

2016 Membership Directory



West Virginia Chapter
Advancing the Profession and the Professional
for more than 30 years
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Committees

Chairs listed in italic.

Accreditation Committee provides assistance and information to chapter members on accreditation, schedules APR study sessions and administers exam

Jennifer Goddard, APR

All chapter APRs

Awards Committee develops entry forms and issues call for entries, arranges for judging of entries and orders awards, designs, schedules and prepares for gala and presentation of awards

Aly Goodwin Gregg

Bryna Butler, APR

Tammy Harper

Bylaws Committee reviews bylaws and submits any updates to membership and PRSA every three years

Joe Long, APR

George Manahan

Jeri Matheney, APR

Chapter Excellence Committee develops entry materials for East Central District Chapter Excellence competition

Andrew Wessels

Corporate Sponsorship Committee develops advertising and sponsorship packages for potential sponsors, and solicits sponsors for chapter events and publications

George Manahan

Ethics Officer

Cathryn Gibbs Harris, APR, Fellow PRSA

Membership Committee provides membership directory for all PRSA members, updates directory as needed, distributes information on membership to prospective members, acts as liaison to PRSA membership division, provides treasurer with list of members for invoicing of membership investment

Diane Holley-Brown, APR

Alisha Maddox

Mentor Committee develops applications and guidelines for mentorship arrangements between senior professionals and students/early career professionals.

M.E. Gamble

Nominating Committee presents a slate of officers for election by the membership at the annual business meeting

Jeri Matheney, APR

Joe Gollehon, APR, Fellow PRSA

Deb Wheeler, APR

Professional Development Committee is responsible for designing, scheduling, securing speakers, locations and all other preparations necessary in regard to two professional development programs each year

Rachel Coffman

Program Committee develops programs for each month, arranges for speakers, locations, and meeting notices
Brandon Totten

Public Relations Committee produces and distributes monthly issues of *Chapter & Verse* and works with Social Media Committee to keep members informed of chapter activities, member news and industry trends
Brett White

Public Service Committee selects public service effort and secures approval of same from board of directors and implements program with assistance of chapter members, reporting results to board of directors
Jordan Pence

Student Liaison Committee works with college PRSSA chapters and selects scholarship/grant candidates
Buddy Davidson

Past Presidents

Andrew Wessels	2015
Sara Payne Scarbro	2014
Jeri Matheney, APR	2013
Deborah S. Starks	2012
Lisa Wharton	2011
George Manahan	2010
Buddy Davidson	2009
Tammy Harper	2008
Todd Beane	2007
Bill Bissett	2006
Brian Peterson	2005
Bryan Brown	2004
John Womack, CAE	2003
John Golden, APR	2002
Erika Bailey	2001
Harry Mitchell	2000
Virginia R. Painter	1999
Dolores A. Kinder, APR	1997-1998
Randy Bobbitt, APR	1996-1997
Karen Mess Frashier, APR, Fellow PRSA	1995-1996
Penney A. Hall, APR	1994-1995
Susan Akers Nelson, APR	1993-1994
Helen Matheney, APR	1992-1993
Karl Brack	1991-1992
Rae Lynn Cupp	1990-1991
Bonnie J. McCarthy, APR	1989-1990
Diane Slaughter, CAE, APR, Fellow PRSA	1988-1989
Joe B. Long, APR	1987-1988
Ann S. Green	1986-1987
Roberta P. Fowkles, APR	1985-1986
Benjamin J. Polis	1984-1985
Joe W. Gollehon, APR, Fellow PRSA	1983-1984
Cathryn Gibbs Harris, APR, Fellow PRSA	1982-1983
Joel Curry	1981-1982
W. William Chaddock, APR	1979-1981

Accreditation/APRs

The Public Relations Society of America maintains a national accreditation program available to members in the public relations profession. Accreditation is attained by successfully completing both a Readiness Review conducted by a panel of three peers and a computer-based examination.

The practitioner must demonstrate a general knowledge of the broad field of public relations, and must have a comprehensive understanding of his or her concentration within the field. A member who is “Accredited in Public Relations,” or APR, has achieved the highest status available to anyone in the public relations profession.

