



MID ATLANTIC DISTRICT

Minutes of Board Meeting – April 12, 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, CAE, Chair; Janet Kacskos, APR, Fellow PRSA, Secretary; Jen Bemisderfer, APR, Treasurer; Liz Smith, APR, Central Pennsylvania Chapter Representative; Sarah Buck, Hampton Roads; Stephanie Byrwa, Philadelphia Chapter Representative; Scott Ramsburg, Blue Ridge Chapter Representative; Windy Campbell, Richmond Chapter Representative; Mindy Hughes, APR, PRSA National Regional Representative, (Non – Voting); and Jane Dvorak, PRSA National Nominating Committee Chair, participated as a guest.

Absent:

Mike Gross, APR, Chair Elect; Andrew Ryan, APR, Immediate Past Chair; Lisa Coster, Maryland Chapter Representative; Lisa Kiefer, National Capital Chapter Representative; Ken Grant, APR; Delaware Chapter Representative; and Vincent Moulden, Chesapeake Chapter Representative.

Call to Order

Meeting was called to order by David Reel at 12:04 p.m.

Roll Call and Quorum

Janet Kacskos called the roll for attendance and confirmed there was a quorum.

Presentation from Jane Dvorak, PRSA National Nominating Committee Chair

Nomination committee; Open this year include chair-elect, secretary and treasurer. Director positions for MAD include Director At Large. Looking for visionaries. Deadline is Tuesday, April 30. Reach Jane at: jane@jkdjane.com or (303) 238-3011.

2019 Priority Goals

Progress reports were presented with no need for Board action at this meeting

- 2019 APR Boot Camp on April 10 -12 in Harrisburg PA
 - Liz Smith reported it's underway – started on Wednesday. 12 candidates, 11 passed the panel.
- 2020 APR Boot Camp Location
 - All chapters are welcome to be considered as the 2020 host chapter provided there is a Prometric test center close by.
- All chapters participate in board meetings – hope to get more participation next month.

Decision Issues

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

- Accept the March 2019 Finance Report
- Approve the March 2019 Board meeting minutes

National PRSA Update

Given by Mindy Hughes, APR – The \$3,000 2019 PRSA National program grant to be used for Quick Start was approved by National and is being deposited to MAD's bank account.

Reminder: Chapter tax forms must be filed by May 15 – in most cases it's a postcard. National PD program in Washington, D.C. in May – Promo code for MAD members, gives \$50 off.

Leadership training coming up in San Diego.

Chapter Reports

Liz Smith, APR, Central Pennsylvania Chapter report. APR training sessions completed for chapter. Eight members went through it. Working with Penn State on future program.

Sarah - Hampton Roads – Just had annual awards program. Had media panel yesterday for monthly meeting 77 attended. In May program will be around business continuity. Public service committee having environmental clean-up event.

Stephanie Byrwa, Philadelphia Chapter Representative going to have a PR and Pints event – borrowed idea from Blue Ridge. Also, will unveil website on Monday.

Scott Ramsburg, Blue Ridge Chapter Representative – Busy month – three events; April 11 at Virginia Tech on branding, past president's council on April 30, and PR and Pints.

Windy Campbell, Richmond Chapter Representative; planning awards event in May, later this month, our Spring Social will be held. Monthly luncheon in May will include speaker from L.A. to speak about lessons learned during elections.

Upcoming/Emerging Issues

- Shout out to by David Reel to Andrew Ryan for all of his work with the nominating committee. David will be filling in for Andrew at the actual interviews.
- Stephanie announced PRSA Travel and Tourism event coming up in Philly June 16-19.

Adjourn

Motion made to adjourn was seconded and unanimously approved at 12:56 p.m.