

SPRF Board Meeting

July 27, 2008, Sandestin, FL

Board Members Present: Sabrina McLaughlin, APR, Adam Kelley, APR, Jennifer Jenkins, APR, Dr. John Forde, APR, Jarrod Ravencraft, Mary Cracchiolo-Spain, Glen Duncan, APR, Deborah Geiger, APR, Michael Tullier, APR, Tracy Heggins, Missy LaBorde, APR, Susan Broussard, APR, Holly Hulk Cullen, APR, Pete Smith, Nan Baldwin, APR, Ken Hair, Joe Purka, Kim Collins, APR-Association Assistant
Guests: Jamie Palmer, Hugh Rushing

Sabrina McLaughlin, APR-Welcome & Introductions

Sabrina McLaughlin, APR welcomed the group to the conference and presented everyone with a "Conference Survival Kit." Everyone was delighted with the contents.

The minutes of the last meeting were reviewed. Glenn Duncan pointed out that the word "Lantern" was missing from the first paragraph of his report, and clarified that the Lantern revenue appears doubled. With this change, the minutes were approved unanimously.

Adam Kelley, APR-President Elect

Adam provided a written report and announced that details of the new website would be revealed to membership during the Tuesday conference luncheon. Job postings have been added and he, Kim Collins, APR and Jarrod Ravencraft have been updating content regularly.

Jarrod Ravencraft-Membership

Jarrod gave a brief report, drawing attention to the written report in the meeting packet. The organization now has 1,318 members. He has received 23 messages regarding the conference and a variety of other reasons. The membership totals for organizations are as follows: ECPRO-41; PRAL-199; PRAM-587 and PRCA-489.

Dr. Forde, APR-Accreditation

Dr. John Forde, APR applauded the work Michael Tullier, APR has been doing representing SPRF as the Chairman of the Universal Accreditation Board (UAB). His organizational efforts have helped the UAB make a lot of progress in a short amount of time. Currently, SPRF has 110 accredited members which represent about 8% of our membership. Dr. Forde shared that 16 members were currently in the pipeline and 5 were completing readiness reviews at this conference. He is grateful for the opportunity to serve on the UAB and has been involved with updating the Online Study Course and ensuring its consistency with the written study guide. Lastly, he wanted to encourage the practice of holding Readiness Reviews at a conferences because it has worked so well. It gives participants a goal date to target and makes it easier to find APRs to serve as panelists. He suggested that this be considered during the early planning stages of a conference to allow enough time on the schedule.

Association Assistant-Kim Collins, APR

Kim Collins, APR reported on efforts to increase revenues and asked the question 'where are we going?' She hopes many of the ideas will pan out. The vendor fair this year at the conference was a bit disappointing with only 2 vendors signed up. The economy and travel cut-backs played a large role in the lack of interest. Still, the vendor fair did generate \$1,000 in extra revenue. Everyone it seems is cutting back as evidenced by the sponsor efforts of the conference as well. She vowed to get an early start on next year's conference. Sabrina complimented Kim on her efforts and her support of the board which has been phenomenal. The general consensus of the board agreed supported Kim and grateful for her efforts. Several board members pointed out examples of how Kim had been of assistance.

The board then moved on to some urgent action items, with Sabrina requesting the report from Jennifer Jenkins, APR regarding the new Chapter of the Year program.

Jennifer Jenkins, APR-Professional Development

Jennifer introduced the new Chapter of the Year program, explaining that her efforts served both PRCA and SPRF, in that she also has implemented a similar program this year for PRCA. The program works much like a Medallion Award, where each chapter enters categories by submitting a binder with backup materials. She explained that with the input of several others she would recommend the initial entry fee of \$75 and \$10 for each additional entry. The maximum revenue if each chapter entered every category would be \$2900. Corporate sponsors could also be recruited that would lead to additional revenue opportunity. The cost for entering all awards would be less than \$200—something that every chapter should be able to afford.

Cash prizes would be awarded for winners, this prize money could also be paid through a sponsor, allowing more profit from the program. Cash awards would be awarded to 1st, 2nd, and 3rd place finishers of the overall Chapter of the Year category.

