



MID ATLANTIC DISTRICT

Minutes of Board Meeting – February 8, 2019

PRSA MAD PURPOSE

Help volunteer leaders of MAD's 9 local chapters by facilitating the sharing of best practices and success stories in programming, membership recruitment/retention, leadership, governance and management; sharing lessons learned from less than successful stories in programming, membership recruitment/retention, leadership, governance and management; and helping candidates attain PRSA's Accreditation in Public Relations (APR) designation.

Attending:

David Reel, Janet Kacskos, Andrew Ryan, Scott Ramsburg, Liz Smith, Sarah Buck, Lisa Coster, Stephanie Byrwa, Windy Campbell, Ken Grant and Mindy Hughes.

Absent:

Mike Gross, Jen Bemisderfer, Vincent Moulden, Leon Tucker, Lisa Kiefer,

Call to Order

Meeting was called to order by Chair Reel at 12:03 p.m.

Decision Issues

Following discussion and deliberation, the following motions were made, seconded and approved unanimously:

- January 2019 Finance Report
- December 2018 Board meeting minutes
- January 2019 Board meeting minutes

National PRSA Update

Given by Mindy Hughes, APR – Has session with good information on working with volunteers. National is looking at different models for chapters, especially smaller, struggling chapters. Technology upgrades coming for member database. Chapter mini-sites on national's website are going away.

2019 APR Boot Camp

Liz Smith, APR, reported on the Boot Camp, scheduled for April 10-12 in Harrisburg, Pa.. Hoping to fill all 18 seats and also would like additional volunteers to help. Interested folks should contact Liz.

Chapter Reports

Scott Ramsburg, Blue Ridge Chapter Representative reported they've been overhauling website and transitioned banks. Panel on opioid crisis 2/14. PR and Pints sessions- meet-ups at different breweries around region, going well.

Dave Reel discussed Chesapeake Chapter which is exploring two types of programming; more tactical programming such as social media and a track on personal development.

Liz Smith, APR, Central Pennsylvania Chapter Representative reported they're working on survey of what members want.

Ken Grant, Delaware Chapter Representative. Chapter is focusing programming on story telling.

Sarah Buck, Hampton Roads – Chapter busy preparing individuals for APR process – have had successful study groups. April partnering with AMA chapter.

Lisa Coster, Maryland Chapter Representative reported kick-off board meeting in January. First program of year was session on using employees as your brand. In March “Coffee with DGE” event.

Stephanie Byrwa, Philadelphia Chapter Representative reported Feb 19 program will be about higher education. Kick-off event at furniture company with 50 people was a success.

Windy Campbell, Richmond Chapter Representative reported hosting a professional development session on submitting awards. January was an event on employee engagement.

Upcoming/Emerging Issues

David Reel discussed that all chapters could host an APR Boot Camp. Liz mentioned there needs to be a Prometric center nearby.

David Reel reminded everyone about free webinars available from PRSA.

Adjourn

Meeting adjourned at 12:59 p.m.