Those individuals listed as “Fellow PRSA” have achieved the APR status, in addition to being nominated and accepted into the PRSA College of Fellows in recognition of contributions to the profession and the community after 20 years of experience in public relations.

The West Virginia Chapter is pleased to have the following members who have achieved APR and Fellow status:

Bryna Butler, APR
Jennifer Reed Goddard, APR
Joe W. Gollehon, APR, Fellow PRSA
Charles R. Harman, APR
Cathryn G. Harris, APR, Fellow PRSA
Diane Holley-Brown, APR
Joe B. Long, APR
Jeri Matheney, APR
Helen Matheney, APR
Shawn Patterson, APR
Jeanette Rowsey, APR
Diane Slaughter, CAE, APR, Fellow PRSA
Deborah S. Wheeler, APR
Beth White, APR

Honorees

John H. Womack, Jr.

Chapter Service Award

2015	Sara Payne Scarbro
2014	Brandon Totten
2013	Todd Beane
2012	Kenneth "Buddy" Davidson
2011	George Manahan
2010	John Womack
2009	BrickStreet Insurance staff
2008	Bethany Ross/Jennifer Vieweg
2007	Tee Ford-Ahmed, Ph.D.
2006	Brian Peterson
2005	Tammy Harper Wheeler
2004	John Womack, CAE
2003	Jennifer Reynolds
2002	Todd Beane
2001	John Golden, APR
2000	Joe B. Long, APR
1999	Dolores A. Kinder, APR and Virginia R. Painter
1998	Karen Mess Frashier, APR, Fellow PRSA
1997	Chuck Rice
1996	Penney Hall, APR
1995	Virginia Painter and Robin Long
1994	Chuck Rice
1992	Diane Slaughter, APR
1991	Roberta Fowlkes, APR
1990	Cathryn Gibbs Harris, APR, Fellow PRSA
1988	F. David Cotten, APR, Fellow PRSA

Lifetime Achievement

2014	Linda Arnold
2013	George Manahan
2000	Ann S. Green
1996	Thad Epps (deceased)
1995	Charles Ryan, APR

Outstanding West Virginian

2015	Dr. E. Gordon Gee
2014	Senator John D. Rockefeller IV
2013	Jennifer Garner
2012	Larry Groce
2011	Jim Justice
2010	Coach Bob Huggins
2006	Andy Milovich
1995	Dr. Edwin Welch
1994	Thomas S. Acker, S.J.
1993	Barbara C. Williams
1992	Read Aloud West Virginia
1991	Gov. Cecil Underwood
1989	Thomas C. Burns
1988	C. Gregory VanCamp
1987	Dr. Dale Nitzschke
1986	WV Broadcasters Assn.
1985	Sen. Jennings Randolph
1984	Jo Silman

Honorees

Practitioner of the Year

2015 Susan Lavenski
2014 Aly Goodwin Gregg
2013 WV-based Communications Staff,
Appalachian Power
2012 Kim Harbour
2011 Sara Payne Scarbro
2010 Lynn Swann
2009 George Manahan
2008 C. Bryan Brown
2007 Lisa Wharton Turner
2006 Linda Arnold
2005 John Womack, CAE
2004 Joe Stevens
2003 Helen Matheny, APR
2002 Joe Gollehon, APR, Fellow PRSA
2001 Virginia Painter
2000 Karen Mess Frashier, APR, Fellow PRSA
1999 Penney A. Hall, APR
1998 Jeri H. Matheny, APR
1997 Diane Slaughter, CAE, APR, Fellow PRSA
1996 Joe Long, APR
1994 Harry Mitchell
1993 Brent Archer
1992 Communications Staff,
Columbia Gas Transmission
1991 Cathryn Harris, APR, Fellow PRSA
1990 John W. Wiater, APR, Fellow PRSA
1989 Dan Lacy
1988 Caryn Gresham
1987 Cathryn Gibbs Harris, APR, Fellow PRSA
1986 Ann S. Green
1985 William Chaddock, APR
1984 Roberta Fowlkes, APR

