

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: Angela Berti, APR / NYS Office of Parks, Recreation and Historic Preservation
716-278-1764 / Angela.Berti@parks.ny.gov

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

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@nfcwny.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: Samantha Pierce / ReviveHealth
716-553-3882 / spierce1216@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

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: Marcene Robinson / University at Buffalo University Communications
716-645-4595 / marcener@buffalo.edu

May Randazzo Scholarship/ Sponsorship Committee

Purpose: Publicizes, judges and raises funds for the chapter’s two scholarships for PR students in area colleges. Plans annual basket auction. Creates proposals and approaches potential chapter sponsors.
Meetings: Meets two to three times per year, at most. Most planning and judging take place by e-mail.
Needed: Committee members welcome.
Contact: Emily Ciralo / National Fuel
716-857-7861 / ciraoloe@natfuel.com

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. Multiple new members needed.
Needed: Committee members welcome.
Contacts: Grace Gerass / University at Buffalo Office of Donor and Alumni Communications
716-881-8056 / 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

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: Samantha R. Schlein / Vanner Insurance
716-949-1087 / sschlein@vannerinsurance.com

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