore mentoring and introducing new members to other people.
  - e. Leadership & Board:
    - i. Jen: Would like us to start having task forces instead of having to be a board member. Many other chapters are using the task force approach. This would allow members to work on tasks and report to the board. This

may increase involvement from members who are unable to serve for a long period of time.

- f. Social Networking:
  - i. Jen: Would like to create a Linked In page for the chapter
  - ii. Susie: Facebook is an easier method than Linked In. We can create a network/company page and people can join the group. Susie will look into this for the chapter.
  - iii. Chris: Two other sites to take a look at are PR Open Mind and Ragan Communications
  
- III. Professional Development
  - a. We will conduct 4 PD sessions between September and May/June
    - i. September, November, January, March/April
    - ii. May/June – Annual Meeting
  - b. The September PD session is already scheduled.
  - c. Topics for consideration:
    - i. PR 101
    - ii. PR Career Outlook
    - iii. How to prove yourself as a PR professional
    - iv. Benchmarking (rates, services)
    - v. Exploring social networking tools
    - vi. Future of news
    - vii. PR careers outside the box: Non-traditional communications and public relations
    - viii. Employee Communications/Internal Communications
    - ix. Non-profit public relations & communications
      - 1. Brainstorm & partner with other non-profit organizations such as the NH Center for Non-Profits
    - x. Leadership Training/How to be a leader in your organization
    - xi. How to work with law enforcement in a crisis situation
    - xii. Technical session (graphics work, buying printing)
    - xiii. Green PR – environmental causes and what they mean to us (the monetary value and the PR value). This session could be combined with a technical session.
    - xiv. PR writing skills/Advanced techniques for telling a story
    - xv. How to write in different voices (i.e. press release, awards, annual report, etc) – Include breakout sessions for specific writing styles and time to practice these techniques
  - d. Action Items:
    - i. Send out a survey to members regarding selection of PD sessions. Jen will send this out.
    - ii. Task force: Create a task force of Senior Practitioners to determine what they want to see in the PD sessions, what their participation should look like and what they might be interested in speaking out. Brett & Donna will work on this and report at the October meeting.
    - iii. Determine the PD session schedule. This is an action item for the October meeting.
    - iv. Explore relationships with other organizations. Chris and Grace will work on this and report at the October meeting.
    - v. Recruit 2 additional members to the PD committee. Susie will reach out to other members, especially those in ME and VT.

- vi. ME and VT members hosting tele-seminars
  - 1. Jen will host a VT seminar
  - 2. Brett will contact members in Portland to connect with them and find a host.
- vii. Tele-seminars: Amy & Martin will look at the tele-seminar list on the PRSA website and make recommendations for a few for the chapter to host.
- viii. Susie will look into finding a resource to conduct webinars and will report at the October meeting. Jen suggested using Go To Meeting.

#### IV. Membership

- a. We currently have 125 active members.
- b. Jen is going to call all new members to welcome them to the chapter.
- c. PRSA has a new member promotion for September and October. When you join PRSA National, they will cover your chapter dues. Donna would like to make a special chapter offer for new and existing members.
- d. There are 22 national members who live in our region, but are not members of the Yankee Chapter.
- e. Membership by state is as follows:
  - i. NH – 86
  - ii. ME – 19
  - iii. VT – 18
  - iv. MA – 7
  - v. PA – 1
  - vi. NJ – 1
  - vii. LA – 1
- f. There is a Maine PR Council which has 300 members. The dues for this organization are \$35 per year. You do not have to join a national organization to be a part of this. You can also get accredited through this organization.
- g. Membership Committee Goals:
  - i. Increase membership
  - ii. Dropped List – Donna will call all dropped members to perform an exit interview. She will follow up with an emailed survey.
  - iii. Donna will have a membership packet sent to each board member prior to the October meeting at which we will review and discuss changes.
  - iv. Chris will review the retention rates of members, years of membership and APR status and report at the October meeting
  - v. The prospect letter has been updated. Donna will send the new letter to prospects. Jen would like her to add a link to the chapter website on the letter.
  - vi. Examine membership rates and benefits of membership
    - 1. 10 reasons to be a member
    - 2. PD sessions promotions. Ex. Buy 2 get 1 free (Grace)
    - 3. Mentoring
  - vii. Prospect list development
    - 1. Martin suggested every board member bringing 2-5 names of prospective members to each meeting
    - 2. Jen will bring our non-member mailing list to the October meeting
    - 3. Brett suggested adding a section to the website where non-members can sign up for emails
    - 4. Jen would like to send a survey to non-members.



- V. Annual Meeting
  - a. Define purpose of annual meeting
    - i. For members
    - ii. For revenue
    - iii. Draw more outside people?
  - b. Dynamic keynote speaker
  - c. Review bi-laws and discuss at October meeting
  - d. Survey attendees of annual meeting (question time, draw/reason attended)
  - e. Suggested having attendees send their materials to put on display
    - i. "Resource Room" (Chris)
    - ii. Doesn't have to be an award
    - iii. Put a description next to each piece to indicate who created it, who printed it, the purpose and outcome
    - iv. This is a way for organization to showcase their work and for others to gain ideas.
    - v. Committee to explore this idea
  
- VI. Accreditation
  - a. Executive APR Prep Course
    - i. Conduct this course on 2 consecutive Saturdays instead of 2 hours, once/week for 2 weeks
  - b. Send out information about what accreditation is, the benefits of APR, who teaches the prep course, etc.
    - i. Jen: Answer 5-10 questions on our website, similar to those found on the test. Your answers will give you a score to help you determine if you should take the test, move to readiness or keep preparing.
  - c. Promote accreditation courses to a wider audience
    - i. Through PD sessions, website and emails
  - d. Create accreditation information and include in the membership packet
  
- VII. Chapter Communications
  - a. Monthly e-newsletter
    - i. Topics:
      1. PD sessions
      2. Tips of the trade/Did you know
      3. Article
      4. National feeds
      5. Survey
      6. Board meeting highlights
      7. Announce new members
      8. Current projects
      9. Tell us what you think
      10. Link to chapter Facebook group
      11. Feedback/Questions
    - ii. We may not have enough information for each topic each month. We should just put in what we have and not try to create information just to get it in the newsletters.
    - iii. If there is something (article, website) that should be included as a link in the e-newsletter, send it to Jen
  - b. Assess website content

- c. Create a communications committee to review website, e-newsletter and other communications
  - i. Committee should research other chapter websites
  - ii. Committee should create yearly assignments for the President
- d. Sustainable recommendations

VIII. Awards

- a. Current awards:
  - i. Good as Granite Award
  - ii. Jackson Award
- b. Goals:
  - i. Determine purpose of awards
  - ii. Discuss creation of a chapter member award
    - 1. Gold Star Award
  - iii. Review what research is available and what the Pinnacle Award is
- c. Awards Committee will review current and prospective awards

IX. Mentoring members

- a. Donna and Brett will talk with Senior Practitioners regarding mentoring

X. Board Meetings Schedule

October 16, 2008, 3:00 pm  
Sulloway Law, Concord  
Grace to email directions

November 13, 2008, 3:00 pm  
Tele-conference  
Jen to email call instructions.

December 18, 2008, 3:00 pm  
NH Healthy Kids  
Amy to email directions

January 15, 2009, 3:00 pm  
Tele-conference

February 19, 2009, 3:00 pm  
Location TBD

March 19, 2009, 3:00 pm  
Tele-conference

April 16, 2009, 3:00 pm  
Location TBD

May 21, 2009, 3:00 pm  
Location TBA

The meeting adjourned. The next meeting will held October 16 at 3 p.m. in Concord.

Respectfully submitted,  
Amy Ellrod, Secretary

**Minutes from Yankee Chapter PRSA Board Meeting  
October 16, 2008  
Sulloway & Hollis, Concord, NH**

The meeting was called to order by Board President Jennifer English.

