



**PRSA Board of Directors Meeting
Washington Hilton Hotel
1919 Connecticut Avenue, NW
Washington, DC
Gunston Room – Terrace Level
Thursday, October 14, 2010 – Friday October 15, 2010**

Officers Present: Gary McCormick, APR, Fellow PRSA, Chair and CEO
Rosanna Fiske, APR, Chair-elect
Gerard F. Corbett, APR, Fellow PRSA, Secretary
Philip Tate, APR, Treasurer
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
Stephen D. Iseman, Ph.D., APR, Fellow PRSA
Donald Kirchoffner, APR, Fellow PRSA
Blake Lewis, APR, Fellow PRSA
Gail D. Liebl, APR
Mickey Nall, APR, Fellow PRSA
Deborah A. Silverman, Ph.D., APR
B.J. Whitman, APR, Fellow PRSA
Gail Winslow-Pine, APR

Senior Counsel Present: Wynona Redmond

Staff: William Murray, CAE, PRSA President & COO
Philip Bonaventura, PRSA Chief Financial Officer
Christina Darnowski, PRSA Director, Research & Project Mgr.
Donna Jonas, PRSA Executive Asst. & Leadership Project Mgr.
Karla Voth, Vice President, Events
Arthur Yann, Vice President, Public Relations
Melissa Yahre, Vice President, Membership

Guests: Joseph Trahan, Ph.D., APR, Fellow PRSA
Terrie Johnson, Ph.D., APR
Frank Ovaitt, Jr., APR
Ann Thomas, Esq.
Colette Collier Trohan, CPPT-T-PRP

Board Meeting convenes at 11:50 a.m.

Mr. McCormick welcomes board members.

President & COO's Report

Mr. Murray discussed the outlook for the organization through 2011. Business continues to stabilize. Major programs are on track to be delivered as planned. A balanced budget has been recommended by the Finance Committee. Further analysis and expansion of the business model is required.

Motion: Motion to approve PRSA Cares Initiative by Rosanna Fiske, seconded by Deb Silverman. Motion passed.

Treasurer's Report and 2009 Year-to-Date Financials

Messrs. Tate and Bonaventura reported that expense cutbacks in the last two years have been robust and there is no further room for reduction without a commensurate reduction in services. Therefore an analysis of business model is in order.

For 2011, PRSA will look at mobilizing the PRSA web site and further developments in the APR program.

Action Item: Motion to Approve Budget recommendation from the Finance Committee by Deb Silverman. Motion passes.

Action Item: Motion to Approve 3Q financials from the Finance Committee by Deb Silverman. Motion passes.

Action Items: Board Approvals

Motion: Motion to approve September 13 Board Minutes and Sept. 24 Executive Committee Minutes by BJ Whitman, seconded by Robert Frause. Motion passed.

Motion: Motion to approve revised Chapter Bylaws of NE Wisconsin and Kansas Chapters by BJ, seconded by Deb Silverman Motion passed.

Motion: Motion to approve Committee Reports by Philip Tate, seconded by Mickey Nall. Motion passed.

Nominating Committee

Mr. Chersonson reported that the Nominating Committee deliberations went as planned. The post interview survey indicated areas for improvement which will be considered for 2011.

Strategic Planning

Ms. Fiske reported that the draft Strategic Plan is nearly completed and final surveys and soft soundings are still being assessed. A final will be presented in a year end conference call.

Ms. Fiske also discussed the researched-based PR Journal and indicated recommendations on processes to be revised prior to 2011. Ms. Fiske also noted that 2011 Committee and Board Liaison appointments are nearly completed with candidates needed for liaison roles for Foundation and UAB.

International Conference Report

Ms. Voth reported on the International Conference which is expected to have 3,000 attendees, with nearly 1,000 full conference package One's. Sponsorships are nearing \$210,000 in sponsorships from 53 sponsors. The exhibit hall is sold out.

Membership Update

Ms. Yahre discussed Professional Interest Sections, of which there are 16 with specific goals, targets and member satisfaction ratings. There are a total of 5,700 members. Most sections are operating well. However, an analysis is being conducted to consider a transition of two sections, International and Environmental, and several Sections are on the watch list for next year.

UAB Task Force Report

Mr. Lewis reported on the wide ranging discussions by the Universal Accreditation Board to assess the APR credential and its ongoing marketability in both the short and long term, as well as a discussion on certification levels. Additional input from members will be sought out during the PRSA Leadership Assembly as part of its town hall discussion.

PRSA Foundation

Mr. McCormick discussed requests to the PRSA Foundation for funding for 2011. Among other projects is funding for the PR Journal for 2011, and a discussion with the Foundation about possible fundraising for directed contributions for ongoing funding

PRSA Awards Program

Mr. McCormick discussed PRSA awards program in general and ideas moving forward to further promote and enhance the awards, including a review of the PRSA individual awards programs with the goal of creating a more uniform approach.

New Business

No new business.

Adjournment

Friday, October 15, 2010

Mr. McCormick Reconvenes the Board Meeting (Gunston Room) @ 1 p.m.

Educators Academy

Dr. Joe Trahan and Dr. Terrie Johnson spoke about the Learn to Teach Initiative and the crisis that is on the horizon in teaching PR at the college level. The board agreed that the Learn to Teach is a valuable program and the board will work with the Educators Academy to identify ways to further promote it going forward among relevant PRSA constituencies.

Commission on PR Education

Mr. Ovaitt discussed an initiative to improve and better organize PR education in Masters programs. He has expressed a desire to have PRSA support the initiative and the board will discuss. Mr. Ovaitt will forward a formal proposal to the board in the coming weeks as a follow up to his request.

Review of Leadership Assembly

A discussion was held on the agenda and procedures for the Leadership Assembly by Ms. Christina Darnowski, Ms. Trohan and Ms. Thomas.

Ms. Fiske made a motion to move into executive session. Motion approved

Executive Session

Mr. Tate made a motion to move out of Executive Session. Motion approved.

Board Adjourned 3:32 p.m.