



## WSPRA August 12, 2011 Board of Directors Summer Retreat

### Attending:

**President,** Willie Painter

**President-Elect,** Sara Niegowski

**Past President,** Rosie O'Neil

**Vice President of Marketing and Electronic Communications,** Jayme Taylor

**Vice President of Marketing/Membership** Suzie Butler

**Vice President of Finance,** Lorraine Cooper

**Vice President- Eastern Washington,** Melanie Rose

### Review of NSPRA/WSPRA Bylaws & Officer Roles and Responsibilities

- Reviewed all positions and made note of any changes. Jayme will make changes to original job description documents.

### Clarify Roles: V.P. of Marketing and Electronic Communications and V.P. of Marketing/Membership

- Jayme reported that the Web updates could be taken over by WSPRA. Suzie agreed take over as Webmaster. Jayme will talk with Josh to terminate his contract.
- The Mark of Distinction Application will be added to the V.P. of Marketing/Membership position.
- Suzie will create a ½ page WSPRA flyer for the fall conference. Advertising all the great reasons to be a member.
- Suzie will design a new logo for WSPRA. We will let the WSPRA membership choose which design they like best by email.

### Scholarships/Awards Debrief and 11-12 Process

- Suggestions for next year's award process include;
  - o Adding a box on application asking if there are additional awards needed.
  - o Give judges more information and direction on how to judge entries. The point is to give more positive feedback with a few suggestions for improvement.
  - o Send a message to membership about year events – including scholarship and award submission deadlines. Suzie will create an "At a Glance" calendar for membership.
  - o Request the 100% entries be submitted to WSPRA Board in PFD Form to post online.
  - o Melanie offered to ask PRSA Spokane to help judge next year.
  - o Accredited APR members need credits. They would be a good group to approach for judging next year.

### **“Mark of Distinction” Discussion**

- Willie suggested we all review on our own time. Suzie will process application in early spring.

### **Lunch and Workshop Planning**

- Discussed workshops.

### **Membership Recruitment / Sponsorship Acquisition’**

- Jayme offered to do a fall survey - asking members what they want to see in the coming year.
- Willie asked if Sponsors could be members? It was not decided upon.
- Discussed making personal calls to non or previous members.
- Discussed sponsorship ideas. A virtual listing on the WSPRA Website for \$25 a year was discussed.

### **Website Review and Brainstorming**

- Discussed ideas to update the site including;
  - o Next Event
  - o Advertise WSPRA Resource of the Month – tell members they can find “this” item on the site.
  - o Include E-Clippings link
  - o Include Past Presidents

Group decided to make the first Thursday of the month from 10:00 – 11:00 a.m. our monthly conference call. First call will be Thursday, September 1.