**Present:** Amy Ellrod, Bob Lindquist, Brett St. Clair, Chris Williams, Donna Eason, Grace Lessner, Jane Law, Jen English, Kevin Smith, Martin Murray, Michelle Dunn, Robin Schell

**Treasurer's Report**

- Michelle & Jane reviewed current revenue & expenses (attachments)
- 2008-2009 Proposed Budget Review
  - Awards committee review proposed budget and make corrections as necessary. Discussion regarding including awards committee budget with the annual meeting budget as the Jackson Award is already included in that line.
  - \$1450 from Assembly Delegates will need to be moved to either Professional Development or PD and Annual Meeting
  - Leadership Rally expenses are included in Operations line
  - Senior Practitioners Forum expenses are typically budgeted under Professional Development. Michelle will review this to determine if it is a separate line and where it is held. Recommendation made to list it as a separate line item separate from Professional Development. Discussion required – should additional funds be added to this account.
  - Final budget with corrections will be brought to next board meeting for review and final vote
  - Grace motioned to approve treasurer's report pending updates. Jane seconded the motion. Approved unanimously.

**Assembly Delegate Report**

- At the assembly meeting, there will be working sessions to discuss what PRSA should look like in the future (i.e. structure, membership services, etc.) A member survey has been done and will be reviewed at the meeting.
- Assembly notes will be reviewed at the next board meeting.

**Professional Development (PD) Committee Report**

- PD sessions are scheduled for the remainder of 2008. Sessions need to be scheduled for 2009.
- Procedures reviewed regarding purchasing tele-seminars
- The host organization can purchase the tele-seminar and treasurer will send a reimbursement check or the host organization can ask for a check up front. Michelle will register for the event and send to the host organization.
- Brett has connected with members in Maine and they are now hosting tele-seminars
- Jen would like to offer a tele-seminar in Burlington, VT. She has made a connection there with a Nancy Kerr, a professor at Champlain College. She will ask contact her regarding hosting a 2009 tele-seminar.
- Jen will get in touch with Susie & ask committee to put together ideas for 2009 PD sessions
  - Surveys – discussion regarding sending one longer survey with several topics or several short surveys with separate topics. PD sessions will be utilized for distributing surveys.

- Discussion regarding introduction at PD sessions. It was decided that whoever is there from the board should make an introduction. Discussion continued regarding attendees introducing themselves at PD sessions to encourage further discussion and networking.

### **Membership Committee Report**

- Donna provided current membership information (attachment)
- 127 current active members of the Yankee Chapter
- Donna has been reaching out to dropped members and has had one member reinstate their membership due to this outreach
- Jen is getting a list of new members for outreach and will report at the next board meeting.
- Donna is also reaching out to prospective members. She is finding that many don't know they need to check off local chapter on national application.
- Preliminary review of the membership welcome kit. The membership committee will review the packet and will bring suggestions for updates to the next board meeting for vote.
- Statistics review
- 8.4 years = average length of membership.
- APR members average length of membership = 18+ years
- Non-APR members average length of membership = 6 years
- 86% of APR members have more than 10 years affiliation with the Yankee Chapter. There are 3 members APR certified with less than 10 years affiliation with chapter. Overall, there are 22 active APR members
- Jen will send everyone the non-member list to review & discuss at the next board meeting. Non-members are collected from PD sessions & inquiries
- Membership Certificates will be designed and printed in house

### **Awards Committee Report**

- Committee has not yet met. The plan to meet before the next board meeting and provides updates.

### **Annual Meeting Committee**

- Grace presented information gathered at committee meeting. The committee would like to define the purpose of the annual meeting (i.e. is it for members, revenue, to draw outside people).
- The meeting is held in the spring is because that is what it written in the by-laws. Discussion regarding changing the by-laws to change the date of the meeting? Is this the optimal time of year to have the annual meeting? Overall feeling that momentum is lost with having the meeting in the spring with a summer break.
- The committee discussed having a professional development session the morning of the annual meeting.
- The committee also discussed the pros and cons of the Kimball House and will look at other locations for the event.
- A survey will be crafted and sent members about annual meeting soliciting feedback regarding location, ideas for speakers, likes/dislikes of the annual meeting, etc. Discussion regarding providing an incentive for members to respond to the survey such as a discount or ½ price for a PD session. Providing their contact information would be optional. Grace will draft a survey and send to the board for review.
- The committee discussed the idea of a collateral showcase at the annual meeting. All board members are in agreement that this a good idea and something we should pursue.
- Promotion for the meeting will be increased and e-communications will be maximized.

- The committee will begin working on the annual meeting in January/February
- Discussion regarding setting a date for the meeting in early may instead of mid to late June
- Grace will put together a list of yes/no questions for the board to review regarding the annual meeting for the next board meeting
- Jen will contact national to determine what the requirements are for speaker reimbursement to the chapter

### **Accreditation Committee**

- An accreditation class will be offered this spring
- Information will be provided regarding accreditation at the next two PD sessions
- Executive APR class will be held on Saturdays. Committee will reach out to interested members and determine the most appropriate logistics.
- Accreditation courses will be opened up to those who are not interested in accreditation, but would like to gain more PR education

### **Chapter Communications**

- Jen will email active members to develop a communications committee They will be responsible for ongoing communications updates such as an e-newsletter, the website, etc.

### **Senior Practitioners**

- Brett & Donna sent an email out to senior practitioners to find out what they would like to see in a forum, to identify anyone who would be interested in leading a PD session or serving on a PD panel, and to identify those interested in a mentoring program. 3 members expressed interested in mentoring and 4 have made suggestions about types of events they would like to host. Additional information will be presented at the next board meeting
- We recognize that senior practitioners appreciate being asked to be involved in this way and having a different role in the organization

### **PRSSA**

- Champlain College offers a Public Relations major. Nancy Kerr is a new member and a professor at Champlain College. They would like to become a PRSSA (Public Relations Student Society) under the Yankee Chapter.
- Jen is meeting with Nancy on November 6<sup>th</sup> and has been advised to talk with someone at National about what needs to be done.
- As a group we will need to brainstorm ideas for activities we can participate in with this group.
- Jen & Bob signed application for approval to be under the Yankee Chapter.

Next meeting November 13<sup>th</sup> at 3:00 tele-conference

The meeting adjourned.

Respectfully submitted,

Amy Ellrod  
Secretary

**Minutes from Yankee Chapter PRSA Board Meeting  
November 13, 2008  
Conference Call**

The meeting was called to order by Board President Jennifer English.

**Treasurer's Report**

- Review Treasurer's Report (attachment)
  - Expenses review
  - Revenue review
  - Chris motioned to accept the report. Jane seconded the motion. All approved.
- Review 2008-2009 Budget
  - Corrections made & sent to Jen
  - Total for expenses & revenue proposed is \$13,117
  - Review proposed budget
  - Awards will be listed on a separate line, no matter what type of award it is.
  - Jen motions to approve the budget. Martin seconds the motion. All approved.
- 990-N has been filed & was accepted
- Paul Dowd money – Senior Practitioners fund - \$1212 is in the money market account.

**Approval of September's Minutes:**

Michele Dunn move to approve the minutes. The minutes were approved.

