

# You've paid your dues. Now what?

*The greatest value of your PRSA membership comes from the networking you do and the connections you make. Committees are the best places to build those bonds.*

*So, in case no one has ever invited you, consider yourself invited. Join a committee, and watch the value of your membership increase before your very eyes!*

## Accreditation Committee

**Purpose:** Promotes the Accreditation in Public Relations (APR) designation both in informal conversations with chapter members and through formal tasks that include serving on a readiness review panel for candidates, mentoring candidates and sharing your experience during an APR Express class.

**Meetings:** Planning takes place by telephone and email as needed.

**Needed:** Readiness review panelists are always needed. Committee members must be APR.

**Contact:** Barb Byers, APR / UB Office of Donor and Alumni Communications  
716-645-3315 / [babyers@buffalo.edu](mailto:babyers@buffalo.edu)

## Advocacy Committee

**Purpose:** Advocates in the media for the chapter, PRSA and the profession by publicizing chapter activities and member accomplishments such as honors and awards.

**Meetings:** By email as needed.

**Needed:** New members not needed at this time.

**Contact:** Julie Kopfer, MA, APR / University of Buffalo School of Pharmacy and Pharmaceutical Sciences  
716-645-1535 / [juliekop@buffalo.edu](mailto:juliekop@buffalo.edu)

## Diversity Committee

**Purpose:** Educates practitioners on issues of diversity and skill sets needed for communicating with all audiences. Works with high school and college students to expand representation by all populations within the workforce. Current focus includes an educational outreach program to area high schools and colleges.

**Meetings:** Meets monthly.

**Needed:** Chair and committee members.

**Contact:** Rene Petties-Jones / National Federation for Just Communities of WNY  
716-853-9596 / [rpetties-jones@nfjcwny.org](mailto:rpetties-jones@nfjcwny.org)

## E-Communications Committee

**Purpose:** Manages the flow of chapter news to members and interested non-members through regular updates via chapter website, email, e-newsletter and social media.

**Meetings:** Meetings are held as needed.

**Needed:** Multiple people needed to manage website, social media and email updates. All on committee welcomed / encouraged to attend chapter events, take digital photos, and write stories for the website and e-newsletter.

**Contact:** Stacy VanBlarcom / Lifetime Health Medical Group  
585-259-6536 / [knowyourwhysv@gmail.com](mailto:knowyourwhysv@gmail.com)

## Excalibur Awards Committee

**Purpose:** Organizes the chapter's Excalibur Awards event, from soliciting entries and coordinating judging to planning the June awards dinner.

**Meetings:** Meets regularly from January through July.

**Needed:** New members are always welcome. Graphic design skills especially needed.

**Contact:** Lindsay Kensy / AAA of Western and Central New York  
716-362-7762 / [lkensy@nyaaa.com](mailto:lkensy@nyaaa.com)

## *Finance Committee*

**Purpose:** Acts as a “check and balance” by reviewing chapter finances and offering advice to the chapter treasurer, who chairs the committee.  
**Meetings:** Meets three times per year. Timing and location are flexible based on members’ needs.  
**Needed:** One additional member needed.  
**Contact:** Mike Freedman / Niagara University  
716-286-8584 / [mfreedman@niagara.edu](mailto:mfreedman@niagara.edu)

## *May Randazzo Scholarship Committee*

**Purpose:** Publicizes, judges and raises funds for the chapter’s two scholarships for PR students in area colleges. Plans annual basket auction.  
**Meetings:** Meets two to three times per year, at most. Most planning and judging take place by e-mail.  
**Needed:** New members to evaluate and choose scholarship recipients and/or solicit auction items; not all members need to help with fundraising.  
**Contact:** Eileen Herbert / Canisius College  
716-225-8533 / [herberte@canisius.edu](mailto:herberte@canisius.edu)

## *Membership Committee*

**Purpose:** Promotes the value of membership through innovative recruitment efforts; follows up with lapsing members to encourage their continued membership; plans and executes periodic recruiting and membership events.  
**Meetings:** Meets monthly. Most meetings are held in the morning.  
**Needed:** Multiple new members needed.  
**Contacts:** Grace Gerass / Quinlan  
716-691-6200 / [gracegerass@gmail.com](mailto:gracegerass@gmail.com)

## *Program Committee*

**Purpose:** Selects topics, speakers and locations for professional development programs; organizes annual Sunrise Seminar series.  
**Meetings:** Meetings as needed; most communication takes place by e-mail or telephone.  
**Needed:** New co-chair and additional members needed to help organize chapter programs.  
Matthew Biddle / University at Buffalo School of Management  
716-645-5455 / [mriddle@buffalo.edu](mailto:mriddle@buffalo.edu)

## *PRSSA Liaison Committee*

**Purpose:** Acts as a bridge between PRSA and the four student chapters in the region, working with advisors and student leaders. Supports student chapter recruitment and programming. Develops PRSA-PRSSA policies.  
**Meetings:** Meetings as needed; most communication takes place by e-mail or telephone.  
**Needed:** New members to increase the cooperation between PRSA and PRSSA. PRSSA alumni are encouraged to join the committee.  
**Contact:** Nick Maxwell / Edelman Intelligence  
585-343-9148 / [maxwellnj01@gmail.com](mailto:maxwellnj01@gmail.com)

## *Sponsorship Committee*

**Purpose:** Creates proposals and approaches potential chapter sponsors.  
**Meetings:** Meetings are flexible; most business is done by e-mail or telephone.  
**Needed:** Chair and committee members needed immediately.  
**Contact:** Sponsorship Committee  
[sponsorship@prsabuffaloniagara.org](mailto:sponsorship@prsabuffaloniagara.org)

*Committee members gain new ideas,  
make valuable business contacts, learn about job opportunities,  
earn confidence and valuable skills, and develop their leadership abilities.*