

PRSA Board meeting Minutes from Sept. 8, 2011

Board in attendance: Don Hendricks, Ann Elwell, Lisa Cox, Nicki Donnelson, Rod Surber (via conference), Randy Berger.

I. Meeting minutes – Minutes from August approved. Minutes will be posted on the website and forwarded along to regional chairs.

II. Treasurer's report – We ended August with a balance of \$6,125.47, which includes \$1,235.46 in deposits from the PR Boot Camp. Lisa points out that next month will include several stipends and conference costs as well as the \$125 reimbursement for Andrea Mostyn's APR achievement.

III. President elect's report (from Don in Tom's absence) – For the October meeting, Sheri Hawkins, owner of 2balance, will be presenting on business etiquette for working professionals. Hawkins will also present at the Professional Development Conference, where her presentation will be focused on business etiquette for students.

Tom participated in the Aug. 24 district conference call, which focused on the proposed dues increase. The call also included a discussion of the 2012 district conference, which is in the works for next summer. It will likely be a one-day event with representatives from across the district; Chicago was mentioned as a possible location.

Don also reported that Tom has assembled a group to look at the slate of potential 2012 officers for our chapter.

IV. Directors' reports

Communication - Nicki reports that the next newsletter will feature information on the Professional Development Conference. The website also features complete information about the conference.

Nicki points out that several people in our chapter are near the expiration of their memberships. We discussed ways to follow up via email or phone with members and encourage them to renew. This will be especially important with fewer meetings going on as we get into the holiday season.

Chapter Liaison (Don in Regina's absence) – Molly Hedgpeth at Missouri State has been chosen as this year's scholarship winner. She and a group of PR students from Missouri State are planning to attend the seminar as well. So far, registration for the seminar is going well – the press release went out this week and it will be added to the website.

Assembly delegate's report - Rod participated in a conference call on Aug 31, which focused on a discussion of the dues increase. The majority of participants are in favor of the increase. Rod will share our chapter's support for the increase with the assembly. We also discussed a few additional possibilities that could be considered at the assembly, including lowering the costs for conferences in the hopes of attracting more participants and considering more frequent, smaller dues increases in the future, as opposed to larger increases years apart.

V. Other business

Don reports that David Grossman will hand out copies of his new book at the professional development seminar.

We're making good progress on the November awards banquet event. Melinda has developed a group to look at entries for the awards and several people have volunteered to assist with organizing committees. For the event's budget to work correctly, we need to have an accurate head count. We discussed the need to develop a formal RSVP process for the event, possibly with PayPal payment to ensure accuracy and discourage people from backing out at the last minute.

VI. Adjournment – Meeting adjourned at 12:45 p.m.