**Assembly Delegate Report (Bob)**

- All delegates were not sitting by chapters/affiliation. This year they broke everyone up into 6 at each table. Two major topics – governance & by-laws, strategic dialog role PRSA should take in the future of developing standards for the profession. Questions posed to panel. At the end, presented verbally to the entire group. At end of each, ideas were collected & submitted to committees working on topics. Some discussion about committee putting together potential by-law revision, committee hadn't done work that it said it was going to do. Unfortunate, amount of time for discussion was approx 20 minutes because some had run longer. Didn't seem long enough. 20 min to discuss 5-6 questions about by-laws. Surface ideas passed to committee. Committees should post & keep us more informed as time goes by. Minutes of assembly should be posted by the end of November (suggested)
- What should role of PRSA be in terms of standards of practice to entire profession – same style of groups – sent back to committee
- Reports at next assembly meeting
- Revamping PRSA website & making it more interactive for membership, chapters & sections. Chapter can integrate our website into national website. Many opportunities to create a profile, work you do, lists you want to be on, professional/social networking. If you login to MemberNet, there is a prototype up for commenting. See what it looks like and capabilities. Suggestion to integrate our site with it. One year before this is up and running.
- Northeast representative – Gail Winslow-Pine elected to the national board of directors

**PD Committee (Susie, Tara, and Susan)**

- 11/10 PD Session recap
  - Session went well. Everyone got a lot out of it. Survey feedback was very positive. Everyone had something to take back from it. Coordinated well. Topic drew in other professions (ex. HR)
- Discussion for remainder 2008-2009

- Jan, March/April – “How to Conduct Market Research” & “Advocacy Training” – Suggested topics for PD sessions
- Market Research – Overview of research tactics, when appropriate, how to utilize. Survey is the first thing that comes to mind & not always the best tactic. Workshop about different formats, how to use them, when to use them. There has been a lot of talk recently about metrics. Market research reaches those metrics. Marketing Research Professor at SNHU willing to do the presentation. He is not yet scheduled, but is available. Susie thinks that he would do this free of charge. SNHU could host, but wouldn't be free, discounted though. This will be the January PD session. Schedule for end of January in the afternoon.
- Advocacy Training – How to effectively advocate for a cause or client. Tara is looking into a speaker that she likes and will report back to Susie. PD Committee will proceed with this.
- Expand to VT & ME – Host an additional session closer to these states. Jen will talk to Nancy Kerr at Champlain College.
  - Amazing amount of resources there. She could pull in 30-40 people for a PD session. She is working on a PD session for her students & YC members
  - Free to have a PD session at her school & speakers free.
  - Target February because we will not have one in NH.
- Membership survey – next steps
  - Gathering new topics – best time is after the annual meeting. Plan for next year, people's interests.
  - PD's wrap up in April. Survey in April, get them back in May. Share them at the May meeting to present at Annual Meeting.
  - PD Committee will start thinking about questions for board review
  - We have heard in surveys that we need to have an overall goal to reach out to new members.
- Teleseminar – December 2<sup>nd</sup>
  - Strong sign up for NH (16). ME very few (2)
  - 2009 tele-seminars – Not posted yet. Susie will look at it periodically so that we can pick topics once they are posted.

### **Membership Committee (Donna, Jen, and Chris)**

- Update on New and Dropped Members
  - Membership consistent since last month
  - 127 members
  - 1 member dropped (VT)
  - 1 reinstated
- Prospect List Development & Outreach
  - Want to build on this prospect/new-member list and have a strategy to do so. In the past, we sent a letter about benefits of membership to prospects. This is helpful in cleaning up the list.
  - Brett – last list sent out was incorrect. Non-member list has approx 75 people down from 250. Meg has the new list. Anyone not in PR or Marketing have been taken out.
  - Donna will put together the letter & Jen has brochures. If they come back as undeliverable, take off the list. Refine the list & outreach. Donna will email the letter to board prior to sending out before next board meeting.

### **Awards Committee (Pam and Martin)**

- Discussion on what the committee feels is the purpose of the awards
  - We have two awards: Jackson Award & Good as Granite Award
  - Pam & Martin feel that Jackson Award is valuable & positive. Does not have to be awarded every year. Good as Granite Award presented to currently practicing chapter member who has gone above & beyond. Presented 3 times to date.
- Committee suggestion on additional awards
  - Create more excitement & visibility for the chapter with awards
- Updates on the Pinnacle Award research by Gregg
  - Some form of awarded recommended to chapter board when it was first researched. Not approved at that time. Research documentation – Martin does not have this yet. PRSA chapters (Las Vegas, Hoosier, Hampton Roads VA) have Pinnacle Awards. In all cases, these are provided to organizations or individuals to anyone and can include who are not PRSA members. We could start small with this if we want to go in this direction. Consider additional awards and create awards under umbrella of Pinnacle Awards.
  - Put all awards under umbrella of Pinnacle Award – suggestion
  - Patrick Jackson Award presented by PRSA at national conference. This is for a PRSA member.
  - Brett – have to get a panel from outside to judge. Working with another chapter or organization that offers this type of award.
  - Martin & Pam will look into this more for the next board meeting. If this is going to change next spring, this will have to happen very quickly.

### **Annual Meeting Committee (Michelle, Grace, Jane and Amy)**

- Did not have an opportunity to meet during meetings. We will schedule a time to get together before the next board meeting.

### **Senior Practitioners**

- Email sent this week – if you are a senior practitioner, please reply. Only 13 replies to 49 emails so far.

Next meeting is Thursday December 18<sup>th</sup> at NH Healthy Kids.

The meeting adjourned at 4:25.

Respectfully submitted,

Amy Ellrod  
Secretary



**Minutes from Yankee Chapter PRSA Board Meeting  
December 18, 2008  
NH Healthy Kids, Concord, NH**

The meeting was called to order by Board President Jennifer English.

**Treasurer's Report (Jane for Michele)**

- Review of expense report
- Correction to speaker gift reimbursement – Should be \$55.45
- Review of revenue report
- Current balance in bank account \$26,960.51
- December 2<sup>nd</sup> PD teleseminar – Some confusion with PRSA national in terms of crediting a free seminar. Have not been credited yet. We should have a net loss of \$70.
- Corrections will be submitted to Michelle and Jane will update and resend.
  - *The figures in the December treasurer report were correct as reported.*
  - *It seems the confusion lies with the differences between the treasurer's report and event report, which always will differ because the event report looks at the whole event, regardless of when payments come in/go out, while the treasurer's report is focused only on a specific period of time.*
- Professional Development reports submitted
  - Total revenue for November 10<sup>th</sup> - \$635.00
  - Total revenue for December 2<sup>nd</sup> - \$80.00
  - Total expenses for 2 sessions = \$300
  - Notes from December 2<sup>nd</sup> teleseminar – Update number of attendees. There were more than 2. Susie was there and believes there were a total of 6 attendees. She will ask Judy for a list of attendees.
    - Maine Council Members count as attendees only if they are Yankee Chapter members as well
    - For future Maine seminars, Susie will be in charge of collecting money and tracking who attended.

**Secretary's Report (Amy)**

- Bob and Donna requested 2 changes.
- Meeting notes will be approved at next meeting.

**PD Committee (Susie)**

- Updates: Market Research idea has fallen through. Professor she spoke with has not gotten back with a date for January. His plans have changed and he won't be able to do the PD sessions. Jen & Susie discussed changing the in-person session to a teleseminar for January.
- Susie has placed called to David Wanetick *The Power of Persuasion* – She will follow up with him this week. Looking at this for February PD Session
- Fred Iannotti – “Advertising Age” article would be a good topic: *5 Years from Now Media will be Totally Intangible*. He is interested in being a speaker.
- Tuesday, January 27<sup>th</sup> teleseminar – “Digital Media & Today's Digital News Release”
- Innovative Marketing Mastery – Tuesday, January 20<sup>th</sup>: Jen would like to offer this in NH and Burlington, VT.
- Tara is going to look into hosting for us. We could do this in Burlington. Burlington is very enthusiastic right now.
- Committee is looking into Tara's idea of an advocacy session

- Bob – We typically don't pay speakers fee, but we would potentially pay for transportation
- Brett is talking to Judy Stotes. Her presentation was for her graduate school project. It would be more of a small group. She has not picked a date or a location yet.
- Gail Winslow-Pine had mentioned she would be willing to do a presentation, but is not sure what the topic would be. Susie will follow up with her.
- Jen – Should we email membership asking for ideas?
  - No – let's see what Tara gets back and what comes back from other things
- Bob – If there are any seminars about the future of communications, we should consider that for a PD session
- Events that were done at the national conference – if anything comes up about this, we may want to do these. People would find these interesting and it is a good resource for ideas.
- Someone from PSNH – possible February PD Session

### **Membership Committee (Donna, Jen, and Chris)**

- Update on New and Dropped Members
  - 128 members
  - 1 new member
  - 2 reinstated members
- Non-member letter – Meg doing the mail merge this week. It may not have gone out yet due to weather.
- Changes to Membership packet – If anyone has any ideas, please let Donna know. Jen suggested doing a 3-ring binder to keep it together. "What's going on in my chapter" section – include PD Sessions.
  - We could do one for existing members and then send out to all new members
  - January 09 move forward with creating new
  - We mail a prospect piece that is also a packet of information. We may want to update this and make it a different color and size to differentiate it.

