

SPRF Board Meeting Minutes Oct. 4, 2009, Tunica, Miss.

Board Members Present: Adam Kelley, APR; Susan Broussard, APR; Jarrod Ravencraft; Pam Swain, Dr. John Forde, APR; Cathy Landroche; Stephen Loy, APR; Pete Smith; Kristie Aylett, APR; Joy Carter, APR; Nancy Borden; Glenn Duncan, APR; Ken Hair; Sabrina McLaughlin, APR; Nan Baldwin, APR; Missy LaBorde, APR; Associate Assistant Kim Collins, APR; PRCA Associate Assistant Hugh Rushing; and Conference Chair Caron Blanton, APR

Adam Kelley, APR, called the meeting to order at 3:19 p.m. He thanked the Conference Committee for all its hard work and skipped to the committee report.

Committee Reports –

Caron Blanton, APR, gave an overview of the Conference and gave special credit to the PRAM Board for stepping up to meet the challenge of hosting the conference. She said the PRAM Northwest chapter faced severe economic challenges this year as many of its members were laid off from casinos. She reported that nearly 200 members registered and after cancellations expected about 160. Packets were given out to all board members. Speaker introductions and housekeeping notes were included for those assisting in this area. Thanks to Pam Swain, who took care of getting all the speaker gifts. Some people registered on-site. The APR reception will be from 5-6 p.m. and the Red Door Reception from 6-8, with the Hospitality Suite opening at 8 in Room 3020. Pete Smith is in charge of the hospitality suite. Board honored Blanton with the conference's first drink as a tribute to her work.

- Sabrina McLaughlin, APR, gave an overview of the Senior Leadership Council, a new group comprised of past SPRF Presidents and “the Grovers.” The SLC will judge the Chapter of Distinction Awards each year. One of the goals in creating the SLC is to increase senior practitioner participation at the annual conference.

Sabrina also gave an update about Jamie Palmer, APR, and her gift (not to be used for operating expenses) to help our professionals at various levels. She suggested dividing the \$10,000 (of which we've received \$2,500) into three levels, using only the interest, about \$600 probably, each year:

- Entry Level Professional: Scholarship to conference (currently SPRF does not offer a scholarship to conference)
- Mid-Level Track: Pay the entire fee for someone looking to pursue their APR (would be an increase to \$285 from current \$100 reimbursement)
- Top Level: Those seeking Masters Degree or PhD

At this point Cathy Landroche, SPRF Secretary, arrived to the meeting and the April 17 minutes were approved.

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

Glen thanked the Board for allowing the Chapter of Distinction to happen. Kristie Aylett, APR; Joy Carter, APR; Sabrina and Glen made up the inaugural COD committee. He gave his thanks to committee members for their efforts. The Board gave \$500 in seed money and made \$900 from five chapters entering in all categories. It was a good competition and they didn't have to use the seed money. The committee discussed having a tabletop award – the Jamie Palmer Chapter of Distinction Award - for the winning chapter; a logo that the chapter could use in their newsletter and a trophy for the chapter president of the year. There was a \$438 balance. Glen made a motion for a \$250 award to the chapter and a free conference registration for the president of the year. There was discussion about why we were talking about giving a cash award for this distinction as opposed to the other awards? It was already determined the president would get a plaque. Kristie suggested \$250 to the chapter, but then having them report back how they spent it. Glen said if this grew to incorporate all chapters, there would be first through third places. Glen withdrew his conference registration motion and instead made a motion to give a \$250 cash gift to the winning chapter to be used as the chapter saw fit. It was seconded by and unanimously approved.

- **Constitution and Bylaws: Glen Duncan, APR**

Kathy Newby, the Constitution Committee Chair, was not available but provided a motion to revise wording about representation. Glen asked everyone to ensure their state was covered under the Constitution, especially states with multiple chapters and the two state chapters. Glen said the change will allow us to cover everyone if another state (i.e. Arkansas) were to join under SPRF. The proposed change is as follows:

“SPRF Constitution, Article IV – Board of Directors

Section 1. The affairs of the Federation shall be managed by a Board of Directors (The Board), meeting on call of the President or by a majority of the Board. The Board shall consist of the following members: In each state which has a state-wide SPRF organization consisting of more than two chapters within the state, four members shall represent the state organization and one member shall represent the state as a whole, all chosen as the state's membership sees fit. In each state which has a state-wide organization consisting of one or two chapters, two members shall represent each chapter and one member shall represent the state as a whole, all chosen as the state's membership sees fit.”

Jarrold seconded the motion and it was unanimously approved. Following conference, Adam will ask the membership to approve via email vote with non responses counting as affirmative votes.

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

Nancy said Glen and Joy were helping in this area. The plaque had been ordered and there were sheets for each nominee. There would be a \$50 gift card for judges. Total cost of awards, printing and shipping was \$250.

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

Adam said SPRF would be developing websites for PRAL-Alexandria, with Tatum Dutile, and PRAM-Gulf Coast, with Ken Flanagan.

