

**PUBLIC RELATIONS SOCIETY OF AMERICA**  
**Meeting Minutes**  
**March 11, 2011**

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

**Directors Present:** Joseph E. Cohen, APR  
Bob Frause, APR, Fellow PRSA  
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  
Melissa Yahre, Vice President, Membership

Ms. Fiske called the meeting to order at 2:03 p.m. ET.  
Introductions were conducted as well as a teambuilding exercise.

**Presidential and COO Update**

Mr. Murray provided a top-level summary of operations, including finances, membership, analytics, packaging, access to PRSA, benefits, groups, Anvils and PRServing America.

- The group discussed addressing the consuming public, a timeline and a plan to aggregate, create and add resources to a website.
- A discussion was held about an approach for 2011 Assembly.
- The board looked at the potential for re-examining the definition of public relations.

## **Financial Matters**

- Mr. Tate provided an overview of the February 2011 Financial Statements and Budget Reports.
- Mr. Bonaventura provided an overview of the 2010 year-end statement review and an update on the year-end audit.
- Motion: A motion was put forth by the finance committee to amend the existing financial policy and procedure to address the use of surplus. Motion passes.
- Mr. Tate reviewed the 2011 year-to-date financials, and Mr. Bonaventura provided additional detail on specific line items.
- Mr. Yann provided an update on the Business Model Task Force citing the communications plan approach. Mr. Yann also mentioned the communications plan for the 2010 year-end audited financials.

## **Advocacy**

- Mr. Yann provided an update on advocacy efforts, noting the increase in the quantity and quality of placements to advocate on behalf of the profession. Specific tactics were cited, including positive results.
- Mr. Cohen defined the MBA and Business School Initiative, noting work with the Georgia Chapter and the MBA summit meeting. Mr. Cohen also reviewed the proposed implementation plan.

## **Diversity**

- Ms. Yahre discussed our diversity initiatives, specifically “educate and reform” and “membership and leadership.” PRSA hosted its first free webinar in February.

## **Education**

- Motion: A motion to accept the PR Journal Policy change, moved by Mr. Frause; seconded by Mr. Iseman.
- Ms. Voth provided an overview of 2011 conference activities, including registrants, theme and imagery design.

## **Approval to Close the Meeting**

- Motion: Motion to close the meeting, moved by Mr. Tate; seconded by Ms. Whitman.

The meeting was adjourned at 5:15 p.m.

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Respectfully submitted,

Kathy Barbour, APR  
2011 PRSA Secretary

**PUBLIC RELATIONS SOCIETY OF AMERICA**  
**Meeting Minutes**  
**March 12, 2011**

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

**Directors Present:** Joseph E. Cohen, APR  
Bob Frause, APR, Fellow PRSA  
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  
Donna Jonas, Executive Assistant  
Arthur Yann, Vice President, Public Relations

Ms. Fiske called the meeting to order at 9 a.m. ET.

**Board Governance and Leadership**

- The board reviewed the Strengthfinder assessment results.
- A Nominating Committee report was provided by Mr. McCormick indicating the call for nominations is open, and the deadline for applications is June 13, 2011.
- PRSA chapter calls continue, and board members reviewed current themes across districts.
- The board discussed each of the PRSA board focus areas and reviewed the findings.

**PRSA Foundation Report**

- Mr. McCormick provided an overview of the PRSA Foundation and shared the PRSA Foundation 2011 Strategic Approach. Mr. McCormick mentioned a task force that will work to identify strategic partnership opportunities.

### **Review of Committee/Task Force Reports and Executive Committee Minutes**

- Ms. Barbour asked for discussion regarding the committee/task force reports and the Executive Committee Meeting Minutes from Feb. 3, 2011.

### **Action items**

- Motion: Motion to approve the Blue Ridge Chapter Bylaws, the Greater Spokane Chapter Bylaws and the Las Vegas Chapter Bylaws in accordance with the new Chapter Bylaw Model Template, moved by Mr. Corbett; seconded by Ms. Vallbona.
- Motion: Motion to approve the Chicagoland Chapter name change, moved by Ms. Whitman; seconded by Mr. Hazlett.
- Motion: Motion to approve the Jan. 27 and 28 Board of Director Meeting Minutes, moved by Mr. Corbett; seconded by Ms. Whitman.
- Motion: Motion to approve the PRSSA Charter: New York Institution of Technology, moved by Ms. Evans; seconded by Mr. Iseman.
- Motion: Motion to approve the additional committee/task force chair assignments, moved by Mr. Frause; seconded by Mr. Corbett.

### **Open Discussion/New Business**

- Motion: Motion for Elizabeth McMillan to fill an appointment for UAB, moved by Mr. Lewis; seconded by Mr. Nall.
- Ms. Vallbona shared recommendations provided by the Diversity Committee to be incorporated into future chapter calls.

### **Approval to Close the Meeting**

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

The meeting was adjourned at 12:30 p.m. ET

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Respectfully submitted,

Kathy Barbour, APR  
2011 PRSA Secretary