

Call for Nominations for Election to the 2012 Buffalo Niagara PRSA Chapter Board of Directors

The nominating committee of the Buffalo Niagara Chapter of PRSA, together with its board of directors, is pleased to distribute an open call for nominations for election to the chapter's board. This process was revised in 2009 to create a more open and transparent system, while encouraging greater interest and participation in chapter leadership. It also assists the board in identifying the talent, capabilities and diversity (human, geographic and organizational) in the chapter.

Several positions will become vacant at year end. Those positions (all of which will begin Jan. 1) and their descriptions, responsibilities and term length follow below. If you wish to nominate someone or yourself, complete the attached form and submit it, along with a current résumé. Please be sure to indicate the position(s) for which you or your nominee would like to be considered. If you are nominating someone other than yourself, be sure to confirm beforehand that he or she would be willing to run and serve in the role.

The criteria to serve on the board in any capacity are as follows:

1. Must be a current member of PRSA and the chapter, and in good standing in the profession.
2. Must have a clear and positive track record of participation in PRSA chapter activities; (Note: prior committee service is encouraged, but not required).
3. A minimum of five years of service in the profession (not necessarily continuous) is preferred. (Candidates with less experience who possess at least one year of committee service in the chapter may be considered.)
4. Must be able to commit to attending at least nine board meetings per year (out of 12).
5. Previous approval of one's employer to serve, if elected.

All nominations must be received no later than Sept. 22, 2011, for ballot consideration to ensure that all chapter bylaws are met with regard to election periods. A member of the nominating committee will contact all nominees to verify that they agree to serve if elected and have a thorough understanding of the position for which they are being considered. No person is eligible to be listed on the election ballot for more than one position per year, so if the nominee is proposed for multiple positions, a single choice must be made in advance of ballot distribution. The chapter's board of directors does retain the right to deny a nomination request if just cause is determined.

Please submit all nominations to the Nominating committee chair:

Jacqueline Ghosen, APR
Assistant Dean/Director of Communications
University at Buffalo School of Management
160 Jacobs Management Center
Buffalo, NY 14260-4000

Summary of vacant positions:

PRESIDENT-ELECT (*one-year term, but a three-year commitment, with promotion to President and Immediate Past President in successive years.*)

Shall, at the request, absence or disability of the president, exercise the powers and perform the duties of president. The president-elect also assumes the role of president the following year, and immediate past president the year after that. The president-elect serves as the chapter's representative within the Northeast District, participating in monthly conference calls and attending the Northeast District conference in the fall. Also attends PRSA National's Leadership Rally in New York City in June and generally assists the president and perform such other duties as prescribed by the board of directors.

As president, s/he oversees all chapter functions by running monthly board meetings, communicating regularly with committee chairs and the chapter-at-large as needed, monitoring the chapter budget, attending chapter programs and events, and serving as the liaison for national initiatives. The immediate past president supports the current president as needed, chairs the nominating committee and oversees its process.

TREASURER (*one-year term, with option to be re-elected for a second year.*)

Shall receive and deposit all chapter funds in a bank or trust company selected and approved by the board. All chapter bank accounts shall be in the name of the chapter, and both the treasurer and the chapter president shall be authorized to sign checks and make withdrawals after approval of the board of directors. The treasurer shall prepare the chapter's budget, make monthly financial reports to the board of directors, provide copies of monthly bank statements to the board of directors, oversee chapter IRS filings, ensure insurance coverage is obtained annually, render an annual financial statement to the chapter membership, and perform all other duties incident to the office.

SECRETARY (*one-year term, with option to be re-elected for a second year.*)

Shall keep records (minutes) of all meetings of the board of directors, issue notices of all such meetings, maintain or cause to be maintained the roll of membership, and perform all duties customarily pertaining to the office. The secretary is also responsible for maintaining all chapter historical records.