PRSA College of Fellows

2011 Joe Gollehon, APR, Fellow PRSA
2006 Diane Slaughter, CAE, APR, Fellow PRSA
1998 John W. Wiater, APR, Fellow PRSA
(deceased 2010)
1997 Cathryn Gibbs Harris, APR, Fellow PRSA

Cathryn G. Harris, APR, Fellow PRSA

PRSSA Chapter of the Year

2015 West Virginia University
2014 Marshall University
2013 West Virginia University
2012 Bethany College

Dr. Hal Shaver, APR

Public Relations Educator of the Year

2015 M.E. Yancosek Gamble, Bethany University
2014 Trevellya (Tee) Ford-Ahmed, Ph.D., WVU
2013 Terry Hapney, PhD, Marshall University
2012 Rita Colistra, West Virginia University

Young Professional Award

2015 Jessica Hall
2014 Chesea Ruby
2013 Jessica Sharps
2012 Rachel Coffman
2011 Laura Jordan

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Bylaws As amended 2011

ARTICLE I – GENERAL

Section 1. Name. The name of this organization is West Virginia Chapter of the Public Relations Society of America, hereinafter called the “Chapter.” The Chapter functions as a regional division of the Public Relations Society of America, Inc., hereinafter called the “Society” or “PRSA.”

Section 2. Territory and Location. The Chapter will operate and serve members within the territory approved by the Society, and its principal office will be located in a place determined by the Chapter’s board of directors. The territorial limits approved by the Society for this Chapter are West Virginia as well as border areas in other states that may be appropriate.

Section 3. Objectives. In accordance with the purposes of the Society as set forth in the Society’s articles of incorporation and bylaws, the objectives of this Chapter shall be to serve a diverse community of professionals, empowering them to excel in effective, ethical and respectful communications on behalf of the organizations they represent and the constituencies they serve, and advance the careers of its members by:

- Uniting those engaged in the profession.
- Strengthening the relationships of public relations professionals with employers and clients, with government at all levels, with educators, with the news media, and with the public.
- Providing lifelong learning.
- Establishing vibrant, diverse and welcoming professional communities.
- Recognizing capabilities and accomplishments.
- Encouraging thought leadership, ethics and professional excellence.

A strong secondary objective is to encourage and support the education of student practitioners and to help them

become professionals within the field. In addition, the Chapter will seek to improve the relationship and understanding between member public relations practitioners and the people and industries they serve.

Further, the Chapter, its board, officers, and members shall support and adhere to the bylaws, purposes, code of ethics, and all applicable policies and procedures established by the Society.

Section 4. Restrictions. All policies and activities of the Chapter shall be consistent with:

- Applicable federal, state and local antitrust, trade regulation or other requirements.
- Tax-exemption requirements imposed on the Society under Internal Revenue Code Section 501(c)(6), including the requirements that the Chapter shall not be organized for profit and that no part of its net earnings shall inure to the benefit of any private individual.

ARTICLE II – MEMBERSHIP

Section 1. Membership Eligibility. Membership in the Chapter is limited to individuals in good standing with the Society, who are in compliance with the Society’s bylaws, member code of ethics, and applicable policies and procedures, and who have paid membership dues to the Chapter.

Section 2. Admission to Membership. Admission to membership in the Society shall be governed by the pertinent provisions of the Society’s bylaws and subject to the eligibility requirements set forth above in Section 1.

The West Virginia Chapter of the Public Relations Society of America has six membership categories: Public Relations Practitioner; New Practitioner; Related Practitioner; Future Practitioner; Retired; and Alumni.

Members in all categories except Future Professional, Retired and Alumni are required to be members in good standing of the Public Relations Society of America at the national level.

Public Relations Practitioners and New Practitioners can hold any chapter office for which they are eligible; Related Practitioners can serve as a Director, but not a chapter officer, Future Professionals, Retired and Alumni members cannot serve as an officer or director.