### **Awards Committee (Pam and Martin)**

- Jennifer Ian from PRSA – Jen emailed her for guidance on what to do. She did not get much good information in her response.
- Need to follow up with Martin

### **Annual Meeting Committee (Michelle, Grace, Jane and Amy)**

- Committees recommendation on purpose of the meeting
  - For members, guests and to encourage membership
  - Honor members
  - For revenue
  - Draw more outside people?
- Discussion on surveying the 2008 attendees
  - If there is a general chapter survey that goes out, we could include a question about the annual meeting. Otherwise, the committee recommends not sending a specific annual meeting survey.
- Setting a date and venue discussion
  - Discussed possible venues: Southern NH University, the Back Room in Manchester, Grappone Center, and the Common Man. Jane will look into the Back Room and the Common Man and report at the next board meeting.
  - Bob – The Jackson Award recipient can often dictate the number of attendees, dates of availability, and location.

- Grace suggested looking in the Seacoast area. Bob said we had one about 5 years ago in Portsmouth and it was lightly attended (30-50 people).
- Wait on date until we get a little closer and know who will be nominated for rewards (Feb-April)
- Jen would like to get a save the date mailed by March.
- By-laws say we have to have it done before the end of June
- Speaker
  - Discussed several possible speakers: Paul A Argenti, Donald K Wright, Nancy Kerr from Champlain College, Fritz Wetherbee, Laura Knoy from NHPR, Abby Goldstein from NHPR, a representative from GM Motors, Gary Hirshberg from Stoneyfield Farms
  - Grace talked about the draw the speaker has to the meeting. A more well-known name will be more exciting than a professor.
  - Discussion regarding the current state of the economy and that we should consider having a speaker talk about one of the “hot topics” going on right now.
  - “Green” efforts would be a good topic. Jen just had someone from Green Mountain Coffee speak at CSR meeting
  - We should also Look at speakers from National conference who might have some Iregional significance
  - The date and venue should be worked around who the speaker is and what their availability is.
  - In January – put list together of potential speakers

#### **Accreditation Committee (Brett and Bob)**

- Update on prep course
  - Brett & Bob going to get together in early January to put together a course. Looks like there will be 8 or 9 people.
  - There is a national teleseminar for accreditation that we are thinking about hosting. Maybe working this as an info session.

#### **Chapter Communications**

- Bob – There is an archive section on the website with limited capacity and availability. We can create a leadership folder to keep all important documents.
- We may want to think about a document archiving process for old documents. Scanning and put onto website.
- Approach SNHU or Plymouth State – can they allow us to store the boxes there. Would need permission from a board member to access them. Typically they don’t have private collections like this and are not able to limit access. An electronic library would be better. Maybe we should budget for an archive facility. Chris suggested having a grad student work on this as part of a project.
- Discussion regarding where to store chapter materials

The meeting adjourned.

Respectfully submitted,

Amy Ellrod  
Secretary

**Minutes from Yankee Chapter PRSA Board Meeting  
January 15, 2009  
Conference Call**

**Treasurer's Report (Michele)**

- Items from Treasurer's Report & Event Reports may look different. Treasurer's Report is limited to a specific time (only money that came in and out in 4 week timeframe) and Event Report shows entire event.
- Review of expense report and revenue report
- We can not change items on previous Treasure's Report, unless there was a mistake. We can make changes to Event Reports, however.
- No event report this month because no PD session in this time period
- Approval of November's report: Motion to approve (Jane), Second (Chris), all approved
- Approval of December's report: Motion to approve (Jane), Second (Susie), all approved

**Approval of Meeting Minutes:**

- Review and approval of November's report
- Review and approval of December's report with changes

**Pam Langone's board resignation**

- Pam contacted Jen and she is resigning from the board effective immediately after 8 years of service
- Discussion regarding replacing a member midway through the year
  - Brett – The board is required to appoint someone and vote on the appointment. Appoint to fill remaining term or until the next annual election. Per the by-laws we must promptly appoint someone to the position. We can not wait until the annual meeting to appoint someone. Discussed appointing either Sue Noon and Tara Payne. Jen will discuss with them to determine level of interest.
- Discussion regarding protocol for recognizing board members who resign. Decided that she will be recognized at the annual meeting

**PD Committee (Susie, Tara, and Susan)**

- Sessions and teleseminars are booked through March – mailing went out to membership
  - January – *Digital Media and Today's Digital News Release; Make It Easy for Journalists to Pick Up Your Story* - 4 members signed up
  - February - scheduled at NNHEAF in Concord - *Primary & Secondary Research in Communications*
  - March – scheduled at NNHEAF in Concord – *How to Drive ROI for Interactive Communications*
- We need to plan a May PD session. Think about this to discuss at February board meeting
- Discussed PRSA members who are not Yankee Chapter members in relation to paying for seminars. Decided that they are considered members because we are hosting PRSA national seminars. They are not considered members if they are only a member of the ME PR Council.

**Membership Committee (Donna, Jen, and Chris)**

- Update on New and Dropped Members
  - Current membership: 125 members; 1 new member; 4 dropped members

- Letter sent to non-members – heard back from 2 (Amy Ellrod & a retired member from Maine who does not want join the chapter)
- Kevin – One of the duties as past president is bringing on new board members for 2009-2010. 3 member terms are expiring in 2009. Looking for members of Yankee PRSA who are interested in becoming board members for the next term. He will send an email to all members to determine if anyone is interested.
  - Michelle – Treasurer is limited to 2 years and can not serve in that role for a second consecutive two-year term. There may be other positions have that same requirement.
  - By-Laws: Section 1 Chapter officers - Can be elected to the board in another position, but can not serve the same position after the term is complete

#### **Awards Committee (Pam and Martin)**

- No updates to report
- Michelle – Gregg does not have any information about the Pinnacle Award
- Not in a position to make significant changes this year. We will probably go ahead with what we have done in past years. Would like suggestions from board regarding changes for the future.
- Continue to discuss and see what other chapters are doing
- Kevin – News Release by the end of January asking for submissions for Patrick Jackson award. Applications on website. He will form a committee with someone from Jackson, Jackson, & Wagner, Jennifer, Kevin and someone else not on the board but member of PRSA. Committee will review applications and meet to discuss candidates and determine if someone should receive the award at the annual meeting.

#### **Annual Meeting Committee (Michelle, Grace, Jane and Amy)**

- Jane – Common Man largest room holds 75 and is \$150 to rent. The Back Room has plenty of space for 100+, but we haven't received pricing yet. The Back Room menu is less expensive than Common Man. We will need to find out if the Common Man has a minimum food amount with room rental. Both venues cater and have a bar. Jane will check the Back Room's availability for June.
- All agreed that Thursdays are the most ideal day to hold the annual meeting
- Grace will call the Grappone Center to find out pricing and availability
- Gary Hirshberg from Stonyfield Farms is first choice for a speaker. Brett will call and ask him if he is available in June on a Wednesday or Thursday. Michelle noted that Stonyfield Farms is launching a new advertising campaign and revitalization of brand.

