

**PRSA East Central District – Board of Directors
Minutes for July 8, 2014**

ECD Board Present

Chair Richard Batyko, APR, Fellow PRSA; Chair-Elect Todd Bailey; Secretary Gretchen Fri, APR; Treasurer Sarah Bednarski, APR; Director David Shank, APR, Fellow PRSA; John Austerberry, APR; Director Natasha Baker, APR, Director Diane Krider, APR, Administrator Diane Slaughter, CAE, APR, Fellow PRSA,

Chapter Representatives Present

Leslie Perry, White Plains Chapter; Bobbi Simmons, APR, Hoosier Chapter

Call to Order - Batyko

Meeting was called to order at 9:02 a.m.

Minutes - Fri

June meeting minutes were approved as submitted

Financial Report - Bednarski

Treasurer Bednarski provided the following report: Income for June was \$459 which included district dues from the following chapters: West Virginia and Cincinnati. Expenses were \$265 for administrative services, resulting in a net income of \$194. At end of June the total in the district checking account was approximately \$6,245.83. District CD totals \$3,150.51. Total district assets are \$9,396.34.

Enhance Chapter Leadership Development

A. Quickstart – Bailey

Planning is moving along. Todd reviewed recommendations for session topics – Awards, Membership, Programming. Aly Sterling Philanthropy has agreed to present.

B. Offer the Chapter Excellence Award program to recognize chapter best practices - Austerberry

- On schedule – Email notifications have gone out. Discussion on if it's okay to go outside of the district for judges. John mentioned having a hard time finding judges. It was approved.

Create an Environment that Encourages a Leadership Continuum throughout the Society

A. Nominations - Clark

Rick provided an update for Denise – Four people from the ECD have thrown their hats in the ring for national nomination. Aug 1-3

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
kride1ds@cmich.edu
White Pine Chapter

Administrator

Diane Slaughter CAE APR Fellow
304.984.0308
eastcentraldistrictprsa@frontier.com

the selection committee will meet in NYC

B. Platinum Award - Fri

- Same timeline as previous years. Gretchen will be sending another email reminder then follow-up with personal phone calls. August 19 nomination deadline.

Foster Knowledge Sharing Among ECD Chapter Leaders

A. Best Practices call - Shank

- David has put together a list of topics for the remainder of the year. Preparing topics for Ethics month which is in August.
- Diane will send an email out to chapters to see if any have experience in any of the topics and would like to present.

B. Diamond Awards - Krider

- Diane invited Bobbi Simmons, Diamond Award Co-chair to join the call to discuss her suggestions for making the award run smoother, be profitable and beneficial.
 - o FUNDS: Bobbi suggested the registration fee be increased by \$15. It was approved and the new fees are as follows: \$65 member; \$85 nonmember. \$80 and \$100 for late entries respectively.
 - o MANAGEMENT: Bobbi suggested it would be helpful if there was a guidebook. Should have received the guidebook. Rick will resend. Bobbi also mentioned it would be good to have support in spreading the word. Each ECD board member is responsible for promoting the award to their liaison chapters.

Unfinished Business

Chapter dues

Website issues/find new host

Adjourn

Meeting was adjourned at 10:01 a.m.

REMINDER: We will have an August meeting and September's board meeting will be at *QuickStart*.

Respectfully submitted,

Gretchen Fri, APR

PRSA ECD Secretary

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