



**PUBLIC RELATIONS SOCIETY OF AMERICA**  
**Minutes**  
**National Board of Directors Meeting**  
**January 29 & 30, 2010**

**PRSA Headquarters**  
**33 Maiden Lane, 11th Floor**  
**New York, NY 10038-5150**

Officers Present: Gary McCormick, APR, Fellow PRSA, Chair  
Rosanna Fiske, APR, Chair-elect  
Philip Tate, APR, Fellow PRSA, Treasurer  
Gerard F. Corbett, APR, Fellow PRSA, Secretary  
Michael G. Chersonson, APR, Past Chair

Directors Present: Lynn D. Appelbaum, APR, Fellow PRSA  
Kathy Nelson Barbour, APR  
Bob Frause, APR, Fellow, PRSA  
Steven Lewis Grant, APR  
Kathryn D. Hubbell, APR, Fellow PRSA  
Donald Kirchoffner, APR, Fellow PRSA (by phone)  
Blake Lewis, APR, Fellow PRSA  
Gail D. Liebl, APR  
Mickey Nall, APR  
Deborah A. Silverman, Ph.D., APR  
Philip A. Tate, APR  
B.J. Whitman, APR, Fellow PRSA  
Gail Winslow-Pine, APR

Senior Counsel: Olfield Dukes  
Wynona Redmond

Staff Present: William Murray, President & Chief Operating Officer  
Phil Bonaventura, Chief Financial Officer  
Christina Darnowski, PRSA Director, Research & Project Mgmt.  
Donna Jonas, Executive Assistant  
Barbara McDonald, Vice President, Marketing  
John D. Robinson, V.P. Corp. Development  
Karla Voth, Vice President, Special Events & Programs  
Melissa Yahre, Associate V.P., Member Services  
Arthur Yann, Vice President, Public Relations

Mr. McCormick called the meeting to order at 2:10 PM ET. A quorum was present.

### **Welcome**

Mr. McCormick welcomed Board members to the meeting.

### **Pulse of the Profession**

Mr. McCormick discussed industry trends.

### **Board Outreach Reports**

Lynn Appelbaum, Wynona Redmond, Bob Frause, Phil Tate, Rosanna Fiske, Gerard Corbett, Kathy Barbour, Deb Silverman, Mickey Nall, Steve Grant

### **PRSA – 2010 Operations**

Mr. Murray provided an update to the Board regarding the current status of business operations. Sound but tight, reserves of \$3.4 m, all funds are budgeted. Regular reporting to the board on the financials will occur in written reports and summaries on monthly calls. 2009 Summary of new services and programs – all delivered on all major projects within budget; Member satisfaction is high; Membership decline within PRSA less than industry averages; End of year financials - expect to break even which is what was budgeted. 2010 – Any new programs proposed will have to be self funded. Chair focus: Advocacy, Business Case for PR, Community, Diversity, Education.

### **Financial Matters**

Mr. Tate and Mr. Bonaventura reported on the financial status of PRSA. Overall, the organization is financially healthy. Cost saving measures have been and will continue to be implemented to adjust to current economic conditions. Audit report should be available in April. 2010: Annual goal to breakeven, plus 1% of expenses. Dues: 49% of income; Registration: 20 %, Sponsorships: 11%, Exams and Fees: 6%, Adv.: 4%, Other: 3%.

### **Strategic Planning**

2010 is the new cycle for the strategic plan. Rosanna Fiske presented her approach to the three-year strategic planning process, which she will finalize and present to the board in the coming months.

## **East Central District Director Vacancy**

Chair McCormick and President Murray discussed the process for filling the vacancy resulting from the resignation of Catherine Huggins

## **Board Approvals**

- ❑ New Chapter: Northwestern Pennsylvania,
- ❑ San Diego Chapter Bylaws - Name Change,
- ❑ PRSSA Charter: Campbellsville University,
- ❑ December 22, 2009 Board Conference Call Minutes and
- ❑ January 5, 2010 Board Conference Call Minutes

MOTION: Motion to approve all items on the agenda.  
Ms. Gail Liebl moved and Deb Silverman seconded. Motion passed.

## **Board Approval of Advocacy Committee Chair and Nominating Committee Member-at-Large Felicia Blow and Margaret Ann Hennan**

MOTION: Ms. Rosanna Fiske moved and Gail Liebl seconded. Motion passed.

## **Discussion of Case History on Negative Media**

Chair discussed Case History on Negative Media and the process for posting it for members.

**Day one moved to adjourn at 6:45 pm**

**Day 2 of the meeting was called to order by Chair McCormick at 9:32 am**

## **Bylaws**

Michael Cherson discussed follow up actions as a result of the new bylaws, including assembly engagement.

## **2010 Focus**

Reports were given in the following areas Advocacy discussion (Cherson), Community discussion (Tate), Diversity discussion (Corbett), Education discussion (Silverman).

## **Advisory Council**

Gary McCormick and Olfield Dukes discussed an advisory council made up of 8 members of senior executives.

**National Black Public Relations Society**

Gary McCormick discussed collaboration with other public relations organizations.  
Wynona Redmond discussed the Black Public Relations Association.

**The meeting was adjourned at 1:25 PM.**

Respectfully submitted,

Gerard F. Corbett, APR, Fellow PRSA  
2010 SECRETARY