



**PRSA East Central District – Board of Directors Minutes  
February 11, 2014**

**ECD Board Present**

Chair Richard Batyko, APR, Fellow PRSA; Chair-Elect Todd Bailey; Secretary Gretchen Fri, APR; Immediate Past Chair Denise Clark; Director David Shank, APR, Fellow PRSA; Director Diane Krider, APR; Administrator Diane Slaughter, CAE, APR, Fellow PRSA.

**Chapter Representatives Present**

Erin Fessler, NW Penn., Karen Bailey, Central Ohio, Vanessa Stiles, APR, Hoosier

**Call to Order** (R. Batyko): 9:03 a.m.

**Minutes** (Fri)

Minutes from the January 2014 meeting were approved as submitted by consensus.

**Financial Report** (Slaughter)

Income for January was \$604.50 from the 2013 Diamond Awards and \$148.50 from Bluegrass for 2013 dues. Expenses were \$265 for management services. Our total assets at Jan. 31, 2014 were \$8546.50.

Hoosier Diamond Award payment for 2013 received by ECD. Going forward, a call will be placed to the chapter helping with coordinating the Diamond Award to better communicate the payment process.

Hoosier Chapter paid their chapter ECD dues.

ECD banking will be moved to Huntington Bank. Diane and Todd will discuss further.

**Foster Knowledge Sharing Among ECD Chapter Leaders**

David Shank discussed upcoming Best Practices sessions. In March, the Detroit Chapter will discuss their successful cultural diversity program. In April, the Thoroughbred Chapter will discuss networking to develop membership. Several other Best Practices topics were suggested, including APR best practices, successful board processes, how to create an online award entry process. It was suggested that a best practices one-sheeter be sent in advance to all chapter leadership informing them of the upcoming session topic.

**Unfinished Business:**

- ECD Website – Denise said the site is moving forward and target roll out for the end of February. Audio and online forms will be added. Big thank you to Frazier Heiby!

**Board of Directors**

**Chair**

Richard Batyko, APR, Fellow  
216-363-5417  
rbatyko@clevelandplus.com  
Cleveland Chapter

**Chair-Elect**

Todd Bailey  
614.480.4757  
Todd.Bailey@huntington.com  
Central Ohio Chapter

**Treasurer**

Sarah J. Bednarski, APR  
(419) 251-8929  
sarah\_bednarski@mhsnr.org  
Northwest Ohio Chapter

**Secretary**

Gretchen E. Fri, APR  
(330) 670-5079  
gretchen.fri@infocision.com  
Akron Area Chapter

**Immediate Past Chair**

Denise Clark  
614-702-2124  
dclark@frazierheiby.com  
Central Ohio Chapter

**Directors**

David Shank, APR, Fellow (2014)  
317.293.5590  
dshank@shankpr.com  
Hoosier Chapter

John Austerberry, APR (2015)

313.235.8859  
austerberryj@dteenergy.com  
Detroit Chapter

Natasha Baker, APR (2015)

937.545.1821  
nbaker24@gmail.com  
Dayton Area Chapter

Diane Krider, APR (2015)

989.775.3680  
krider1ds@cmich.edu  
White Pine Chapter

**Administrator**

Diane Slaughter CAE APR Fellow  
304.984.0308  
eastcentraldistrictprsa@frontier.com



## ADVANCING THE PROFESSION

## AND THE PROFESSIONAL.

- Diane S. will add social media to monthly updates. ECD and board members should follow ECD chapter and member social media sites.
- Chairs need to provide Diane S. with dates of ECD awards to be included in Diane's monthly update.
- Todd suggested that one way we can stay connected with chapters is to share any best practices we've gleaned in Diane's update. These best practices should be shared in other communication vehicles as appropriate.
- Going forward, contributing best practices suggestions will be a standing agenda item in monthly board calls.
- Monthly Board Call: REMINDER: Monthly meeting day and time has been revised. Meetings will be on the second Tuesday of the month at 9:00 a.m. Next call will be March 11, 2014 at 9:00 a.m. Call-in information will be provided prior to call.

### **Adjourn:**

Meeting adjourned

Respectfully submitted  
Gretchen Fri, APR  
PRSA ECD Secretary

### **Board of Directors**

#### **Chair**

Richard Batyko, APR, Fellow  
216-363-5417  
[rbatyko@clevelandplus.com](mailto:rbatyko@clevelandplus.com)  
Cleveland Chapter

#### **Chair-Elect**

Todd Bailey  
614.480.4757  
[Todd.Bailey@huntington.com](mailto:Todd.Bailey@huntington.com)  
Central Ohio Chapter

#### **Treasurer**

Sarah J. Bednarski, APR  
(419) 251-8929  
[sarah\\_bednarski@mhsnr.org](mailto:sarah_bednarski@mhsnr.org)  
Northwest Ohio Chapter

#### **Secretary**

Gretchen E. Fri, APR  
(330) 670-5079  
[gretchen.fri@infocision.com](mailto:gretchen.fri@infocision.com)  
Akron Area Chapter

#### **Immediate Past Chair**

Denise Clark  
614-702-2124  
[dclark@frazierheiby.com](mailto:dclark@frazierheiby.com)  
Central Ohio Chapter

#### **Directors**

David Shank, APR, Fellow (2014)  
317.293.5590  
[dshank@shankpr.com](mailto:dshank@shankpr.com)  
Hoosier Chapter

John Austerberry, APR (2015)  
313.235.8859  
[austerberryj@dteenergy.com](mailto:austerberryj@dteenergy.com)  
Detroit Chapter

Natasha Baker, APR (2015)  
937.545.1821  
[nbaker24@gmail.com](mailto:nbaker24@gmail.com)  
Dayton Area Chapter

Diane Krider, APR (2015)  
989.775.3680  
[krider1ds@cmich.edu](mailto:krider1ds@cmich.edu)  
White Pine Chapter

#### **Administrator**

Diane Slaughter CAE APR Fellow  
304.984.0308  
[eastcentraldistrictprsa@frontier.com](mailto:eastcentraldistrictprsa@frontier.com)