- Category 1 – Public Relations Practitioner is one who is working in the traditional public relations fields.
- Category 2 – New Practitioner is a practitioner who has joined the chapter within two years of earning their undergraduate degree or graduate degree, or who has worked in the profession for less than two years.
- Category 3 – A Related Practitioner is a practitioner working in a non-traditional field involving public relations or management of public relations functions, but who are not considered a full-time public relations practitioner. Examples include: association, business management, government employment or government relations where traditional public relations functions are not at least 50 percent of their normal responsibilities.
- Category 4 – A Future Practitioner is a college or university student who is an active member of their Public Relations Student Society of America (PRSSA) chapter or who attends a college or university which does not have an active PRSSA chapter. Future practitioners can take part in Chapter activities and, once obtaining junior status or higher, can be listed in the Chapter membership directory at no cost as part of the Chapter's support for helping future practitioner's find internships and/or employment.
- Category 5 – Any Retired member of the Chapter who has been a member of PRSA in good standing for at least five years and is gainfully employed less than 50 percent of the time is eligible for retirement status. Members on retirement status shall enjoy all the rights and privileges of membership.
- Category 6 – An Alumni member is any former member who no longer lives within the area covered by the West Virginia chapter, but who wishes to retain some personal and professional contact with the members of the Chapter. Alumni members can maintain their membership directory listing, access to the chapter website and other member privileges. Members in this category are not considered voting members of the Chapter.

Section 3. Rights and Privileges of Membership. Membership carries with it a definitive obligation to pay all applicable dues, fees and other charges (collectively referred to as “financial obligations”), as provided in these bylaws and as determined by the board from time to time. Any payments by a member to the Society does not mitigate such member's financial obligations to the Chapter.

The fiscal year of the Chapter shall be the calendar year.

Section 4. Resignation or Termination of Membership.

- (a) Membership is automatically terminated without action by the board for failure to pay applicable dues for more than three months, failure to meet the eligibility requirements for membership, or when the membership to the Society has been terminated for any reason, including non-payment of dues.
- (b) A member may resign by submitting a written resignation.
- (c) Termination or resignation does not relieve a member from liability for any financial obligations accrued and unpaid

as of the date of the termination or resignation.

Section 5. Dues. The amount of Chapter dues shall be fixed annually by the Chapter's board of directors and shall be payable in advance in accordance with the Chapter's fiscal policies. Any member whose Chapter dues are unpaid for three months shall be considered not in good standing and shall not be entitled to vote, hold office or enjoy other privileges of chapter membership, provided such member shall have been duly notified.

Section 6. Membership Meetings.

- (a) There shall be an annual membership meeting each year held at such date, time and place as may be designated by the board.
- (b) In addition to the annual meeting, there shall be regular membership meetings at least four times a year at such times and places as may be designated by the board.
- (c) Special meetings of the Chapter may be called by the president, the board or on written request by 25 percent of the Chapter members.
- (d) Notice of the annual meeting shall be given to each member personally by mail, electronic mail or other mode of written transmittal at least thirty days prior to the meeting. Notice of a regular meeting or special meeting shall be given to each member at least 10 days in advance.
- (e) A quorum for membership voting is one-third (1/3) of the voting members present in person [or by proxy].
- (f) Voting at any membership meeting may be done in person or by proxy, with each voting member having a single vote. A majority of the members voting in person or by proxy where a quorum is present carries an action. Members may vote without a meeting in elections, or on any matter presented by the board where a quorum participates and the

votes are submitted in writing by postal or other delivery, facsimile, electronic mail or any other electronic means.

ARTICLE III - OFFICERS AND BOARD OF DIRECTORS

Section 1. Scope. The affairs of the Chapter are managed by its board of directors. It is the board's duty to carry out the objectives and purposes of the Chapter, and to this end, it may exercise all powers of the Chapter. The board is subject to the restrictions and obligations set forth in these bylaws, the Society's bylaws, policies and procedures, and code of ethics.

Section 2. Board Composition. The governing body of the Chapter shall be a board of directors consisting of the president, president-elect, secretary, treasurer, immediate past president, PRSA Leadership Assembly delegate(s) and three (3) directors-at-large. Directors and officers shall be members in good standing with the Chapter and the Society. Directors and officers shall be elected by the Chapter membership at its annual meeting for a term of one year, beginning Jan. 1 and ending when their successors are elected and installed. The board shall set forth the nomination and election procedures and make such procedures available to the membership.