#### **Accreditation Committee (Brett and Bob)**

- Targeting a start date in March and run into April
- Bob and Brett are getting together next week to work out details of the course
- PRSA is having a teleconference about preparing for the readiness review portion of the exam on February 4<sup>th</sup>. Bob is looking into hosting this for those who are interested. Use this to raise awareness and get people interested in class. We do have some interest after 1<sup>st</sup> information session that was held

#### **Chapter Communications**

- Email from Annette reminding us about the Linked-In account recruit and promote chapter. Jen will find out if you have to be a chapter member to join
- Newsletter & publicity under Communications Committee
- Grace offered to chair the Communications Committee

**Senior Practitioners**

- Asked Judy Stokes to do a Senior Practitioners forum on Reputation Management. She will give us a date in February and will host at NH Fish and Game. This will be open to anyone who is interested

**Leadership Rally**

- June 5-6 – Chris is going with the new president-elect. Kevin will begin looking to appoint someone for president-elect for after Jen's term

The meeting adjourned.

Respectfully submitted,

Amy Ellrod  
Secretary

**Minutes from Yankee Chapter PRSA Board Meeting  
February 19, 2009  
NH Fish & Game, Concord, NH**

**Treasurer's Report (Michele)**

- Review of Expense Report as of February 19, 2009
- Review of Revenue Report as of February 19, 2009
- Review of Event Report for January 27<sup>th</sup> PD Session – Did not get an accurate count of attendees (Jane)
- Updated Event Report for December 2, 2008 PD Session
- Michele to send Jen a breakdown of what DSS is charging for their work. Disappointment with last mailing – photocopied poorly. Jen did not receive materials before they were sent to give approval. Discussed setting up a meeting with Meg to talk about expectations for future mailings, emails, etc. Prior to this meeting, we will receive a breakdown of what she is charging for from Michele. Grace suggested Communications Committee working more closely with her going forward. Discuss what we expect and what the procedures are for Board review of materials prior to being sent. We have not had to renew a contract with her. Discussed assessing where we could save some money with mailings.
- Jen motion, Jane 2<sup>nd</sup>, all approved

**Approval of September's Minutes:**

Jen English move to approve the minutes. The minutes were approved.

**PD Committee (Susie, Tara and Susan)**

- Susie – 2 attendees from ME at Dec PD session – Miscommunication at the time, when asked to send request to ME PR Council. They were not aware they had to pay. Clearer communications needed for future sessions with this group
- Talked with Sue and she does not think the 2/18 PD session should be a tele-seminar. Discusses rescheduling as a regular PD Session. Reschedule this with Sue for April during the week of the 13<sup>th</sup>. Susie will talk to Sue and Tara about if that week works for them for presenting and the host site.
- May PD session – Susie suggested having a seminar about how organizations are utilizing social media. Jane will call some of her contacts to determine if they are available to speak on this topic. Contact from Stoneyfield Chris Halvorson – Chief Blogger (Brett) – she would be a good person to do this presentation. Brett will contact her about this and report back to PD Committee. How do you incorporate it into your communications plan (Michele)? – topic for the session. Michele may have a contact as well for this type of session. Show examples online of organizations that are using social media and doing well with it/not doing well

**Membership Committee (Donna, Jen and Chris)**

- Review membership reports
  - 127 active members
  - 1 new member
  - 1 reinstated member
  - 1 dropped member
- Jen has been emailing with Liza our newest member. She is planning on coming to the March PD session.

### **Awards Committee**

- Need more details from Kevin about the Patrick Jackson Award. Discussed nominating Gary Hirshberg for the award. Brett can work with Martin to help him learn how to nominate someone for this award. Jen will have Martin contact Brett.

### **Annual Meeting Committee**

- Venue Pricing and Availability – Jane & Amy went to Red River today. Discussed venue and availability.
- Red River – Do they have a riser? It's awkward having speaker in theater because attendees are looking down at him. Movie theater style does not allow for additional communication with attendees or for speaker to walk around into audience.
- Amy – will call Capital Center for the Arts – Using the larger room instead of the Kimball Jenkins Room
- Jane – will call Common Man for availability and pricing
- Contact Gibson's Book Store to find out if they can set up a table with books to sell for him to sign
- Look into projecting speaker onto video screen.
- Brett – call Stoneyfield for video for the event to show on the screen. If that doesn't work out, may need to look at a different venue
- Amy – ask Red River if there is a way to have lobby until 6:00 pm and project onto the screen, risers for speaker, sound (who provides this)
- Networking time is just as important as speaker.
- Start business meeting at 4:00; 4:30 – Registration, cash bar & hors d'ouvers.
- Brett has confirmed that Gary Hirshberg will speak on his book "Stirring it Up".
- Date – Thursday, June 18<sup>th</sup>
- Good as Granite Award – we should know before the invitation goes out if we will do this award or not. This does not take very long at the annual meeting.
- Save the Date – sent 2 months ahead in April; Invitation – 6 weeks ahead (in May); Save the Date goes to our members
- NH Businesses for Social Responsibility – Stoneyfield is part of that network. Jen will reach out to them to attend.
- Who else would we want to invite for broader appeal
- Look at where he volunteers and what is near and dear to him.
- Sponsors – NE Delta Dental, NE Newsclip, Red River (if we have it there – can they comp anything)
- Cost \$35 members, \$45 non-members

### **Accreditation Committee (Brett)**

- 1-day accreditation program on March 28<sup>th</sup> Saturday at NH Higher Ed – notice will go out next week

### **Senior Practitioners**

- Mentoring program – 6 practitioners who agreed to be mentors. Need to revisit because we have more junior practitioners who are looking for a mentor

### **Leadership Rally**

- Chris is attending
- Need to select a President-elect and Treasurer – Kevin selects all of these candidates



### **PRSSA (Jen)**

- Nancy Kerr is having difficulties with National. Trying to follow up. Doesn't know what is stalling, but has not gotten approval or call back.
- Call Gail to find out if there is a way to help with this
- Look at PRSSA directory to follow up with them

### **Director Position**

- Just emailed Sue Noon asking her – Just joined a Board but does feel she can fill the Director position until June. Jen will confirm this with her.

### **Grace – Propose that we switch to a calendar year. We are the only chapter on a fiscal year. Extend the new presidents & board members terms 6 months**

- This would require a by-law change. (Donna)
- We would need to change this with the IRS as well because we are a separate 501c(3).
- Look at by-laws to determine anything else that will change
- This needs to be voted on at the annual meeting.
- Brett motions to move this for discussion at next meeting
- No impact on chapter dues
- Bob – need to ask him about by-law changes
- Jane will look at state website to determine if there are any requirements for by-law changes

Pat McGee is not our ethics officer (Brett received an email). He had served under Jack, but is no longer interested.

Next month we will meet in person again at NH Healthy Kids.

The meeting adjourned at 4:58.

Respectfully submitted,

Amy Ellrod  
Secretary

**Minutes from Yankee Chapter PRSA Board Meeting  
March 19, 2009  
NH Healthy Kids, Concord, NH**

The meeting was called to order by Board President Jennifer English.

