



**PRSA- Orlando Chapter  
Board of Directors Retreat  
December 13, 2006 5:30 – 7:30 p.m.**

**Attendees:** Jessi Blakely, Dan Ward, Lorri Shaban, Laura Richeson, Pete Scott, Lorelie Johnson, Hue Lien Duxbury, Andrea Finger, Cluny McAffrey, Allen Moore, Sabrina Heise, Heather Kinghorn, Kena Lewis, Dawn Vaughan, Mason Moore, Geo Morales, Becky Niemann

**I. Introductions – Lorelie:** 2007 Board Meetings will be held at 8 a.m. on the first Tuesday of each month at Consensus Communications. Exception: January's meeting will be January 4, the first Thursday, at 8 a.m. Heather will send a reminder to the Board for January's meeting. January's luncheon is the 18<sup>th</sup> at the Citrus Club.

**II. Finance – Pete:** We broke even for November's luncheon and will likely break even for December's. Looking strong as we enter 2007. Plan to close PayPal account and start fresh; Allen proposed we research alternate options to PayPal. Themes to keep in mind for 2007: less or borrowed AV helps reduce expenses; high-profile speakers drive attendance; joint events are more profitable; book bigger expenses after July; one sponsor per event drives profitability; stable cash can allow us to invest in AV equipment. Potential sponsorship opportunities: sponsor the entire year or a single program; don't sell the table with the sponsorship. Sabrina and Mason will try to adapt the Ultimate Mixer's sponsorship package to use for monthly meeting sponsorships. Allen suggested the increased promotion of meetings made a difference in higher attendance.

**III. Scholarship – Hue Lien:** UCF Scholarship Program – will actively market the scholarship to students in the beginning of the year. We have deposited \$9,000, and Curley & Pynn donated \$1,000, so we have \$10,000 to start. It's currently non-endowed; we need to fund-raise this year to work toward our goal of a \$25,000 endowed scholarship fund. A letter from Frank Stansberry went out to encourage donations to establish the fund. The Board will donate \$500 for the first scholarship, to be given March 31, 2007; Andrea will send out an e-mail for an official vote. The scholarship is only for UCF students, and they apply through UCF. We have input on the recipient chosen as we have equal representation on the scholarship board. Need to post scholarship info on our Web site.

**IV. Communications - Kena:** Not a lot of changes are anticipated for 2007. There will be a four-person committee: David Brady, C.J. Drake, Tongelia Milton and Teryl McLane. Each will have a choice of responsibility: newsletter/e-announcements, 10 Minutes/10 Questions Feature, Web, external communications and photography. Will send release to media announcing the 2007 Board. Plan to put headshots of the Board members on the Web site – Kena will collect them electronically. Plan to do media outreach to promote the scholarship. Sabrina suggested a media portion/press room on the Web site.

**V. Accreditation – Laura and Cluny:** Would like to maintain the momentum established over past couple of years. Plan to increase the APR presence in the newsletter through a monthly feature, written by Laura. Will develop a separate list of targeted APR candidates to send monthly e-mails to. Plan to partner with the mentoring program and host a “meet and mingle” with APRs and candidates. Want to revitalize the membership survey and host an APR roundtable before each luncheon; Lorelie also suggested having a one-minute “APR commercial” by a new APR at the beginning of each meeting. Would like to target agencies and corporations to educate them on the importance of continued professional development. Plan to launch a book drive to build our own local library of resource materials. Would like to continue relationship with FPRA, increase awareness and information, and have a place on the Web site to register for more information on becoming an APR. In 2006, we graduated six APRs, per Dawn.

**V. Membership – Jessi:** Haven’t met with Scott yet, but they are open to ideas. Plan to meet with Mason and Sabrina to ensure a smooth transition. In 2006, we increased membership by 25 percent, adding 40 members (Andrea).

**VI. Professional Development – Lorelie for Christy Pain:** Christy would like to hold brown bags and/or breakfast meetings (low- or no-cost get-togethers). Also exploring possibility of teleseminars – could be a “members only” benefit. Possible host: County Administration Building. May be able to get sponsors and/or charge a small fee. PRSA National does not have a restriction on charging for these, even if we would profit. Our local board/chapter needs to decide our take on the ethics side of profiting from these teleseminars.

**VIII. Ethics – Allen:** Need to announce Ethics Award Call for Entries at least three months in advance of the deadline. Looking for ideas on a specific ethics program. Idea: case study from award winners; 2006 ethics program was very successful – general consensus that it is okay to duplicate a good program. There has been discussion of replicating the program for the Sunshine District Conference; decision yet to be made.

**IX. Community Service – Becky:** Mentoring program: formed a committee, established a format for the program. Would like to roll out “curriculum” and a survey for potential mentors; three people have already volunteered to mentor. Could possibly develop a “Mentor of the Year” award, with recipients nominated by mentees. Speed mentoring: similar to roundtable discussions. Peer in the mind of a mentor: host a session at the

workplace, invite younger professionals. Developed a list of possible mentors; still need to decide on criteria. Will send the list to the Board.

**X. Programs – Mason and Sabrina:** First two programs planned. January: difference of PR between private and public entities. February: possible joint program with FPRA. Plan to carry forth Kena’s process for program logistics. Would like to increase the role of sponsorships, carry forward successful events to increase momentum and loyalty. Lorelie suggested onsite meetings with tours; Allen suggested FOX 35. Many members can’t make it downtown to meetings due to geographical locations; varying meeting places may increase participation from more members. Other ideas: “cocktails with” various agencies, places, etc.; Community Venues Project/Project Hometown – how it’s making the sale. Andrea suggested incentives, such as books, to increase early registration.

**XI. Web site/Job Bank – Lorelie for David Brady and Michelle Lynch:** Michelle plans to learn how to post listings herself; send any job opportunities to her. Overall, the job bank went well this year. Looking at the possibility of posting resumes online, sharing the job bank with other chapters or linking to other PRSA sites. Discussion revealed that many chapters charge for job bank access or reserve it for local members only. Michelle also wants to separate professional and internship listings. If other board members are interested in learning how to use/update the Web site, contact Kena. She will try to arrange a tutorial with David Brady to teach others.

**XII. District Conference Update – Dawn:** Confirmed July 26-28 at Disney’s Contemporary Resort, with a \$159/night room rate. Proposed conference cost: \$349 early bird, \$449 regular. Received pushback on the price; Andrea suggested pricing it out and showing the value of it – develop a budget structure to justify it. Goal is 150 attendees. Knight Images is donating all design. Tentative schedule in place; will talk with FPRA about hosting the media roundtable with the conference as a pre-conference workshop. Collateral: Save-the-Date e-mail is designed, considering a postcard, too – will depend on financials. Working on speakers – Andrea and Wendy Kurtz are working on keynotes. Committee will send out a call for speakers – seeking participation from all chapters. Plan to seek sponsorships for everything. Will ask each chapter to donate \$500 for the conference. Breakout sessions: two tracks – 101 and advanced (case management). Would like timely topics, focus on bigger industries – development, health care, social media, etc. Will have a blogger throughout the conference. Discussed blogs at the Sunshine District level – goal is to promote the conference. Andrea suggested appointing a volunteer coordinator for the conference.

**XII. Administration – Heather:** Will order nametags for: Laura, Jessi, Geo, Becky, Heather, Lorelie

**The meeting was adjourned at 7:30 p.m.**