



Alabama PRSA Board Meeting

Tuesday, February 14, 2017

- I. Call to Order
 - a. Meeting was called to order at 10:33 a.m.
- II. Welcome: Missy Burchart, APR
- III. Conference Report: Kevin Storr, APR
 - a. Kevin Storr shared conference updates, including:
 - i. The team is working to fill one speaker slot.
 - ii. Early bird registration, currently at 82, has surpassed the goal of 75.
 - iii. Sponsorships are still available.
 - iv. 125 attendees are registered as of the meeting date. The goal is 300.
 - v. A handful of registrations will be covered by the Mitch Edwards scholarship. February 26 is the deadline to submit nominations for that award.
 - b. Philip Poole shared that he is working on swag bag items with Ally Dorrrough and other committee members. He asked the committee for submissions from their companies or clients. Quantities of 300 are needed for each item.
 - c. The group raised a question about the geographic diversity of conference attendees and speakers. Kevin reported that we have speakers from eight states and registration follows a similar pattern.
- IV. Treasurer's Report: Carl Carter, APR
 - a. The board discussed the budget documents distributed to the group via email.
 - b. Carl updated the board about a security issue. There have been two attempts to defraud the chapter, one of which led to a \$3,000 disbursement to a fictitious vendor. Carl and Missy sorted out the issue with the bank and the money is being returned.
 - c. Due to the security issues, board members must now fill out a form if they need chapter funds to conduct business.
 - d. Carl raised that the chapter has a lot of money tucked away, in part because the chapter has not had a formal budget for some time that would allow it to prioritize spending.
 - e. After some discussion, the chapter President asked the board to consider the budget further and be prepared to vote at the March meeting. The group decided to go ahead and vote on the budget now so that business could be conducted in the meantime. Amendments will be made if needed after board members have had additional time to consider the budget proposed.
 - f. Philip Poole made a motion to approve the budget.
 - g. Brandon Wilson seconded that motion. The budget was approved.
- V. Programs Report: Ashley Fulmer, APR and Audrey Atkins
 - a. February meeting update: 73 attendees registered.
 - b. Program chairs reported that the program was set for March.
 - c. Program chairs are coordinating with APR chairs to determine format and speakers for the April meeting, which will spotlight the APR process in alignment with APR month. Philip Poole recommended that program chairs reach out to Adam Kelley, who serves on the Universal Accreditation Board.
 - d. James Anderson, Senior Vice President of Communications at Turner Broadcasting, has been booked for the May meeting.



- e. Program chairs reported that programs had been mapped out for most of the remainder of 2017.
- VI. APR Report: Helen Todd, APR
 - a. An informational session will be held for anyone interested in enrolling in the upcoming APR study course on March 9 at 7:30 a.m. The informational session is free to attend.
 - b. The APR study course will begin the following week and will be conducted remotely unless class participants opt for in-person classes. There will be a nominal \$25 fee for participating.
 - c. Helen raised a question about whether the chapter website could be used to handle class registrations. Missy committed to ask the chapter webmaster about this issue.
 - d. The APR chairs will be sending an email asking APRs to sign up to lead study sessions for the class.
- VII. PRSSA Liaison Report: Brandon Wilson, APR
 - a. Missy gave kudos to the PRSSA chapter liaisons for their outstanding work.
 - b. Brandon reported that the PRSSA liaisons met their objective of having five advisors sign up for a newly established advisory council.
 - c. The group will soon arrange the first quarterly meeting for the new advisory council.
 - d. Brandon will join Stacy Smith, APR, Missy Burchart, APR, Garland Stansell, APR and others on a panel discussion at Auburn University.
- VIII. General Business: Missy Burchart, APR
 - a. Missy brought up for consideration a former, unwritten practice of having board members bring one guest for free. Missy asked the board for recommendations on whether this practice should be formalized, and if so, in what capacity. After much discussion, the group decided to table the issue and hold for further discussion.
 - i. Dave Rickey recommended reaching out to the chapter's national liaison. Missy committed to reach out.
 - b. Helen Todd, APR shared news of UAB's PR program becoming the first in the state to offer the new PR certificate from the Universal Accreditation Board.
 - c. The board will meet each month through April and then go to a bimonthly schedule following the Southeast District Conference.
 - d. Kara Kennedy asked board members to contribute to Facebook Live videos.
 - e. Dave Rickey is participating in a call on a national level regarding PRSA policy and procedures. He asked the board for input on the way things are working.
- IX. Adjourn
 - a. Meeting was closed by Missy Burchart at 11:20 a.m.