

SPRF Board Meeting Minutes July 17, 2009 Teleconference

Adam opened the teleconference at 9:30 a.m.

Board Members online: Dr. John Forde, APR; Susan Broussard, APR; Cathy Landroche; Stephen Loy, APR; Pete Smith; Kristie Aylett, APR; Joy Carter, APR; Nancy Borden; Glenn Duncan, APR; Ken Hair; Associate Assistant Kim Collins, APR; Committee Non-voting: Celeste Cade; Lori Miller and Caron Blanton, APR

There were a few corrections to the April minutes. Cathy will make the changes and send out to members. Motion to accept with these edits passed.

Treasurer's Report - Stephen Loy, APR

Stephen said the budget is up to date and the third quarter invoices are out. Budget is about \$2,000 in red at this point. The assessments for raising dues are being done under each chapter. Pete said PRAM would vote later this month. ECPRO elected not to increase dues at this time. The Lanterns netted \$3,000 last year. Right now we are \$724 over on website. Adam asked that Caron and Stephen touch base concerning the invoices and who is responsible for what. If it is a conference expense, it's up to the conference committee to pick the designer for the website. Pat was used last year. Glenn added the SPRF portion of the site isn't updated; it's the responsibility of the conference committee.

Glenn asked if we had all formative documents (constitution, by-laws, etc.) on the website. Kim said he had all official documentation. Only the Constitution, meeting minutes and by-laws were on the web. Glenn mentioned the Letter of Determination is a public document and it could be posted. He wants to ensure future board members have access to everything. Adam asked that Glenn please send note to him and Kim as a reminder. The financial report was accepted and approved.

Committee Reports –

- **SPRF Conference: Caron Blanton, APR**

The conference website is live. The committee made an on-site visit last week and met with the hotel management on details.

- Lantern entries will be in the Tupelo Room
- Silent Auction in the Cypress Room
- APR Workshop in Magnolia
- Readiness Reviews in Live Oak B and C (contingency plan if more people show than planned for)
- Chapter of Distinction judging in the Hospitality Suite
- Senior Leadership Council Reception will be in the Magnolia.

They are lining up speakers. Have a conference call scheduled for Aug 4 at 10 a.m. to go over the potential list. Dr. Forde mentioned he'd like to be a part of that call.

The early bird rate is \$225.

Adam said he added the link to the conference website on the SPRF website. He asked how many people had registered to date. Caron said she would check on and get back to him. Kristie will serve as the sole point of contact between the Chapter of Distinction committee and the conference committee. Adam encouraged all SPRF Board members to register ASAP and promote the conference.

Plan to us the hospitality suite Sunday during the day and Monday a.m. for judging. Judges need to bring laptop and printer as nothing is available from the hotel free of charge.

Kristie said she distributed a message to the linked-in group at PRAM about the conference.

- **Lanterns: Lori Miller**

There are 202 entries this year as compared to 249 last year. Lori said she had been in contact with last year's award vendor. They have just under \$10,000. Currently going through and reconciling entries versus income.

Are the categories for the Lanterns adequate? Lori asked if it could be discussed on linked-in while the information was still fresh. She also asked for any tips for organizing the dinner.

Glenn said Mike Barnett from Baton Rouge who had been doing the awards for the past 25 years had experience and understood SPRF's needs. Mr. Barnett could also provide historical background on how many awards, etc.

He added at last year's dinner a couple of the major winners weren't there. Wondered if it would be possible to make a phone call to ensure people planned to attend. While it's not built into the plan, Lori thought it was an excellent idea.

Adam mentioned we lost money last year on awards. Glenn said it was because the Lucite award prices really jumped. Might be a good idea to redesign award to lower the cost and ensure no overrun. Lori assured everyone that no matter what the award, they wouldn't go in the hole.

Glenn said video presentations during the dinner were costly, but the slide show and a live announcer has worked out well the past couple of years.

Adam asked if Lori would be willing work serve as chair of the Awards Review Committee and she said yes.

There was a discussion on sharing the judging responsibility with other organizations with an official 2-4 year agreement. Kristie suggested creating a partnership with 4-5 groups to judge each other's awards programs, rotating among the different members so you wouldn't have the same judges year after year. It's also important to consider distance if it's a long-term arrangement. Glenn added it was important to have a POC from SPRF there. Adam will get with Lori off-line concerning this. Please email any tips to Lori.

- **Chapter of Distinction – Glenn Duncan, APR**

Glenn said Sabrina was currently out of pocket. Announcements were going out about the C of D. Fifteen chapters had signed up for the Chapter of Distinction 101 teleconference. He gave kudos to PRAM and Mississippi for their efforts. Sabrina is looking for input whether this should be a traveling award with a C of D logo chapters can put on their letterhead.

- **APR Nominating – Dr. John Forde, APR**

An ad hoc committee selected Missy LaBorde, APR to represent SPRF from 2010-2012 on the UAB, pending SPRF Board approval. Missy is willing to accept the appointment.

In Mississippi you have to be on the state board to be a regional representative.

John said there are now 11 chapters and policies and procedures to for more participation to keep continuity.

Glenn said it was important for the person reviewing bylaws to talk to Pete and see how Miss. does it.