Kim raised a concern regarding point awards – It states that points are achieved by "paying state dues on time" however, LA and FL members do not have State chapters so that does not apply to them. Jennifer acknowledged that some final review would be required before final guidelines are sent out to membership. The point breakdown can be tweaked in the next few months. Books would cover the dates: July 31, 2008 to June 30, 2009.

Sabrina encouraged the group to offer approval to move forward and a definitive price per entry. Detailed guidelines will continue to be tweaked.

Some discussion continued that many chapters may not understand the change. Deb Geiger mentioned that PRCA introduced the change; chapters resented the "extra work" in several binders rather than just one. However, the traditional HUGE binder is actually a lot more work. Jennifer explained that eventually, all PRCA chapters agreed to move forward, but the challenge in communicating this first year may require some extra assistance in the effort.

Glen Duncan made a motion to accept fee structure for the awards program as defined with the understanding that the point structure for winners would be amended by an ad hoc committee and that

it be known as the “chapter of distinction” award. Motion was seconded by Adam Kelley and passed unanimously by the board.

Glen Duncan, APR-Treasurer’s Report

Glen reported that one CD was cashed in for working capital and the organization still has one other CD. He provided a budget overview: CD dollars were spent mostly on website and association assistant. Glen gave the board “fair warning” that all income was likely to be less than projected. Real numbers from conference will improve outlook. We are spending cash as planned. \$600 came from the vendor fair this year (\$1,000 from vendor fair with \$400 in expenses). 3rd and 4th quarter revenues are still needed. Glen requested the board really watch budgets. Many on the board shared ways that they had not billed budgeted amounts.

Glen suggested that one expense was the cost of the actual Lantern award. He suggested that perhaps the 2009 committee find a less costly alternative keeping the look consistent with year’s past.

Glen made a motion that the next Lantern Award Committee (which falls on PRCA) be charged with the duty of researching and finding a new method of production for the Lantern award, keeping the same look as much as possible. Deb Geiger, PRCA president, seconded. The motion passed unanimously.

Jarrold commented that collecting quarterly dues keeps revenue more up to date as it increases as membership does throughout the year. Consensus of board was that quarterly billings were best after much discussion. Many concurred that it helped chapters pay more attention when asked to pay quarterly.

Jennifer Jenkins, APR made a motion to accept the treasurer’s report as reported. Jarrod Ravencraft seconded the motion. The motion passed unanimously.

Sabrina made announcements regarding new vendor discounts for SPRF members including: 10% discounts for PRNewswire and Vocus; PRWeek – 8 free issues, then 25% off subscription; PressKit 24/7 services were offering a 40% discount. Other discounts are being explored and will be reported when the information is made available.

Sabrina asked the board’s help in reviewing the Policies and Procedures Manual. The manuals would be sent around for review by Kim Collins soon.

Jennifer made the request that a place on the web site be available for board members to help future members with templates for forms, letters, and budget info etc. to help them locate the items they needed to access each year. Adam explained that this sort of back-end area would be available on the SPRF web site.

Kim Collins' Contract Review-Sabrina McLaughlin

Kim reported that she went over in anticipated hours, but expected it as it was her first year. She spent 195 hours in the first year. Sabrina explained that Kim's contract was written so that she is bound to specific duties and accomplishments rather than hours.

Discussion included board all voicing approval of work done so far. Many applauded her work as the single contact with Firefly issues for all 3 organizations. Discussion continued as members inquired as to how she could be compensated for work well done. Sabrina explained that a percentage of revenue she brought in could be provided to her as a bonus. A motion to renew the contract as presented was made; seconded and unanimously approved by the board.

New Business:

Jamie Palmer suggested that the board consider asking senior practitioners members for support of the organization and consider it as a revenue stream. She went on to say that she has had an incredible experience with SPRF and explained how much it has impacted her career. She then surprised the board and announced she would like to be the first to pledge \$2500 per year to SPRF for the next 4 years. After much applause, the Board Meeting was officially adjourned promptly at 5:05 p.m.