

# PRSSA-UD MEETING MINUTES

APRIL 16, 2011

Kirkbride 206 – 6:30 PM

## Executive Members Present

Abigail Stollar  
Jaclyn Allen  
Elynsey Price  
Lindsey Starr  
Chelsey Rodowicz  
Sarah Vlach  
Jessica Kamens  
Janie Sikes

## Attendees

8 +

### Topic of Discussion: Welcome Blair Kahora Cardinal

1. Account Supervisor at Buchanan in Public Relations & PRSA Philadelphia President
  - Graduated UD in 2004
  - Very involved on campus, but not super involved with PRSSA
  - Worked at Café Gelato full time after graduation
  - Copywriter for Philadelphia Chamber of Commerce – Marketing / Creative Direction Department
  - Started helping with the Communications Department at Chamber of Commerce
    - Must be a good writer at any PR job!
    - Try to do everything you can at your first job
  - Worked at Chamber of Commerce for 2 years
  - Worked at Tierney Communication for 2 and a half years
    - Worked on agency's anchor client
    - Client was huge and she was the leader on new initiatives
    - Event planning
    - Late 2008, huge client got cut by 75% & then she got cut as well
    - Build your networks!
  - Freelanced for close to a year and worked a lot with nonprofit
  - Went to work for gun violence prevention group for year and a half
  - Tierney asked for her to come back and she interviewed at Buchanan around same time
  - Started at Buchanan and MBA at Villanova around same time and is also President of PRSA President
    - Best decision career wise all together
2. Tierney Communications
  - Started without prior agency experience
  - PRSA began running the PR Institute where you're put on a team and competed to create a campaign plan
  - Her team won and it really helped her
  - She ran the competition for 2 years and could show her skills in front of the top leaders in PRSA
  - Went from Treasurer to President Elect
3. PRSA Philadelphia
  - Really beneficial to her for networking, PR experience, management, etc.
  - Have a Young Professionals Committee
  - Great to get involved with this and help rise through the ranks
4. MBA at Villanova
  - Had no background in Business
  - Came out of UD with a Comm. major
  - Very intense, on a two year program
  - All classmates had very different backgrounds

- Very worth it and helpful
- Currently trying to figure out the details for the PRSA National Conference being held in Philadelphia in 2 years, since they are the “host chapter”

**Topic of Discussion:** Wrapping Up The Semester!

1. Welcome the New Executive Board!
  - President – Chelsey Rodowicz
  - Vice President of External Affairs – Sarah Vlach, Mollie Berner
  - Vice President of Professional Development – Elynsey Price
  - Operations Director – Sara Penchina
  - Finance Director – Natalie Hines
  - Meetings Director – Carolyn Beatty
  - Program Director – Jamie Lawlor
  - PR Director – Bobby Schrader
  - Webmaster – Georgia Makris
2. PRSSA Challenge
  - Thursday, April 26<sup>th</sup> at 7:00 p.m. in Gore 222
  - YouTube Pitch from Lindsey Starr
  - Have the chance to create a full-blown campaign plan for a real client!
    - Given a budget and create strategies, tactics, etc. for client
    - Winners last year featured on PRSA National’s website
    - Had the chance to network with professionals
  - Do not need ANY prior PR experience!
3. Spring Networking Event
  - Monday, April 30 from 6:30 to 8:00 p.m. at Klondike Kates
  - Looking for a job? Internship? It’s not too late to meet with top regional professionals and talk with them about future opportunities!
  - Come out & network!
4. Agency Tour Field Trip
  - Tierney Communications in Philadelphia
  - Leaving at 12:45 p.m.
  - Tour at 2:00 p.m.
  - Return to UD at 4:30 – 5:00 p.m.
  - Dress business casual and leave from Trabant parking garage
5. PRSA Associate Membership
  - Only \$60, which saves you \$200
  - Join 5 months before or 2 years after you graduate
  - Apply online through MyPRSA
  - Benefits
    - An extended network wherever you go
    - New professionals section: subgroup of young professionals for improved networking with your peers
    - Professional interest sections: help you learn more about your industry interests
  - Tons of Scholarships available! Grants are usually \$1000 to \$2000  
[http://www.prssa.org/scholarships\\_competitions/individual](http://www.prssa.org/scholarships_competitions/individual)
    - Only 2% of PRSSA members apply so apply because you have a solid chance!
6. Study Social: Tuesday, May 15, 6 to 9 p.m.
7. Graduation Sashes: contact [jaykay@udel.edu](mailto:jaykay@udel.edu)
8. Farewell Speech from Abby
  - Stay passionate about all you do in life and with PR!

**Meeting End – 7:30 p.m.**