Michael Tullier, APR, the past chair rolls off this year. It's important for John and Missy to have a good, strong lineup to replace them in the future. Might be good to have two people from different states, but that shouldn't be an overriding factor. The ability for the individuals to travel might be a consideration especially today with the non-profit organizations.

John proposed Missy as the new UAB rep. Kristie seconded and it passed the board. Glenn asked if the UAB rep had to be from a university. John said it wasn't intentional, it was based on experience or whatever made the person the best candidate.

- **New Revenue/Silent Auction – Marc Goldstein**

Marc was not available, but Kim stated Marc would like each chapter to provide two gifts worth \$50 toward the silent auction.

- **Educator of the Year: Nancy Borden**

So far they have received one nomination and are awaiting two others. There are two judges lined up: Drs. Jay Rayburn and Gerry Gilmer, from FSU. Those giving out the award can present as they choose, but it should be the equivalent of other high awards.

- **Student Membership: Celeste Cade**

The committee recommends a new chapter be researched for Natchitoches, LA. It was suggested that it would be better to start a regular chapter and include professional members in that area instead of student chapter. Students come and go and the professional members would provide stability and mentorship. A voice vote was taken and passed as proposed in Celeste's report.

- **Chapter Web Development – Adam Kelley, APR**

The offer is still on the table for any chapter who would like help in this area.

- **Senior Leadership Council – Sabrina McLaughlin, APR**

(Not available for – refer to written report)

- **Constitution and Bylaws: Kathy Newby** (Not available. Ken mentioned she would be providing information via email.

Officer Reports –

- **Professional Development: Jennifer Jenkins, APR**
(Not available – refer to written report)
- **Membership : Susan Broussard, APR**
There has been a dip in membership – about 80 members since last year. She received new numbers from PRAL yesterday and will update. Asked Board what can we do to turn numbers around – PRCA is down 67 members from a record year in 2008. Kristie asked if we could do a survey among members who drop asking why. Adam reminded Board that membership is the primary way to measure value and needs to be our primary focus. He has asked each chapter president to make recruitment and retention an emphasis and offered SPRF’s help.
- **Communications: Pam Swain**
(Not available – refer to written report) Adam mentioned the membership profile which gave a good overview of membership. Kristie said the membership survey results would be helpful when pursuing conference sponsors. She added that she and Deborah Geiger, APR, of PRCA-Mobile had developed an online survey on social media – with SPRF’s encouragement – and distributed it to all SPRF members. They hope to get about 400 responses from PR professionals and another 400 from non-PR pros to get statistically reliable results. To date, about 250 people have taken the survey. If you haven’t completed the survey or forwarded it to your chapter members, please do so.
- **Accreditation: Dr. John Forde, APR**
There’s an increasing interest in accreditation across the area. It’s important to link organizations that make up the UAB and emphasize the value of APR. CEOs and other leaders need to understand what accreditation means.

State/Chapter Reports –

- **ECPRO – Ken Hair**
ECPRO hosted its 20th Annual Student Public Relations and Media Competition April 30 and awarded \$3,500 in scholarships. Almost 50 members now and meetings average 30-35 people.
- **PRAL – Alex: Susan Broussard, APR**
PRAL is busy programming through end of year.
- **PRAL – BR: Stephen Loy, APR**
The chapter recently held a speed-networking meeting. Working with Alexandria for next year’s conference. What are the criteria for receiving a scholarship to the conference? Pete said he’d have Celeste send the information to him.
- **PRAM: Pete Smith**
They are busy with the conference and pushing membership. Prism Awards went well. They are working on the APR Bootcamp. Their next meeting is July 31.

- **PRCA – Nan Baldwin**
(Not available)

Old Business

- Dues: Adam said we have improved communications and given chapters enough time to discuss and plan for the increase as discussed in 2008. He asked for a motion to increase dues from \$3 to \$5 per member, per quarter (\$12 to \$20 per year). Glenn made the motion to delay change until January 2010. John seconded. Kristie added it was important to give chapters talking points on the benefits of membership. Roll call vote taken and passed unanimously.
- Directors and operator's insurance. Probably need, but can't afford right now, so this is on hold.

New Business

- Bill Furlough, who spoke at last year's conference – offers his services to our chapters at a discounted rate. Kim recommended putting his information on the partner's page and letting chapters deal with him independently. Kristie suggested a regional speaker's bureau to show various speakers at various conferences or local chapter speakers. Glenn said this would be a good resource for program chairs.
- Glenn referenced the constitutional by-laws and asked how we temporarily appointed someone to the board for special needs. His main concern is looking at the basic language of how to become a board member. Adam said he thought Kathy Newby was working on this issue.
- Adam mentioned the 2010 conference would be hosted by PRAL – BR and Alex. Stephen said they were leaning toward holding it in BR.
Following that conference, SPRF is continuing to explore new revenue sources – suggested the SPRF Board begin hosting the conference as opposed to chapters hosting. Pete said PRAM would be in favor of SPRF taking over with support from local chapters.
Birmingham is ready to start planning the 2011 conference so a decision needs to be made soon. Stephen said PRAL-BR would most likely oppose this. Adam will put some thoughts together and send out to the board.

Adam thanked everyone for their work on the board. Adam asked that if anyone needed help or had questions about assignments to please let him know. Meeting adjourned at 11:27 a.m. Next meeting planned for Sunday, Oct 4, from 3-5 p.m. in Tunica, MS.

