

**PUBLIC RELATIONS SOCIETY OF AMERICA
2011 Board of Director Meeting Minutes
PRSA Headquarters
33 Maiden Lane
New York, NY 10038**

July 15, 2011

Officers Present: Rosanna M. Fiske, APR
Gerard F. Corbett, APR, Fellow PRSA
Philip Tate, APR
Gary McCormick, APR, Fellow PRSA

Directors Present: Joseph E. Cohen, APR
Geri A. Evans, APR
Bob Frause, APR, Fellow PRSA
Steven L. Grant, APR,
Kirk Hazlett, APR, Fellow PRSA
Stephen D. Iseman, Ph.D., APR, Fellow PRSA
Blake D. Lewis, III, APR, Fellow PRSA
Mickey G. Nall, APR, Fellow PRSA
Debra D. Peterson, APR
Marisa Vallbona, APR, Fellow PRSA
Susan Walton, APR
Barbara "BJ" Whitman, APR, Fellow PRSA

Staff Present: William M. Murray, CAE, President and Chief Operating Officer
Phil Bonaventura, Chief Financial Officer
Christina Darnowski, PRSA Director, Research & Project Management
Jeneen Garcia, VP of Professional Development
Donna Jonas, Executive Assistant
JD Robinson, VP, Corporate Development and Industry Partnerships
Karla Voth, Vice President, Special Events & Programs
Arthur Yann, Vice President, Public Relations

Ms. Fiske called the meeting to order at 2:01 p.m. ET.

Ms. Fiske welcomed everyone to the meeting and summarized the agenda and outcomes for the next two days.

Presidential and COO Update

Mr. Murray provided a top-level summary of operations and top-line goals including finances, major programs, membership, and advocacy. He also outlined the progress for 2010-2011 Initiatives that align with the Innovation direction that has been given by the Board for the organization.

Following his presentation, he outlined another initiative for the Board to consider for professional development. The initiative is based upon the recently completed member survey and the pending dues increase that may allocate additional funds to support member-only benefits.

Action Item:

- Motion: Motion to approve the use of surplus funds (if available from dues increase) to support the member-only benefit of free professional development as proposed by the COO/President. Moved by Mr. Nall; seconded by Ms. Evans. Motion passed.

Financial Matters

- Mr. Tate provided an overview of the June 2011 Financial Statements and Budget Reports.
- Mr. Tate reviewed the 2011 year-to-date financials

Members' Satisfaction Survey

Dr. David B. Rockland, Ph.D., Partner/CEO, Global Research and Ketchum Pleon Change, presented an overview of the results for 2011 Membership Value Perception and Satisfaction Study. The Board was provided with the presentation and asked to forward any specific questions that required more detailed questions or requests for further definition of the findings to Christina Darnowski, PRSA, Director, Research and Project Management. Additional findings and recommendations will be developed for Board consideration and action.

International Conference Report

International Conference co-chairs Bonnie Upright, APR, and Andrea Cremins Finger, APR, provided a status update on the Orlando conference. They included information to the Board on sponsorships, current registrations, scheduled speakers, breakout sessions and activities around the Conference.

Karla Voth, PRSA Vice President, Special Events and Programs, followed their presentation with details for the Board members on how to handle housing reservations for Conference.

Nominating Committee Report

Michael Chersonson, APR, Fellow PRSA, provided an update on the Nominating Committee meeting in Chicago, on July 29-31. He gave an overview of the voting process for the four At Large Director positions based upon advice from the Parliamentarian Barry Glazer, Certified Professional Parliamentarian.

New Business

Mr. Murray requested that the PRSA Board consider upgrading the audiovisual and telecommunications equipment in the meeting room used by the Board, based upon the poor quality of reception for those calling in as well as those in the room. He explained that they have invested in several service calls to improve the quality and have had no success.

Action Item:

- Motion: Motion to request that PRSA staff review and seek bids and define the process to improve, provide and estimate costs to upgrade the A/V – Telecommunications equipment for the Headquarters meeting room use and report back to the Board with said information for review, moved by Mr. Nall; seconded by Ms. Evans. Motion approved.