Section 3. Chapter Officers. The officers of the Chapter shall be a president, president-elect, secretary, treasurer and immediate past president. The offices of secretary and treasurer may be combined and held by the same person at the discretion of the board. The officers shall be elected by Chapter membership at its annual meeting for a term of one year, beginning Jan. 1 and ending when their successors are elected and installed. No officer having held an office for two successive terms shall be eligible to succeed himself/herself in the same office.

Section 4. President. The president shall preside at all meetings of the Chapter

and of the board. He/she shall appoint all committees with the approval of the board and shall be an ex-officio member of all committees, unless otherwise provided by the board. The president shall perform all other duties incident to the office. [The president or his/her designee shall serve as a PRSA Leadership Assembly delegate.]

Section 5. President-Elect. The president-elect, in the absence or disability of the president, shall exercise the powers and perform the duties of the president. He/she shall assist the president and perform other duties as shall be prescribed by the board. [The president-elect or his/her designee shall serve as a PRSA Leadership Assembly delegate.]

Section 6. Secretary. The secretary shall keep records of all meetings of the Chapter and of the board, send copies of such minutes to PRSA Headquarters and to the district chair, issue notices of all meetings, maintain or cause to be maintained the roll of membership, and perform all other duties customarily pertaining to the office.

Section 7. Treasurer. The treasurer shall receive and deposit all Chapter funds in the name of the Chapter, in a bank or trust company selected and approved by the board. He/she shall issue receipts and make authorized disbursements by check after proper approval by the president or board. He/she shall prepare the Chapter's budget, make regular financial reports to the board, render an annual financial statement to Chapter membership and perform all other duties incident to the office.

Section 8. Immediate Past-President. The immediate past president shall be responsible for coordinating the Chapter's entries for the East Central District Chapter Excellence Awards. He/she shall also review the Chapter's bylaws and recommend necessary changes to the Chapter Board and membership.

Section 9. Leadership Assembly

Delegate. The PRSA Leadership Assembly delegate(s) shall serve as the Chapter's representative at meetings of the PRSA Leadership Assembly, and as a liaison between the Society and the Chapter. The Leadership Assembly Delegate shall be elected by the Chapter membership for a three year term. To be eligible to serve as a PRSA Leadership Assembly Delegate, a member must be Accredited in Public Relations (APR), or be a current or former member of the Chapter's board.

Section 10. Vacancies. In the event of death, resignation, removal or expulsion of any officer or director, including the PRSA Leadership Assembly delegate, the board shall elect a successor who shall take office immediately and serve the balance of the unexpired term, or until the next annual election.

Section 11. Removal or Resignation.

- (a) Any director who misses more than three consecutive board meetings without an excuse acceptable to the board may be given written notice of dismissal by the Chapter president and replaced in accordance with Section 9 above.
- (b) Any officer may be removed by: (1) two-thirds of the members voting where a quorum is present, or (2) three-quarters of the full board, excluding the officer proposed to be removed. Any officer proposed to be removed shall be provided with advance written notice, including the reason for the proposed removal, and must have an opportunity to respond to the proposed removal in writing or in person.
- (c) Any director or officer may resign at any time by providing written notice to the board.
- (d) Any removal or resignation of a person as an officer automatically results in that person's removal or resignation from the board.

Section 12. Board Meetings. There shall

be at least four meetings of the board at such times and places as it may determine. It shall meet at the call of the president or upon call of any three directors. Notice of each meeting of the board shall be given personally by mail, electronic mail or other mode of written transmittal to each director at least seven days prior to the meeting. Proxy voting is prohibited at board meetings.

Section 13. Quorum. A majority of the directors in office shall constitute a quorum for all meetings of the board.

Section 14. Compensation and Reimbursement. No director or elected officer of the Chapter shall be entitled to any salary or other compensation, but may be reimbursed for expenses reasonably incurred in connection with the performance of their duties.

ARTICLE IV – COMMITTEES

Section 1. Appointment and Dissolution of Committees. The board may appoint and dissolve committees to carry on the affairs of the Chapter as the board deems necessary or advisable. The board shall determine the duties of any such group, as well as its size and tenure. All committees established under this section shall be subject to the authority of the board.