DIRECTOR-AT-LARGE (*three-year term*):

Shall serve as a voting member of the board of directors in a largely advisory/oversight capacity, with no added responsibilities required (although additional involvement is welcome.) One-third of the directors-at-large will rotate off the board each year.

ASSEMBLY DELEGATE (*candidate needed to fill 3rd year of vacated 3-year term*)

Shall serve as a liaison between the PRSA National board and the Buffalo Niagara chapter in matters of governance responsibilities for the Society (including elections, bylaws amendments, dues structure, etc.) as well as identifying, discussing and addressing issues of concern to the public relations profession. The assembly delegate shall participate in periodic conference calls and attend the annual PRSA Leadership Assembly. As a minimum requirement, assembly delegate shall either be Accredited or a current or former board member of the chapter.

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LIAISON TO PRSSA CHAPTERS (*one year term, with option to be re-elected for up to three consecutive years.*)

Shall act as a bridge between PRSA and the four student chapters in the region by working with advisors and student leaders. The liaison will chair a chapter PRSSA committee in order to support student chapter recruitment and programming, develop PRSA-PRSSA policies, and coordinate an annual Career Day event for students and new professionals.

The following individuals will round out our 2012 Board, completing their terms as previously elected.

PRESIDENT

Virginia A. McAuliffe is the Marketing & Enrollment Coordinator for Complete Senior Care, where she oversees the program's outreach efforts and manages the participant intake process. Previously she was director of communications for The Hamister Group, where she coordinated employee and crisis communications, and social media/Web initiatives for 14 health care and hospitality properties. She also worked as communications project manager at Roswell Park Cancer Institute where she was responsible for internal communications and public affairs projects. From 2002-09, Virginia managed the PR efforts for Univera Healthcare's community health initiatives including design and implementation of outreach programs, development of strategic PR plans, and collaboration with the media to develop effective public health messages. She was honored with PRSA Buffalo Niagara's Rising Star award in 2005, and has served on the chapter's board of directors as president-elect, PRSSA liaison, treasurer and Finance committee chair. She also has been a member of the Excalibur and Sponsorship committees.

PAST PRESIDENT

John C. Senall is the director of development communications at Roswell Park Cancer Institute, responsible for public relations and marketing for the Institute's fundraising efforts. A University at Buffalo graduate, he worked previously as the director of PR and development for the Buffalo Federation of Neighborhood Centers and as a copywriter/creative services manager for Sinclair Radio. John has been active in the Buffalo Niagara PRSA chapter since 2000. He has served on the board most recently as president and previously as president-elect, assembly delegate, secretary and Northeast District liaison. He is also the current chair of the Diversity committee. His past committee leadership includes serving as co-chair of the Membership committee.

DIRECTOR-AT-LARGE (3rd year of 3-year term)

John Fisher is director of public relations for Independent Health. He is responsible for providing public relations counsel and oversight of communications for programs and initiatives regarding members, employers, brokers, physicians and other health providers. John joined PRSA in 2001 and has served on the chapter's Membership and Program committees, in addition to his current role on the board of directors and his previous role of chapter treasurer for two years.

DIRECTOR-AT-LARGE (2nd year of 3-year term)

Tony Astran is the publicity manager for Seneca Gaming Corporation and has more than nine years experience in the public relations industry. A PRSA member since 2005, he joined the board in 2009, serving as secretary for two years before becoming a director-at-large. He is also chair of the E-communications committee. He graduated magna cum laude from Loyola University Chicago with a bachelor's degree in communication and a minor in marketing. In 2010, he earned an advanced certificate in public management with a 4.0 GPA from Buffalo State College and is continuing his studies toward a master's degree in public administration.

PRSA Buffalo Niagara Board of Directors Nomination Form

Name

Title

Employer / Organization

Mailing Address

Tel. Nos. (Work, home **and** cell)

Email

Years of Service in Profession

Years of Membership in PRSA/Buffalo Niagara Chapter

Board Position(s) for which you wish to be considered

Qualifications for proposed position

Special considerations

NOTE: Résumé **must** be included with nomination.