**Treasurer's Report (Jane)**

- Review of Expense Report and Revenue Report
- Some additional funds to collect for the March PD Session – approx. \$30
- Michelle sent Jen the breakdown from Dover Secretarial Service
  - \$305 for February
  - Postage \$98
  - \$.50/emails recd and replied
  - \$.75/emails composed and sent
  - \$15 email blasts
  - Setup for April program \$12
  - Mailing \$78 (address labels)
  - Budget \$4,000/year
- Brett motion to approve the report, all approved

**Secretary's Report (Amy E.)**

- Michelle sent 2 changes prior to meeting. These have been made.
- Jen motion, Jane 2<sup>nd</sup>, all approved

**Annual Meeting – June 18th**

- Red River will send invoice today by 5:00. Amy will double check on bartender charge and final cost
- Stoneyfield Room; No riser needed; Possibly additional lights needed
- We can bring in our own beer and wine, but we have to let Red River know ahead of time. Discussed that it would be easier to have Red River supply beer and wine and have a cash bar.
- Catering estimates
  - Jane – Michelle sent Jane list of food we used last year through Common Man. Jane will contact the Common Man to finalize the menu and contract with them. May also be able to get an additional discount with Common Man 10% because it is at Red River Theater.
- Jen to email Save-the-Dates in early April
- Michelle is working on the design of the invitations. They will be sent in May. Designer gives a proof for everyone to look at for review. Same template will be used this year as last year.
- One PO mailing – invitation; electronic several times
- Grace – Can we get samples of Stoneyfield product for the event? Purchase at cost or donate so that there would be a product available. Brett will talk to Stoneyfield about what is available; potentially ice cream or frozen yogurt as part of the hors d'oeuvres.
- Amy – Red River sponsorship – potential for discounted tickets. They will let me know.
- Brett – Talked w/ Chris Conroy at Heartwood Media about creating a social networking video about Gary Hirshberg. Is going to check w/ Hirshberg's people to find out if it would be ok to do a video where we goof on him a bit.
- Show & Tell table aspect – separate email inviting attendees to bring items with them as well as on invitation. The board will bring their examples in case others do not bring

them. They will be displayed on a table. Bring your top 1 or 2 to show. Reminder in email after Memorial Day

### **Positions we need filled**

- Treasurer or Asst. Treasurer
  - Assistant Treasurer (Jane) will become Treasurer. We would then need an Assistant Treasurer. Possibly Martin for this position.
- President-elect
- Secretary - Amy E will do 2<sup>nd</sup> term
- Directors (3)
  - Tara Hirshberger has been a director in the past. She was also the PD Chair.
  - Tara Payne
  - Susan Noon
- Expiring terms – all officers expire and delegates and directors have terms. Officers are 1 year. Directors are 2.
- Grace – offering to serve another term as a director
- Susan Noon – joining as a Director
- Bob 2010 Assembly Delegate
- Pam, Grace & Chris – end of June expiring Susan filling end of Pam's term
- Chris is becoming President so President-elect spot is open
  - Michelle could be President-elect or Director
- Susie has been asked by Kevin if she was interested in President-elect.
- Jen will get in touch with Kevin to find out what is happening with nominating process and give an update on positions that need to be filled.
- Review of by-laws in regards to nominating committee; Past President and 3 accredited members; Chris offered to help Kevin with nominations. Martin may be available to help with this as well as he has been working with Kevin on Pat Jackson Award (Jen will ask him)
- Ethics Officer – Brett will ask Judy Stokes if she is interested. This is not a board position, however.

### **PD Committee (Susie, Tara, and Susan)**

- Research PD session - April 16<sup>th</sup> – two members signed up
  - Sue Noon is presenting
  - If this goes well, we are thinking they may be able to go to ME in the fall (Portland). We will see how it goes and then go from there. Would like to plan sessions in ME
  - 1:00-3:00 board meeting; PD session 3:00-5:00 at NHEAF
- May 19<sup>th</sup> – Social Media 3-5:00pm at NHEAF\*\*\*\*
  - Chris Halvorson & Martin Murray – meeting today to plan the session & what they will present.
  - Board meeting will be from 1:00-3:00 and then session 3:00-5:00
- This brings us through the rest of the year
- Brett – Idea for PD Session in the fall - Crisis Communication – Attorney, Don Cranedelmier, who could explain legal aspects of crisis communications. He did this work for Elliot for 10 years.

### **Membership Committee (Donna, Jen, and Chris)**

- Update on New and Dropped Members: 125 active; 2 dropped

### **Awards Committee**

- Patrick Jackson award
  - Jen resent email today with deadline March 27<sup>th</sup>
  - It is also in the NH Business Review

### **Accreditation Committee (Brett and Bob)**

- APR prep class March 28<sup>th</sup>
  - 8 or 9 registered

### **Leadership Rally – June 5-7<sup>th</sup>**

- Chris and President-elect to attend

### **PRSSA**

- No official approval yet from National – Need help!
  - No one has returned Jen's calls. Gayle has also tried calling. Nancy Kerr has been trying.

### **Chapter Communications**

- Grace has a rough draft for proposed Chapter Communications plan and will distribute at next board meeting

### **Changing by-laws to calendar year**

- Brett – discussed changing chapter's by-law year.
- Jane – IRS – easy from this standpoint; change in accounting period
- Bob – National is doing a major by-laws revision. Should be wait until they change their until we change ours.
- Chris – What is the advantage to pushing through as quickly as possibly instead of waiting for National to change?
- Advantage – bring us in line with other PRSA chapters and National; rally in NY, the rest are looking at a 6 month timeframe to take ideas and put them into action. We are on a much shorter timeframe. Disconnect from annual meeting to getting back in September.
- A president needs to stay on for an additional 6 months – the gap needs to be filled. Chris is willing to serve that extended 6 months if need be. All officers will have to be willing to do an 18 month term.
- Most of board is in favor of making this change. Some are on the fence – need more information.
- Suggestion to send survey to members to find out if they are in favor of this or not. If we send this out next week, we can have results for April board meeting. In the survey we should mention this will have no impact on dues. Grace will put survey together and Brett will review. Jen will send.
- 25 members would have to be at the annual meeting and 2/3 would have to vote in favor to approve the change
- We are the only chapter which never changed to calendar year.

The meeting adjourned at 4:17 p.m.

Respectfully submitted,  
Amy Ellrod, Secretary

**Minutes of Yankee Chapter PRSA Board Meeting  
April 16, 2009  
NHHEAF, Concord, NH**

**Present:** Susie Stone, Susan Noon, Jane Law, Grace Lessner, Donna Eason  
By phone: Jen English, Chris Williams, Martin Murray, Kevin Smith.

**Call to order:**

The meeting was called to order by Board President Jen English at 1:00 p.m.

**Approval of March Minutes:**

The Board deferred approving the March minutes, pending the Secretary sending them to the Board for review.

**Treasurer's Report:**

As of April 16, revenues for the fiscal period ended with \$6,907.93. Expenses for the month totaled \$439. Revenue to date is \$6,073.19, including APR prep class, membership, annual meeting sponsorship (Northeast Delta Dental - \$500), and a teleseminar.

A motion was made to approve the Treasurer's report. Jane Law seconded the motion; unanimously approved.

**Nominations Committee Report:**

Kevin Smith reported on the slate, which is as follows. There was also discussion about how to notify members of the nominees, and whether it could be done electronically. Bylaws say at least 30 days before meeting, nominees shall be mailed to membership. Prepared by Amy as secretary, Meg can mail it out. Discussion followed about whether we had e-mails for all members, and if so, could we simply use e-mail to send out nominations and save money on postage? Agreed to check bylaws and with other board members familiar with process, and see if this was acceptable.

**President-elect:** Susie Stone

**Treasurer:** Jane Law

**Asst. Treasurer:** Susan Noon

**Directors:** Grace Lessner (second term), Martin Murray (second term),  
Tara Payne (first term), Tara Hirshberg (first term)

**Professional Development Session Report:**

May 19<sup>th</sup> – Social Media at PSNH (3 – 5 p.m.) (board will meet prior to PD)

April 16<sup>th</sup> PD – 9 attendees signed up for Primary & Second Research in Communications session (presented by Chip & Susan Noon) (3 – 5 p.m.)

PD sessions will resume in the fall.

**Membership Report:**

Donna Eason reported there are currently 122 active members. Since March 19, four members have been dropped and two members have been reinstated.

**Accreditation Report:**

Nine people attended the session (five members and four nonmembers). A survey of members noted that an all-day Saturday session was preferred to a six-week stretch of classes.

**Awards Committee Report:**

Kevin Smith and Martin Murray reported there were three nominations for the Patrick Jackson award. There was discussion about whether it would be conflict of interest to have Gary Hirshberg as both a speaker and nominee. Donna Eason reported that there was precedent for doing this, so board agreed committee should consider Hirshberg's nomination. The Committee will announce its selection the week of April 20<sup>th</sup>.

