



Southeastern New England Chapter

2018 Annual Meeting

December 10, 2018

Welcome to the Annual Meeting for the Southeastern New England Chapter of the Public Relations Society of America

8:30 a.m.

Networking and Refreshments

9:00 a.m.

Welcome and Year in Review
Confirmation of 2019 Officers

9:15 a.m.

Presentation by Hugh Minor, Director of Communications, RI Community Food Bank

2018 Chapter Board of Directors

Kimberly Fraser *President*

Christina Robbio *President-Elect*

Sarah Dell *Immediate Past President and Co-Chair, 2019 NED Conference*

Michael Masseur *Secretary and Co-Chair, 2019 NED Conference*

Giselle Mahoney *Treasurer*

Jason Cunningham *Chair, PR/Communications*

Brian Hodge *Chair, Membership*

Kyrie Perry *Chair, Programming*

2019 Chapter Board of Directors

Christina Robbio *President*

Giselle Mahoney *President-Elect and Treasurer*

Kimberly Fraser *Immediate Past*

President and Secretary

Jason Cunningham *Chair, PR/Communications*

Kyrie Perry *Chair, Programming*

Michael Masseur *Co-Chair, 2019 NED Conference*

Sarah Dell *Co-Chair, 2019 NED Conference*

Winfield Danielson* *Board Member At Large*

**Newly-elected for 2019*

Chapter Reports

Treasurer

As of November 29, 2018, PRSA/SENE had a total of \$4,435.36 in funds available to the Chapter. The funds were comprised of a checking account balance of \$3,850.27, PayPal account balance of \$480.09, and \$105.00 cash on hand.

In total, the Chapter's finances at the end of 2018 represented an increase of \$437.50 from the 2017 year-end financial report. Throughout the 2018 calendar year, the Chapter's Treasury remained in the \$3,500--\$4,700 range.

Income for the Chapter throughout the year is generated primarily from membership fees (both National and local), programming, and events. Regular expenses included Constant Contact email services, website hosting and maintenance, and food and beverages for programming and events.

Representing our Chapter and membership on the district (regional) and national stages, treasury funds also support sending our Chapter Delegate to the Northeast District planning retreat and the PRSA National Conference and Leadership Rally each year. This is where national officers are elected

and organizational direction and bylaws are voted on. PRSA National reimburses a stipend for Delegate attendance, and our Chapter reimburses the remaining funds.

In summary, the Chapter continues to maintain its financial resources, monitoring expenditures and limiting flux through sound financial decisions.

Looking into 2019, our Chapter will host the PRXNE 2019 (Northeast District Conference) on June 7th in Providence. Initial financial support for this event will come from the Northeast District, with proceeds being split between the SENE Chapter and the District.

As we close out 2018 and look ahead to 2019, the Board remains confident in the PRSA/SENE Chapter's financial health.

**Respectfully,
Giselle Mahoney, Treasurer**

Membership

As of December 4, 2018, PRSA/SENE had 44 industry professionals enrolled as members, and a total of 66 members in the chapter area, including PRSA National members. Full Chapter enrollment remained relatively consistent throughout the year. We also continue to forge strong relationships with the local PRSSA Chapters as a method to cultivate future membership.

Throughout the year, our Chapter gained 22 new Members, including new National members in the area, a sign of continued interest from the local communications industry. Comparatively, we also experienced the departure of 13 Members, mostly due to a change in job or relocation for a new job.

A key priority for our Chapter in 2019 will not only be adding new members to the fold, but additionally ensuring all national members within our area are taking full advantage of the local events, learning opportunities, and benefits of our SENE Chapter.

If you are new to our organization, we encourage you to get involved! We can always benefit from new ideas. If you are not yet a member, please consider joining us!

**Respectfully,
Brian Hodge, Membership Chair**

A Note from our President, Kimberly Fraser

Well, we've come to the end of another year. When our board of directors met a year ago, we were determined to carry the momentum we built in 2017 through the New Year not only in terms of *effective* programming, but we wanted to find ways to bring creative professional development events to our members.