- **SPRF Nominating – Adam Kelley, APR**

The 2010 Board Nominating Committee (Adam, Kim and Jarrod) has met once. Representatives were supposed to be forwarded to Cathy by September, but nothing has been received to date, which makes reaching decisions on leadership difficult. All chapters and state organizations reminded to submit representatives ASAP to Cathy Landroche. Reps will serve from Jan. 1, 2010 till Dec. 31, 2010.

- **New Revenue/Silent Auction: Marc Goldstein (unavailable)**

Adam said Marc reported that there was little participation in the silent auction and it would not be happening.

- **Student Membership: Celeste Cade (via speaker phone)**

Celeste said the committee met several times. Their goal is to get the word out to all organizations that SPRF is affordable to students. They recommend that the SPRF Board consider offering students a reduced membership at half the professional member rate (\$10), to create incentive for membership at an affordable rate. The committee further proposes that the Board consider creating a student committee next year with one representative from ECPRO, PRAL, PRAM and PRCA to work with the appropriate SPRF board member to improve communication regarding SPRF and its benefits to students and to collaborate to increase student membership and involvement in the future. Adam mentioned that PRCA students have never been included in the SPRF Directory, but Mississippi students were. Nan said PRCA requested this, but since PRCA students didn't pay dues, they didn't feel it was fair to add them. The best way to get students involved would be to offer them a student rate. Adam called for a vote to establish a student rate of \$10 and it passed unanimously. Discussion about how to transfer data and collect dues to be worked out after conference. Determined that the VP of students at state level should take care of data and money. Susan will connect with Nia Johnson for PRCA's data. Celeste should connect with Stephen for invoice. Hugh added that when the invoice is calculated, please ensure the students weren't counted as regular members and charged \$20 each. Joy said it was important to communicate the benefits of membership to students. Kristie suggested emailing all student members. Adam added the student memberships would enable SPRF to grow in the future.

Officer Reports

- **Membership: Susan Broussard, APR**

Susan said her goal is to see each chapter add two new members by the end of the year. Take that information back to your chapters and the board will follow-up on this. Adam said SPRF is down 44 people for the year but last year was a record and three months of year remain. Susan said she'd received several emails from people who had lost their jobs.

- **Treasurer's Report - Stephen Loy, APR**

Stephen said assessments helped strengthen the budget. He is working on the conference phone and web site charges, the two areas where we underbudgeted. There's one more quarter to send out dues.

Adam estimated about \$1,800 more was made on Lanterns this year than 2008 and thanked Lori Miller and the North Alabama chapter of PRCA for its work.

- **Communications: Pam Swain**

Pam said she received good response from the membership survey. The third quarter newsletter was out and the deadline for the last newsletter of the year is Dec. 1; however, people don't have to wait until the deadline to forward their inputs. Feel free to forward them to Pam as you get them.

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

Missy is the new APR representative beginning in January replacing Michael, whose service will end in 2009. Ten new APRs will be recognized at the luncheon. There aren't a lot of people in the pipeline right now. There was a lot of interest, but not many signed up for the APR Boot Camp – only three people showed up but 19 paid. The next UAB meeting is January in New York. SPRF is 8% in APRs, lower than some of the other organizations.

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

(Not available – refer to written report)

State/Chapter Reports

- **ECPRO – Ken Hair**

The ECPRO Board was under the impression that SPRF had changed to a fiscal year. Adam clarified SPRF operates on a calendar year.

- **PRAL – BR: Stephen Loy, APR**

Stephen said the chapter averages 60 members per meeting. They're busy getting ready for next year's conference Sept. 26-28 in Baton Rouge, which will be at the Capital House.

- **PRAL – Alex: Missy LaBorde, APR**

Missy is the president this year. They've started an awards program.

- **PRAM: Pete Smith**

Some chapters have taken a downturn and they've lost several members, especially the Northwest chapter. A lot of state board members have stepped up to help out at the convention this year.

- **PRCA – Hugh Rushing (for Nan Baldwin)**

Group just approved a mission statement, which they'll ensure all chapters follow. PRCA is in agreement for more centralized conference planning to take the burden off individual chapters. Dothan has an interest in forming a chapter. PRCA is also giving a bonus to members by having them join now – pay for 12 months, but actually get 15 worth of benefits as part of its switch to a calendar year to align more closely with SPRF.

Old Business

- Directors and operator's insurance is still on hold. We cannot afford.

New Business

- Adam said there was interest in taking over the conference at the SPRF level. Jarrod mentioned sometimes the conference is profitable. This year for example, it was \$20 per person, when in the past it was only \$5. By SPRF taking over, profit-sharing would be an option and there would be more control to make it a successful conference. Kristie asked if it would be possible to go back through the last four financials and see what would have happened if the board had helped out. The fact the conference generates money which must then go back to SPRF was a write-up among many chapters. Kim to research and report at next meeting. Nan said PRCA is doing this also and its state board and all chapters will do revenue sharing – this will take the responsibility off the local chapters. Hugh, the Assoc Mgr, will spearhead contract negotiations. Suggested that SPRF should plan to implement in 2011.
- Adam said it had been his personal pleasure to meet everyone on the board and thanked them for making his time as SPRF president an enjoyable experience. The meeting adjourned at 4:45 p.m. The next meeting is planned for Friday, Dec. 11 in Meridian, Miss. All current and incoming representatives should attend as this is our retreat and transitional meeting.