

Greetings and Happy New Year IPA Members !

It is with great pleasure to serve as the 2020 Chair for PRSA's Independent Practitioner's Alliance, one of PRSA's fastest growing sections, and to introduce this year's IPA Executive Committee. The success of the section is directly tied to the time, effort and leadership provided by the Executive Committee members over the years and it is these efforts that have helped develop the valuable professional development programs we offer and the strong membership team that makes sure each member (new and not so new) knows how to get the most from their membership.

Our section is growing for good reason. More and more PR professionals are going out on their own and want to know what it takes to get prepared to be successful. That's the purpose behind the Independent Practitioner's Alliance Section. You'll notice that we have a number of past chairpersons that have remained on the EC to participate in different roles. JW Arnold for example, not only served as chair for two years, but is also responsible for developing IPA's annual primary research the "State of the Indie Business" Survey – and continues to spearhead that effort. If you didn't see the results of our latest research, you can access the [report here](#).

But that's not all we do. As we develop our monthly programs we look at the factors influencing public relations with an eye towards what's changing and what opportunities are resulting from that change that our members need to be aware of.

If you'd like to get involved, my door (or [email](#)) is always open for a discussion on how you'd like to get involved and new ideas are always welcome.

Gina Milani

And now, let me introduce our new PRSA Independent Practitioner's Alliance 2020 Executive Committee:

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