**Annual Meeting Report:**

Jane Law reviewed the menu and agreed to check with Common Man re particulars. After discussion about the pros and cons of member discounts, incentivizing members to bring guests, and encouraging nonmembers to attend, the board agreed to charge as follows: \$35 for members and guests registering together, and \$45 for nonmembers. It was further agreed that Pat Jackson award guests would pay the nonmember fee. The board approved the invitation with the cost revision, addition of the Jackson award designee, and minor style changes to font and color. Northeast Delta Dental will again be a \$500 sponsor, and NE Newsclip agreed to a \$300 sponsorship. Chris Williams will write thank you notes to both sponsors.

**Chapter Communications Committee Report:**

Grace Lessner read a draft of the proposed committee duties. After discussion, she agreed to update the draft and mail it to board for further review and discussion.

**PRSSA Chapter Requests Report:**

New England School of Communications in Maine is interested in becoming a PRSSA member. The Champlain College application is still pending with PRSA national; Jen English has called national repeatedly to check on status. Jen left another message with Janine Garcia at PRSA national about their application. Jen and board expressed dismay at the lack of responsiveness of PRSA to the application.

**Other Business:**

Chris Williams and Susie Stone will be attending the Leadership Rally June 5 – 7. There was a discussion of underwriting additional expenses for both due to the costliness of the trip and its location in New York City. Chris will follow up with Michelle to determine how the stipend was handled last year, as well as protocol for reimbursement of expenses.

The next Board meeting is scheduled for May 19, 1 – 3 p.m. at PSNH, before the PD session. Chris will be acting president at that time while Jen is on maternity leave.

The meeting adjourned at 2:35 PM.

Respectfully submitted,

Grace Lessner  
Acting Secretary

**Minutes from Yankee Chapter PRSA Board Meeting  
May 19, 2009  
PSNH, Manchester, NH**

The meeting was called to order by Acting Board President Christopher Williams.

**Present:** Brett St. Clair, Chris Williams, Donna Eason, Jane Law, Jen English, Martin Murray, Michelle Dunn, Susan Stone; Amy Ellrod and Grace Lessner via phone

**Treasurer's Report (Michele/Jane)**

- Review of expense and revenue reports
- New England News Clip sponsorship - \$500
- Donna motioned to approve Treasurer's report, all approved
- Jane – event report for April 16<sup>th</sup> PD session 9 registered & 9 attended; no expenses; revenue \$335 (all paid to date)

**Secretary's Report (Amy E.)**

- Review of April's minutes
- Michelle motioned to approve April's minutes, all approved

**Annual Meeting – June 18**

- Grace sent annual meeting update to Board prior to the meeting
- All set with Red River
- Annual meeting group arrive at 3:00, rest of Board by 3:45.
- Stonyfield products
  - Discussed Stonyfield providing samples of products or purchasing products ourselves for the event. All agreed that we do not need to include Stonyfield products at the event
- Gibson's Books
  - Grace has made arrangements with Gibson's to sell copies of Gary Hirshberg's book at the event. Brett will contact Stonyfield to let them know they do not need to bring books to sell
  - Brett – Gary has to leave at 6:15 in order to be at UNH for another event. He will be arriving at 5:15. He will speak for 20 minutes with 10-15 for Q&A
  - Book signing to begin at 5:45 until 6:15
- Catering
  - Jane – Menu will be finalized before June 4th.
  - Menu will be the same from last year with minor changes
  - Common Man needs a head count by June 11<sup>th</sup>
  - Cold food start right at 3:00, hot food start at 4:00
  - Bar open at 3:00
- Invitations/registrations
  - June 9<sup>th</sup> deadline for registration
  - Discussed inviting Meg to come to event; Donna – she has come before. Gives us a chance to meet her for those of us who have not. Would be paying her to be there. Grace – Extend an invitation as a courtesy for free, but not pay her for her time; Chris will invite her to the event
  - Grace will bring a work study student to run the registration table
- Chris is our master of ceremonies; Jen is planning on attending. Chris will work with her on those logistics

- Typically give a gift to outgoing President from new President on behalf of the Board. Board pays for this gift. Brett will find out what a good place in Keene is for a gift certificate.
- Show & Tell table
  - Chris - When we send email reminders out for annual meeting, we should include information about this requesting submissions
  - Donna – Give the same language to Meg so she can include it in confirmation emails
  - We should let them know that the item they bring should be small
- Presentation of Jackson Award
  - Discussion regarding who will present the award
  - In the past it has been either the President or the nominator (David Belman, Owner of Belman Jewelers)
  - Michelle will contact Kevin
    - Does ABI know they are the recipient?
    - Will he ask David Belman to say a few words about the recipient?
    - Has anyone ordered the award?
- Invitations
  - (148 members, 61 non member list) invitations were mailed to all members, non-members, lapsed and prospects
  - Check with Meg to find out if PRSSA members received invitations
  - Looking for direction on when to send out reminder emails for invitation – First should be sent on May 27<sup>th</sup>, Second should be sent on June 8<sup>th</sup> (reminding deadline is the 9<sup>th</sup>)
  - Any other individuals or groups we should invite?
    - Manchester Chamber of Commerce – Michelle will call them
    - NHBSR – Brett will call them
  - Extra invitations should go on the registration table
- Annual report
  - Last year Kevin emailed committee chairs their assignments
    - Grace is going to look to find what he sent last year
  - Everyone emails Word or Excel files to Grace
  - What is included: President's report, Treasurer's report, elected officers, preview of 2009-2010, committee reports
  - Bob will put last year's report up on the links page on the website
  - Nominations have not gone out yet. They need to go out 30 days prior to annual meeting to all members.
- Brett will confirm press release will be sent

#### **PD Committee (Susie, Tara, and Susan)**

- Today's session on Social Media, 3:00-5:00 pm at PSNH, 31 people signed up (mix of members & non members)
- No PD sessions until the fall
- Chris – retreat in late summer/early fall. Discuss PD sessions for the past year and looking ahead to next year

#### **Membership Committee (Donna, Jen, and Chris)**

- Update on New and Dropped Members
  - 116 active members; last month was 122 active members
  - 1 member joined



- 6 dropped – This is a big change for us. Budgets are being tightened all around (sign of the economy)
- 0 reinstated
- Chris will start emailing dropped members

#### **Awards Committee (Pam and Martin)**

- Patrick Jackson award-winner-- Amoskeag Business Incubator (Kevin)
- Kevin will reach out to these folks and make sure they have invitations to the annual meeting

#### **Accreditation Committee (Brett and Bob)**

- Class get together to prepare for readiness review; 9 in the session
- Some members in class were at the April PD session and some are registered for May PD session
- May have to watch to see if the cost \$385 (non members) \$285 (members) is a factor in this economy
- Donna – Have we ever considered having a scholarship for accreditation
- Cost is \$50/year to remain accredited as long as you are still a member

#### **Chapter Communications (Grace)**

- Grace provided an update on Communication Committee proposed duties
- Use Grace's notes as a starting point for discussion at the retreat in August

#### **Leadership Rally – June 5-7<sup>th</sup>**

- Chris & Susie is registered to attend
- Chapter provides \$1000 for president to attend national conference. Last year Board voted and agreed to use \$500 for President and President Elect to attend. This year has been increased to \$550. There are no criteria on what this money can be used to reimburse for, typically this is used for transportation and hotel.
- Discuss reallocation of funds for PRSA annual meeting to support attendees at Leadership Rally
  - Michelle motioned chapter will pay up to \$1000 in expenses for Leadership summit (Michelle motion, Donna second) All in favor

#### **PRSSA**

- Update New England School of Comm. in Maine for PRSSA membership application
  - Understand it is a lengthy process, but hope to be up and running in the fall
- Champlain College application approved
  - Chris will talk with Jen to find out what our responsibilities are
- Discuss at retreat how to engage PRSSA members, point of contact from the board (advisor), etc.

