



**PRSA- Orlando Chapter
Board of Directors Meeting
September 5, 2006, 8:00 am – 9:00 am**

Attendees: Andrea Finger, Lorelie Johnson, Bette Jore, Geri Evans, Hue Lien Duxbury, Peter Scott, Dawn Vaughan, Mason Moore, Allen Moore, and Betsy Folk, UCF

I. Administration – Hue Lien Duxbury: Bette made a motion to approve the minutes from August 2006 and Peter seconded. Motion was approved.

II. Frank Stansberry Student Scholarship – Andrea Finger and Bette Jore: Betsy Folk attended the meeting on behalf of UCF. Key points regarding the “ PRSA-Orlando / Frank R. Stansberry Student Scholarship:” The most important aspect of eligibility is that the student is in good standing with the University; it will be an open scholarship for public relations majors that takes need into consideration; PRSA will have representation on the selection committee; amount will be an initial \$9,000 and later \$10,000; and this is not an endowed scholarship. To be endowed, the fund needs to have a minimum of \$25,000, which is a scholarship in the amount of 4% a year – every year, forever. Currently there are 150-170 students in the Nicholson School of Communication. Next steps: ask Frank to draft a letter for fundraising efforts; begin advertising (bulletin boards and online) in January, get applications in March/April and award in the summer. Additional considerations: PRSA tour of the school of Communications; formal recognition of the scholarship recipient. Geri made a motion to approve the scholarship letter of agreement between PRSA and UCF and Bette seconded. Motion was approved.

III. Quick Start– Andrea Finger and Geri Evans: QuickStart leadership program on the 16th fashioned after the national president-elect program, but hosted by the Sunshine district. Topics: leadership; secession planning. The Friday evening before will be a social at Geri Evans. Andrea will send out an invite to the board including spouses. National provides one \$75 scholarship and Orlando will match. Bette made a motion to approve and Lorelie seconded. Motion was approved.

IV. International PRSA Meeting – Geri Evans: Main topic will be whether proxy votes be allowed? Sunshine district has created an amendment, but will need a unanimous approval from all seven chapters in the district. Dan Ward and Geri Evans will represent the Orlando Chapter as assembly delegates.

IV. Finance -Peter Scott: Christy will email the Budget Report and Account Statement to the BOD. Budgeting for 2007 will begin soon; will need membership projections, etc. \$19,800 in the PRSA account.

V. Programs – Kena Lewis: Carmine Gallo program a major success. September has 12 RSVPs and we expect attendance to be approximately 50. Will broaden invitation to outside PRSA membership. Will send a special communication to APRs to maintain professional development credits. County will provide A/V, a substantial savings to the chapter. October Ultimate Mixer on October 18 or 19 or 26: OAF creating the e-vite, AMA in charge of location and PRSA looking for sponsors at the \$500 and 1,000 sponsors. November program on corporate responsibility, speaker is Rick Walsh. What do they do outside of the market; best practices; how do they communicate what they do to the public. December 14 is past presidents and 2006 is the chapter's 25th anniversary.

V. Membership – Mason Moore: National PRSA promotion for Sept/Oct is "Back to School" \$60 voucher for tele-seminars.

VI. Accreditation – Dawn Vaughan: APR classes start tomorrow.

VIII. Ethics – Allen Moore: All nominations received were meritorious. Winner will be notified in advance – decision will be made on September 6. Allen took part in a national phone conference with other Ethics Chairs: will survey local boards on need for licensure or advanced certification of PR professionals.

VIX. Conference Committee – Lorelie Johnson: Core conference committee: Sabrina Dawn, and Lorelie, with others. Could be held at the Contemporary. Working with National to see when the date will be. Could be the July timeframe. Thurs-Fri-Sat.