

PRSSA-UD MEETING MINUTES

October 20, 2014

Gore 320, 5:00 p.m

Executive Members Present

Natalie Hines
Nicole Sullivan
Laura Hepp
Keri Betters
Sydney Scheiner
Allison Lane
Katherine Bartell
Allie Kory
Katerina Vitas

Topics of Discussion

- 1. PRSSA National Conference**
 - a. Conference was incredible; everyone should want to go!
- 2. Leadership position**
 - a. Be a part of our executive board
 - b. Join us October 27 from 5-6
 - c. Will count as 2 points
- 3. Perks of being paying dues member**
 - a. Request to be in our Facebook Member Forum
 - b. Will also soon have access to PRSA National Internship Database
- 4. Chapter Survey**
 - a. In email tonight!
- 5. PRSSA National Tip Time**
 - a. Scholarship opportunity
 - b. Provides recognition and funding earned
 - c. Can be found under prsa.org page
- 6. Night With the Pros!**
 - a. Our annual networking event
 - b. Very beneficial; Thursday November 20th 7-9 pm
 - i. Lerner Atrium
 - c. The Pros:
 - i. Rosie Braude- Rowan University
 - ii. Gary Frisch- Swordfish Communications
 - iii. Paula Butler- Visit Philly
 - iv. Jill Fella- Real Charitable Housewives of Delaware
- 7. Activity Time**
 - a. MusiKTV, the Crisis

- b. Members worked together as PR professionals to help this business make an effective plan to both spread awareness and increase sales

Upcoming Events

Opening Executive Board Meeting

- i. Monday, October 27
- ii. 5 p.m., Gore 320

Fall Field Trip

- iii. Monday, November 3
- iv. IHeartMedia

Meeting Ended: 5:50 p.m.