



**PRSA Orlando  
Board of Directors Meeting  
November 6, 2007  
8:06 a.m.**

**Attendees:** Jessi Blakely, CJ Drake, Andrea Finger, Lorelie Johnson, Kena Lewis, Allen Moore, Mason Moore, Geo Morales, Heather Morgan, Becky Neimann, Pete Scott, Laura Richeson, Dawn Vaughan,

**I. Administration – Heather:** Dawn moved to approve October's minutes. Jessi seconded. Motion passed.

**II. President's Report – Lorelie:** Thanks for attending the PRSA Appreciation Party. Sunshine District call is next week. International Conference had a few Central Florida practitioners: Lisa Lochridge, Laura and Lorelie. Next year's is in Detroit – highly recommend it to everyone. Thanks to Dan and Laura for representing us at Assembly. Slate for 2008 board will go to members November 8. Nomination Committee met last month and approved slate.

Membership report in Scott's absence: 42 new members YTD.

**III. Conference/Assembly Update – Laura:** Assembly was a great experience, will send highlights via e-mail. Task Force 2008 will review every line item in bylaws next year. Board Recruitment Process Amendment: proposed to change it so it is not defined by geography – by a 51—49% vote, it did not pass. The Board make-up will remain the same, pulling from each district. Will likely come up again next year. Affiliation Task Force – PRSA celebrates 60 years and PRSSA celebrates 40 years. Formal recognition during Assembly to our armed forces – many in attendance. There will be a full membership survey next year. Formal Internship Guide is now available.

**IV. Finance – Pete and Geo:** Doing well, collected \$300 through membership dues in October, \$120 through Mentoring Workshop (expenses: \$400). Nearly \$30,000 in the bank. Pete is drafting next year's budget with Dawn and Lorelie. We will have enough to fully endow the scholarship this year. Will be quite healthy financially entering 2008; Geo is preparing a presentation for the retreat to move away from PayPal. Other options: Sporg, Activa.

Dawn mentioned the possibility of raising the cost for our monthly luncheons. Since we are large enough to send three delegates to Assembly, it equals a greater expense for us. We tend to break even on programs by the end of the year.

We should save money next year on programs because we are going to purchase AV equipment this year. Next month – revisit price increase. Surveys indicate the membership isn't opposed to a \$5 increase. Should we raise nonmember rate first? We haven't raised the member rate in five years. Need to continue spreading the word about the value of the membership – value trumps price.

Dawn proposed to raise this issue for a vote at December's meeting; will present info at the retreat.

**V. Programs – Mason:** Ultimate Mixer is tonight. AMA and AdFed took the lead on it this year. Good sponsors and raffles. Will be held at new tapas restaurant Ceviche. November 15 – Jeffrey Julin, Chair-Elect for PRSA National, will talk about PRSA, case studies, ethical challenges in PR. Registration now available online. Mason will check with Sabrina about the possibility of securing a larger room. National will cover some of the expenses; Tucker Hall is also sponsoring this event. December 13 event is in progress. Chatting up a Charity – Mason will touch base with Jackie Kelvington to determine where we're at for the next few months.

**VI. Mentoring Update – Becky:** Thanks to CJ and Geo for help with Mentoring Workshop. We had seven mentors, 18-20 mentees, mostly students who got in free. Received great feedback, went well. Another opportunity to set us apart from FPRA. Becky will send a report to Lorelie. Event is worth repeating in 2008.

**VII. Board Retreat – Dawn:** Will take place next Tuesday, November 13, at Bright House from 4-8 p.m. Let Dawn know if you will be attending, and bring two objectives for your position.

**VIII. Web site – Dawn:** David Brady resigned as Web master for 2008; difficult to replace. Ashley Babb volunteered to run it, but her company has asked to have a blurb promoting "This site is maintained by Communications Concepts." Very expensive to outsource, and most chapters have logos on their site year-round. Discussion revealed that the board thought this was a great compromise. On another note, Jessi let the board know that Ashley has also volunteered to look at getting us AV equipment at a more cost-effective price than what is available at Office Depot.

**IX. APR Update – Laura:** Thank you to all APRs who participated throughout the sessions and in the Readiness Review. Special thanks to Geo for coming in early and staying late for the PR panel. Last workshop was last night – 11 candidates should hear from UAB this week. Really talked about the PR panelists becoming mentors for candidates. We have a new APR to announce in December. Would like a budget for recognition pins and certificates. Spring Session will have a longer lead time so candidates have more time to prepare. Will post dates on Web site soon. Geo suggested having a two-day Readiness Review if there are a lot of candidates in the future; very difficult logistically to coordinate 11 candidates in one day.

**X. Communication Update – Kena:** Great team this year. This month's newsletter will feature a tribute to Bob Mervine. Lorelie sent an e-mail to past presidents asking them to say something about Bob (it was Andrea's idea). Will be a special newsletter. Dawn will send Kena voting info and slate to distribute to membership. December's newsletter will remind members that we'll vote on the new board at the meeting.

**Adjourned at 8:55 a.m.**