The first event of the year was our 2017 Annual Meeting and Meet the Media. As a twist on this crowd favorite, we welcomed a panel of female journalists and personalities who shared their experiences as women in PR and media and offered insights and tips on how to get your story heard. Margie O'Brien Reed, host of Rhode Island Capitol TV, moderated the panel, which included WPRI reporter Kim Kalunian, Rhode Island Monthly associate editor Casey Nilsson, Rhode Island Public Radio news director Elisabeth Harrison, and Providence Journal food editor Gail Ciampa. The PRSA honored Ciampa's more than 35-year career with our annual Media Achievement Award.

On April 10, we welcomed our PRSA community to a Lightning Round session where three seasoned professionals spoke about what they've learned in their careers and offered a few pieces of advice for our audience. Each 10-minute presentation covered content in internal communications, media relations, and programmatic display. Melanie Coon, Managing Director of Internal Communications, Corporate Affairs Division at Blue Cross & Blue Shield of Rhode Island spoke about internal communications; Paul Grimaldi, Chief Information and Public Relations Officer for the Rhode Island Department of Revenue talked about media relations; and Jess Bachman, Strategist at NAIL Communications discussed programmatic display. This event was held at Red DWG Library, a collaborative work space for professionals.

On a beautiful (and hot!) summer evening in August, our SENE Chapter held the Pitch Perfect event at AQUA at the Providence Marriott Hotel. No singing was involved, however, local media professionals shared their backgrounds and advice on the do's and don'ts of pitching during an informal Q&A session. Our media presenters included Scott MacKay from Rhode Island Public Radio, Kate Nagle from GoLocalProv, Tracy Slater and Brooke Rainville from Providence Moms Blog, Elyse Major from Providence Media, and Whitman Littlefield from the Providence Journal.

In early October, we hosted our Communicating Controversy event at Save the Bay in Providence. At this event, four panelists shared their experiences dealing with crisis and controversy in their everyday professions, and what we as PR practitioners need to do to be prepared for when things go wrong. Joining our panel that evening was Cindy Sabato, APR, Director of Communications for Save the Bay; John King, Professor of Oceanography at the University of Rhode Island Graduate School of Oceanography; Kristine Hendrickson, Associate Vice President for University Relations/Chief Communications Officer at Salve Regina University; and Chris Hunter, Managing Director at Advocacy Solutions. Dan McGowan, Digital Reporter for WPRI 12 moderated this panel.

Be sure to mark your calendars for Friday, June 7, 2019! Our PRSA Chapter will host the 2019 Northeast District Conference at the Providence Marriott Hotel. We promise that you'll experience an incredible day of learning and networking. Further details and registration will be available early next year.

It has been an honor to serve as the board's president for the last 11 months. I am incredibly grateful to my fellow board members who volunteered their time and effort to make 2018 another positive year for our chapter – which brings us to today. For our last event of the year, we wanted to step away from our everyday work lives for a few minutes and do something for the greater population of Rhode Island. That's why we have partnered with the Rhode Island Community Food Bank for today's event. The Food Bank serves more than 57,000 Rhode Islanders in need of food assistance each month – any contributions to help their cause are appreciated.

Moving in to 2019, I am thrilled to pass the torch to Christina Robbio who will be stepping into the role of Chapter President. I am looking forward to another great year for PRSA/SENE.

Happy holidays and cheers to 2019!

-Sincerely,

Kimberly Fraser
2018 President, PRSA/SENE

Comment [GM1]: Took out just for space

About the Public Relations Society of America

With more than 21,000 members, the Public Relations Society of America (PRSA; www.prsa.org) is the largest organization of public relations professionals and students. PRSA is comprised of 111 local Chapters organized into 10 geographic Districts; 16 Professional Interest Sections that focus on issues, trends and research relevant to specialized practice areas, such as technology, health care, financial communications, entertainment and sports, and travel tourism; and the Public Relations Student Society of America (PRSSA), which has more than 300 Chapters at colleges and universities in the United States and abroad. PRSA is headquartered in New York.

About the Southeastern New England Chapter

The Southeastern New England Chapter of the Public Relations Society of America (PRSA/SENE) is a professional association, founded and established in 1982. Our mission is to advance and support public relations interests throughout Southeastern New England, promote understanding of and commitment to PRSA's code of professional standards, foster collegiality, and increase public understanding of the profession.

The Chapter's membership is composed of PR professionals from a wide range of sectors including corporate, non-profit, higher education, consultant firms, government, politics, independent practitioners and others.

www.prsasene.org
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