The meeting adjourned at 3:00 p.m.

Respectfully submitted,

Amy Ellrod, Secretary

## Accreditation Report 2008-2009

As a result of feedback we received at the Chapter's planning retreat last fall, the Accreditation Committee offered its first-ever, one-day "Executive APR" class this spring.

Both in terms of its attendance and the feedback we received from those who participated, it was a successful endeavor. We had nine practitioners attend the day-long session: five chapter members; four non-members.

We'd particularly like to thank the NH Bar Association for the use of their conference room.

During the seven-hour session we covered:

- APR application process
- Communication models & theories
- Ethics and law
- Crisis communications
- Organizational structure, business literacy and management skills
- Public relations planning process (research, planning, implementation, evaluation)
- A sample case study

We have gained at least one new chapter member as a result, and one of our participants has already received approval from the Universal Accreditation Board to proceed to the APR readiness review stage.

Several others who attended plan to pursue accreditation and we'll hold a follow-up session for them in the coming months.

For information on Accreditation in Public Relations go to [www.yankeeprsa.org/accredit.htm](http://www.yankeeprsa.org/accredit.htm) or contact one of us.

Respectfully submitted,

Brett St. Clair, APR

Bob Lindquist, APR

Susan Noon, APR

## **Assembly Delegate Report 2008 - 2009**

The major discussions of the 2008 Assembly, October 25 in Detroit focused around governance and the rewriting of the society's bylaws, and the role PRSA should play in establishing standards of practice in the profession. The assembly introduced a new structure with less focus on reports, and the introduction of small group discussions and brainstorming sessions.

### **Governance and Bylaws**

The first small group discussion of the day centered on the upcoming bylaws revision and future governance of the Society. The Bylaws Committee reported on work of the previous year that included researching trends in association governance, other models of governance, and what was learned from this research. This presentation was followed by a facilitated discussion, with each group participating in an exercise in which they answered a series of questions on what they see as the "ideal" PRSA. This exercise elicited a lot of discussion, and ideas were recorded and collected for the committee to analyze and use as it continues its work.

### **Strategic Dialogue**

A similar afternoon session looked at the role of PRSA in establishing practice standards for the profession. Once again a robust discussion ensued and the ideas were recorded and collected for use by in the coming year.

### **Web Site**

The PRSA Web site is being reworked and will provide options for chapters to join in. The site will include capability for personalization - member profiles, preferences, and other things.

### **Nominations**

Elections were conducted and Gary McCormack, APR, of Knoxville, Tenn., was named chair elect. Gail Winslow-Pine, APR, was elected to the national board to represent the Northeast District.

Respectfully submitted,

Bob Lindquist, APR  
Laura Simoes

## Membership Report

(As of June 1, 2009)

The Yankee Chapter PRSA ended fiscal year 2008 – 2009 with 115 active members. This represents a loss of eight members since May 31, 2008. Of the current active Yankee Chapter PRSA members, 83 are located in New Hampshire, 11 in Maine, 13 in Vermont, six in Massachusetts, one in New Jersey, and one in Illinois.

In fiscal year 2008 – 2009, we welcomed eight new Yankee Chapter members:

Katie A. Berger  
Public Relations Manager  
The New Hampshire Institute of Art

Kathryn A. Kantorski  
Mgr of Communications & Business  
Development  
Vermont Electric Cooperative, Inc.

Liza Dube  
Senior Director, Marketing & Communications  
United Way of the Greater Seacoast

Adreanna LaCandia

Allison Furbish  
Media Relations Manager  
King Arthur Flour

Steve Luba  
Director of Communications  
Sell My Timeshare Now

Elizabeth M. Gamache  
Manager of Corporate Services  
Vermont Electric Cooperative

Jeff VanPelt  
Strategic Communications  
Lincoln Financial Group

To help ensure the accuracy of our member database, which is maintained by PRSA, it is important that Yankee Chapter members update their membership information regularly. This can be done easily from the PRSA website ([www.prsa.org](http://www.prsa.org)) or by calling PRSA Member Services at **212-460-1400**. To check your information or to see a current directory of Yankee Chapter members, including contact information, log in to MemberNet at [www.prsa.org](http://www.prsa.org). The directory is available as a member service.

Respectfully submitted,

Donna J. Eason, APR  
Membership Chair

**Yankee Chapter PRSA Membership Roster (As of June 1, 2009)**

Karen L. Ager	Christie A. Harris	Katharine D. Paine
Jason Aldous	Erin L. Hathaway	Isobel Parke, APR,
Elizabeth A. Andrews	Tara S. Hershberger	Fellow PRSA
Heather S. Atwell	Mary Ellen Hettinger	Tara Payne
Michelle Avila	Michele Barney Hutchins	Marie H. Pinto
Gina M. Balkus, APR	Frederick A. Iannotti	Elisabeth L. Richards
Stephen Paul Barba	Celine P. Jalbert	Renee M. Robertie, APR
Ani K. Bardakjian	Kathryn A. Kantorski	Dean A. Rosingana
Thomas Patrick Bebbington	Judy Katzel, APR	Natalie Helen Rudzinskyj
Judith H. Bennett	Kim N. Keating	Rosemarie Rung
Katie A. Berger	Nancy Kerr	Robin Schell, APR,
Mary-Jo Boisvert	Katherine B. King	Fellow PRSA
Michael P. Bourque, APR	Annette Kurman, APR	Stephanye Schuyler
John R. Briggs, Jr.	Adreanna LaCandia	Jayne Henriques Simoes
Janice L. Brown	John R. Lamb, APR	Laura D. Simoes
Sharon G. Callahan, APR	Michelle A. Lambert	Kevin H. Smith
John Hugh Carroll	Jeanne Marie Landau	Stacey Smith, APR,
Susan B. Chadwick	Elizabeth L. LaRocca	Fellow PRSA
Matthew J. Chagnon	Elizabeth A. LaRose	Brett St. Clair, APR
Byron O. Champlin	Jane N. Law	Roger W. Stephenson, APR
Ellen Chandler	Jonathan Robert Leer	Judy Stokes, APR
Stacey Cheeny	Grace Lessner	Susan D. Stone
Thomas Anthony Cocchiaro	C. Robert Lindquist, APR	Michael Stoner
Christopher M. Conroy	Steve Luba	Tracy Manforte Sweet
Matthew Cookson	Elizabeth Ann Mace	Michele Lee Giannone Talwani
Terri A. Daniels	Sharon A. Malenfant, APR	Karen L. Tebbenhoff
Liza Dube	Warren E. Mason, Ed.D.	Nate K. Tennant
Michelle E. Dunn	Gregg J. Mazzola	Susan K. Torbitt
Donna J. Eason, APR	Charles E. McAlpin	Susan Faye Vaillancourt
Amy J. Ellrod	Patrick F. McGee, APR, Fellow	Jeff VanPelt
Jennifer Lynn English	PRSA	Kathleen B. Walker, APR
Craig H. Evans, APR	Tracy Whittier Messer, APR	Michelle Raquel White
John P. Fleming, Ph.D., APR	Laura L. Monica	Christopher M. Williams
Gregory Smith Franklin	Michael D. Murphy	Peggy Willoughby
Allison Furbish	Martin E. Murray	Gail A. Winslow-Pine, APR
Elizabeth M. Gamache	Douglas Nadeau	Jeff Wise
Leslie A. Gouthro	Jeffrey D. Nichols	Sandra R. Yusen
Ernestine J. Greenslade	Susan J. Noon, MBA, APR	Jennifer Zingsheim
Charles Griffin	Kenneth W. O'Quinn	
Timothy Scott Haddock	Julia Fagan Olivares	
	Henry Thayer Osborne	

## 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  
Frances Provencer Kambour, APR 7/97 – 6/98  
Judy Stokes, APR 7/98 – 6/99  
Brett St. Clair, 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