Section 2. Committee Reports. The chair of each committee shall report its activities regularly to the board. All committee activities shall be subject to approval by the board.

ARTICLE V - AMENDMENTS

These bylaws may be amended by a two-thirds vote of the members present at any meeting in which a quorum is present, provided such proposed amendment(s) has been approved by the Chapter's board, and at least thirty days' notice has been given to all members of any proposed amendment(s). Amendments adopted in accordance with this provision become effective only after approval by the Society's board.

In years evenly divisible by three, the President shall appoint a special committee to review and revise, as necessary, both the Chapter's bylaws and policy manual.

ARTICLE VI – MISCELLANEOUS

Section 1. Charter. The Chapter, its officers, directors, and agents must conform with and maintain its charter and all Chapter affiliation requirements imposed by the Society.

Section 2. Books and Records. The Chapter must keep books and records of its financial accounts, meeting minutes, and membership list with names and addresses. The Chapter will make its books and records available to the Society at any time.

Section 3. Annual Report to the Society. The Chapter will submit an annual report to the Society each year, as well as any other document or report required by the Society.

Section 4. Conflict-of-Interest Policy. The board will adopt a conflict-of-interest policy and annual disclosure process that applies to all officers and directors of the Chapter.

Section 5. Assets of Chapter and Dissolution. No member of the Chapter has any interest in, or right or title to the Chapter's assets. Should the Chapter liquidate, dissolve or terminate in any way, all assets remaining after paying the Chapter's debts and obligations must be transferred from the Chapter's bank account to the Society, as such assets are at all times the property of the Society. In no event may any assets inure to the benefit of or be distributed to any member, director, officer, or employee of the Chapter.

Section 6. Nondiscrimination. In all deliberations and procedures, the Chapter will subscribe to a policy of nondiscrimination on the basis of race, creed, religion, disability, sex, age, color, national origin or sexual or affectional preference.

Policy Manual As amended 2011

Section 1 – Dues & Fees

A. Amount. The amount of Chapter dues shall be fixed annually by the Chapter's Board of Directors and shall be payable on January 1 each year.

B. Nonpayment of Dues and Fees. Any member whose Chapter dues, meeting fees or other fees are unpaid for three months shall be considered not in good standing and shall not be entitled to vote, hold office or enjoy other privileges of Chapter membership, provided such member shall have been duly notified.

C. Fiscal Year. The fiscal year of the Chapter shall be January 1 through December 31.

D. Audit. The books of the Chapter shall be audited at least once annually in a manner prescribed by the Board of Directors.

Section 2 – Membership Meetings

A. Annual Meeting. There shall be an Annual Business Meeting of the Chapter in October each year at such time and place as the Board of Directors may designate.

B. Regular Meetings. There shall be no fewer than three membership meetings each year at such times and places as may be designated by the Board of Directors.

C. Special Meetings. Special meetings of the Chapter may be called by the President, the Board of Directors or on written request by twenty-five percent of the Chapter members.

D. Notice of Meetings. Notice of the Annual Business Meeting shall be distributed to each member at least thirty days in advance. Notice of a regular meeting shall be distributed to each member at least ten days in advance.

E. Reservations and Fees. Members are strongly urged to make advance reservations for monthly meetings. Meeting fees are due and payable for those making reservations, even if the member is unable to attend.

Section 3 – Chapter Management

A. Committee Appointments. Between the election of officers and the beginning of the fiscal year, the incoming President shall appoint all committee chairpersons. Vice-chairpersons also shall be appointed, with a goal of training them to assume chapter leadership roles.

B. Strategic Planning. Once each year, the President and President-Elect will be expected to convene an extended meeting of the Board of Directors and all interested Chapter members for

the purpose of planning. The focus of the strategic planning session will be identified by the President-Elect with the approval of the Board. Results of the strategic planning session will require action of the Board prior to implementation, and should be shared with Chapter members.

C. Budgeting. All committee chairpersons are expected to compile a budget for their committees and submit it to the President, Treasurer and Executive Director prior to the January Board meeting. Budgets should cover revenue and expenses, and will be prepared for approval at the February Board meeting.

