



**PRSA Orlando**  
**Board of Directors Meeting**  
**January 6, 2007**  
**8 – 9 a.m.**

**Attendees:** Dan Ward, Jessi Blakely, Cluny McAffrey, Mason Moore, Geo Morales, Pete Scott, Lorelie Johnson, Heather Kinghorn, Scott Toncray, Laura Richeson

**I. Administration – Heather:** Dan moved to pass the minutes from January’s meeting. Pete seconded. Motion passed. 2007 PRSA Board of Directors Calendar was passed around for any additions, deletions or corrections. Heather will distribute the calendar electronically before the next board meeting.

**II. President’s Report – Lorelie:** Received a call from a PRSA member in Richmond, Va., requesting our board to judge their awards program, which is similar to FPRA’s Image Awards. We would receive the entries April 23, and we would need to send our decisions back by May 23. 115-175 entries are expected, so judging would take some time. Kena reminded the board of the approaching District Conference; Cluny recommended taking a single weekend to go through all the entries. Mason thought it may be a good way to get some ideas, and he recommended getting the rest of the board’s opinion. Lorelie will send out an e-mail to gauge interest.

Dawn and Lorelie met with Susan Ennis and Jamie Floer of FPRA; FPRA offered us a sponsorship for the Image Awards – we would receive it free in 2007, but would receive no podium time, only mentioned on materials. We haven’t participated in the past two years; prior to then, we paid \$500. This is a way to get us back involved from a promotion standpoint. We would distribute/publicize info to our members. Cluny thought it would be a good opportunity if we have something similar they can reciprocate for us in terms of publicity. Dan and Mason don’t think we should pay \$500 because it’s not our event, but they have no problem promoting it. Mason thought we could partner if we have high-profile programs; FPRA could support the cost of bringing in the speaker. Cluny thought there is a value in our presence, as the awards pull from the entire PR community, but it’s best if money doesn’t change hands. Consensus: Board agrees to promote awards, but no money will be involved.

**III. Finance – Pete:** Made \$17 from January’s program. We have \$11,800 in cash. PayPal issues are resolved.

**IV. Programs – Mason:** Passed out a tentative schedule for the year. There are a few openings, possibly one for crisis communications. February features a panel of independent practitioners – Geri Evans, Jackie Kelvington, Suzanne Beranek. Possibility

of switching March's and May's programs due to community venues' status. Determined Past Presidents' Luncheon should not be annually. December's meeting is not the third Thursday – pushed up to December 13.

**V. Membership – Jessi:** Have promotions nearly every month. Current promotion is “Taste of PRSA,” which waves initiation fee. Will send a Web banner to Kena. Solicited board feedback for a member survey; Lorelie e-mailed it – no one responded. Thinking about having monthly mini-polls in the newsletter. Not sure if we need another full-blown poll. Cluny is interested in APR questions. Mason said the time they spent on the survey last year pushed back the start date for the directory – people would rather have the directory earlier. Lorelie thought with a 25 percent increase in membership, we should at least ask a few general questions. Dan suggested targeting members who joined less than two years ago. Send questions to Scott so he can draft an idea of topics or questions. Scott and Jessi need access to MemberNet.

Membership Directory: Starting it earlier. Jessi is putting together a package to solicit advertising. Need to make sure we offer product exclusivity so we can keep the printer happy. Target other products; don't target any printers. Goal is to distribute directory in April. Directory has historically only included active members – up for discussion.

**VI. Accreditation – Laura:** Meet & Mingle February 28, 6 – 8 p.m. at Bennet & Co. All APRs and interested candidates are invited. Publicized at meetings, in newsletter. Sending two additional e-mails: one to current APRs, one to prospects. Need a guest APR around March 12 – any volunteers? Do we have any money in the budget for other APR professional development opportunities? Need to provide an estimate so Pete and Lorelie can look at it. Also interested in having an APR session at the July conference – touch base with Dawn.

**VII. District Conference Update – Lorelie for Dawn:** Lorelie will attend the District meeting on Feb. 16 – need pricing info finalized by then. We want to increase the price by \$100 – lots of hesitancy at district level – need to prove its worth. Great way to kick off sponsorships, too. Possibility of incorporating a sponsorship package with the conference and directory. Kena's currently putting together sponsorship levels. District gets no profit from the conference – chapter receives all profits. If we borrow money from the district, we must repay it if we make a profit; if we don't make a profit, we don't owe money. Goal is 150 attendees – great hotel, great keynotes. Laura brought up incentive questions – is there a discount for agencies that send multiple people?

**VIII. New Items:** Heather will bring nametags to the luncheon. Dan is our only Assembly Delegate; Bette will go if needed, but she's hoping to offer the opportunity to a younger professional who hasn't gone. Anyone know someone who may be interested? Hue Lien circulated scholarship info – increase in donations – up to \$19,000.

**The meeting was adjourned at 9 a.m.**