Action Items:

- Motion: Motion to close the meeting and move into Executive Session, moved by Mr. Tate; seconded by Ms. Whitman. Motion approved.
- Motion: Motion to move out of Executive Session and into Regular Session, moved by Mr. Corbett; seconded by Mr. Lewis.
- Motion: Motion to approve contract renewal (as amended) for Mr. William Murray as COO/President of Public Relations Society of America, moved by Mr. Tate; seconded by Ms. Vallbona. Motion passed.
- Motion: Motion to close the Regular Session and return to Executive Session for further discussion, moved by Mr. Lewis; seconded by Ms. Evan.
- Motion: Motion to move out of Executive Session and into Regular Session, moved by Mr. Corbett; seconded by Mr. Lewis.
- Motion: Motion to adjourn, moved by Mr. Corbett; seconded by Mr. Nall. Motion passed.

The meeting was adjourned at 5:33 p.m.

Respectfully submitted,

Kathy Barbour, APR
2011 PRSA Secretary

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July 16, 2011

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Philip Tate, APR
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Directors Present: Joseph E. Cohen, APR
Geri A. Evans, APR
Bob Frause, APR, Fellow PRSA
Steven L. Grant, APR,
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Staff Present: William M. Murray, CAE, President and Chief Operating Officer
Phil Bonaventura, Chief Financial Officer
Jeneen Garcia, VP of Professional Development
Donna Jonas, Executive Assistant
Arthur Yann, Vice President, Public Relations

Ms. Fiske called the meeting to order at 8:30 a.m. ET.

Dues Increase Discussion

Mr. Tate updated the Board on the most recent discussions and communication on the dues increase with calls that he has participated in for several chapters and districts. Each of the Board members provided status reports on their interactions. Mr. Tate and Mr. Yann outlined the upcoming milestones and communication leading up to Assembly.

Definition of Public Relations Task Force

Ms. Fiske updated the Board on the latest developments on the Definition of Public Relations Task Force and their intended deliverables and outcomes anticipated for Assembly.

Strategic Accreditation Task Force

Mr. Lewis presented a historic perspective on the Accreditation in Public Relations credential along with a summary of the research and findings the Strategic Accreditation Task Force has completed to date.

The Task Force is working toward a report due to the Board for its consideration by the October 2011 Board meeting in Orlando, FL.

Review of Committee Reports

Action items

- Motion: Motion to approve the appointment of Robert I. Wakefield, Ph.D., APR, Associate Professor, Department of Communication, Brigham Young University as the Associate Editor of the PR Journal for the calendar years 2011-2013 and the recommended appointees to the editorial board for the PR Journal, moved by Mr. Corbett; seconded by Ms. Vallbona. Ms. Walton abstained. Motion approved.
- Motion: Motion to approve the BEPS PSA 19, with amended language, moved by Mr. Frause; seconded by Mr. Iseman. Motion approved.
- Motion: Motion to approve chair of Board of Ethic and Practical Standards Deborah Silverman, Ph.D., APR, moved by Mr. Corbett; seconded by Ms. Whitman. Motion approved.
- Motion: Motion to approve the 2011 Inductees of the College of Fellows, moved by Mr. Nall; seconded by Ms. Whitman. Motion approved.
- Motion: Motion to approve the June 7 and June 29 Board of Directors Conference Call Minutes, moved by Ms. Whitman; seconded by Mr. Frause. Motion approved.
- Motion: Motion to approve the PRSA Certification in Education for Public Relations (CEPR) for Ball State University, Muncie, IN; and Radford University, Radford, VA; moved by Mr. Corbett; seconded by Ms. Vallbona. Motion approved.
- Motion: Motion to approve the PRSSA Charter for Anderson University, Anderson, IN; moved by Mr. Corbett; seconded by Ms. Whitman. Motion approved.
- Motion: Motion to approve the Capital Region Chapter Bylaws, the Phoenix Chapter Bylaws, The Baton Rouge Chapter Bylaws, Central Ohio Chapter Bylaws, and the Philadelphia Chapter Bylaws in accordance with the new Chapter Bylaw Model Template, moved by Mr. Tate; seconded by Mr. Lewis. Motion approved.

Approval to Close the Meeting

- Motion: Motion to close the meeting, moved by Mr. Corbett; seconded by Mr. Frause. Motion Approved.

The meeting was adjourned at 11:38 a.m. ET

Respectfully submitted,

Kathy Barbour, APR
2011 PRSA Secretary