

SPRF Board Meeting Minutes
April 3, 2009 Teleconference

Adam opened the teleconference at 9 a.m.

Board Members online: Kristie Aylett, APR, Glen Duncan, APR, Kim Collins, APR, Cathy Landroche, Joy Carter, APR, Caron Blanton, APR, Stephen Loy, APR, Nancy Borden, Jennifer Jenkins, APR, Pam Swain and Susan Broussard, APR, Dr. John Forde, APR, Lori Miller and Missy LaBorde, APR

Stephen made a motion to accept the February and Jennifer seconded. Everyone voted to approve. They'll be added to the Board of Directors page on website.

Treasurer's Report - Stephen Loy, APR

Stephen said there was a profit loss - first quarter dues were slow coming in. PRCA had database issues. Susan will clean up the database to give Stephen current member numbers. Glenn stated the IRS has a Letter of Determination and soon SPRF will be a 501(c)6 organization.

Committee Reports -

- **SPR Conference: Caron Blanton**

The opening reception will be at the Red Door. They are working on speakers, possibly Mississippi Gov Haley Barbour Barber. April 15 website will be launched with promo. Hope to have all speakers confirmed by May 1. Caron will check and see if students under 21 can attend (alcohol) and report back. Caron said they are anticipating 120 attendees based on past conferences and current economic situation. In determining the cost, they compared other conferences of this type. Glen mentioned staying in touch with all other committees and taking control of the SPRF (not conference) website; don't assume it will be updated without sending content to Pam.

- **Lanterns: Lori Miller**

Lori asked what the board thought about doing a multiyear (judging) partnership with other PR organizations. Glenn said he had experience with something similar and it worked well; we just needed to be mindful that both partners' standards were the same and caliber of judges worthwhile. Glen mentioned the cost of the award hurt the Lanterns last year. This year's committee can alter award if necessary.

He added to ensure the committee adds making and delivering all duplicate certificates into their timeline. Call for entries 15 May.

- **Chapter of Distinction - Glenn Duncan**

Glen said Joy is doing a great job on the Chapter of Distinction procedures. Judges are Senior Leadership Council, headed by Sabrina. Deadline is 28 August.

- **Educator of the Year: Nancy**

They had looked at 17 July for deadline. She'll get guidelines out and put information on the website. Nancy will talk with Missy and see who was used for judges last year.

- **Student Membership: Celeste Cade** (Not available for report)

- **New Revenue: Marc Goldstein** (Not available for report)

- **Constitution and Bylaws: Kathy Newby** (Not available for report)

Officer Reports -

- **Professional Development: Jennifer Jenkins, APR**

She'll be emailing a reminder to Chapter and State presidents that Senior Practitioners' names are needed by May 1. Jennifer will come up with a form to post on website with all info necessary to gather details about Senior Practitioners, so everyone is using same guidelines.

- **Membership : Susan Broussard, APR**

PRCA has issues with changes in their numbers. This will be ironed out soon. If members can't get on the SPRF website, let Susan know. She's getting certificates out. It was mentioned there's a student who is a member, but who's requested not to get email blasts. It appears the student just wants his/her name associated with an organization. In these hard economic times, membership in our type of organizations will be more important than ever.

- **Communications: Pam Swain**

The first quarter newsletter went out March 13. The next one is due out June 13. May 29 is the deadline for the contest. She's working on a membership survey.

- **Accreditation: Dr. John Forde, APR**

The numbers are going up; there are currently 124 APRs and 13 in the pipeline. The goal is 20 new APRs for the year. They are working on finalizing an on-line course. Readiness

reviews are available at the PRAM and SPRF conferences. Right now the passing rate is 60%. He would like to see this improve. Really need to emphasize it's a thorough exam and people need to be consistent in their readiness reviews. Report is forthcoming.

State/Chapter Reports -

- **ECPRO - Cathy Landroche**

ECPRO is hosting its 20th Annual Student Public Relations and Media Competition April 30

- **PRAL - Alex: Missy LaBorde, APR**

PRAL membership is healthy. Programs have been outstanding. Most recent topic was social media, which they had high school and college students speak on.

- **PRAL - BR: Stephen Loy, APR**

Upcoming programs include Salary survey workshop next month to focus on economy; how to start your own business. Also looking at a program on the downfall of newspapers. What does it mean for PR?

Steven asked about 2010 conference. Said October is football time so the hotels in New Orleans are very busy. Timeline for conference is late August to mid-November; Sunday-Tuesday.

- **PRAM: Kristie Aylett, APR**

April 17 in Jackson, Miss. They've completed the Prism awards. Have a full day of activities planned with a champagne brunch, accreditation panels, luncheon, readiness review and promoting the SPRF conference. Also a linked-in group is scheduled.

- **PRCA - Nan Baldwin (via Adam)**

April 24 is their state luncheon; chapter of the Year contest. Cori Elan will be speaking. Currently have 554 members.

Old Business

- SPRF is helping with websites.
- Senior Leadership Council is looking for new members

New Business

- Sabrina, Missy and Adam are helping Mississippi with judging the Maggie Awards

- Glen asked what SPRF has done to really help students. Consider devoting a portion of the SPRF conference to students and offer an award. Celeste's committee is working on this.

Meeting adjourned at 11 a.m. Next meeting planned for July 17 in Meridian, Miss.