D. Mailing Lists. The mailing lists for members, prospective member, professional development sessions and Crystal Award entries shall be maintained by the Executive Director. These mailing lists are not for sale or rental; however, the membership directory is available for \$25 and is provided as a benefit for Chapter members.

E. Joint Projects. Approving joint projects with other organizations is the responsibility of the Board of Directors. Proposals should be presented to the Board prior to any commitment being made. The proposal should include expected revenue, expenses and the proposed distribution between participants.

Section 4 – Responsibilities of Officers and Board Members

A. Requirements. Officers and Board members should be committed to the goals and objectives of the Chapter as demonstrated by prior service as an officer, board member, committee chairperson and leadership in key Chapter and Board functions. The individual should be respected in the profession, willing to expand his or her knowledge of the Board and the Chapter, and willing to commit the time necessary to this role. The individual should represent the Chapter in the profession and community through cooperative action and ongoing public relations.

B. Costs. Certain incidental costs must be anticipated and absorbed by Board members. These costs may include, but are not limited to: incidental typing, postage, copying, phone charges, faxes and other costs incurred in conducting routine Chapter business. PRSA-WV Chapter will pay for significant costs incurred as a result of planned Chapter activities, provided the Board member prepares a budget in advance, receives Board approval for the expenses and the Chapter has the funds to cover the expenses.

C. President. The purpose of the President is to provide leadership to the Board, ensure that the Board meets all of its responsibilities, serve as the chief spokesperson in Chapter matters and promotes Chapter programs. Specific responsibilities include:

- presides over all regular and special meetings of the Board.
- appoints, with the approval of the Board, committee chairpersons and committees, ensuring that the potential of each member is recognized. Serves as an ex-officio member of all committees except the Nominating Committee.
- coordinates the functions of all officers and committees. Ensures that the committee structure operates smoothly and that the purpose of committees is routinely evaluated.
- directs the overall operations of the Chapter. Oversees the planning and goal-setting process. Recommends and directs the execution of policies and programs in the interest of members and with approval of the Board. Co-signs with the Executive Director all written contracts and obligations of the Chapter.
- monitors the financial health and financial management of the Chapter in cooperation with the Board and the Executive Director. Has signature authority on all Chapter accounts and ensures all IRS requirements are met.
- represents, or designates a chapter member to represent, the Chapter within the PRSA East Central District. Selects an alternate if Assembly Delegate is unable to attend Assembly meetings. Ensures the Chapter meets the minimum standards for chapters as outlined by PRSA.
- serves as the official spokesperson for the Chapter.
- oversees the work of the Executive Director. Supervises and coordinates the annual evaluation of the Executive Director.

D. President-Elect. The purpose of the President-Elect is to assist the President in providing leadership to the Board and ensure that the Board fulfills all of its responsibilities. Specific responsibilities include:

- performs all duties of the President if the President is unable to perform those duties for any reason.
- assists the President in coordinating and directing committee activities and Chapter operations. Performs such duties as delegated by the President.
- recommends goals, objectives, plans and programs to the President.
- consults and assists the President on matters of policy and procedure.
- represents the Chapter within the PRSA East

Central District in the absence of the President.

- ensures the Chapter meets the minimum standards for chapters as outlined by PRSA.
- assists the President in monitoring the financial management of the Chapter in cooperation with the Board and Executive Director
- assists the President in supervising and coordinating the annual evaluation of the Executive Director.

E. Treasurer. The purpose of the Treasurer is to assist the President and President-Elect in providing leadership to the Board and ensuring that the Board meets all of its responsibilities by maintaining accurate and detailed financial records for the Chapter. Specific responsibilities include:

- works with Chapter President and Executive Director to establish annual budget for approval by the Board of Directors.
- works with Executive Director to collect Chapter dues and all other monies, deposit those monies into a bank selected and approved by the Board and issue receipts. Maintains the Chapter membership roll.
- works with the Executive Director to manage and disburse all Chapter monies, with approval of the Board. Advises Board of financial status by supplying detailed reports at each Board meeting.
- prepares and renders annual financial statement for audit as directed.
- complies with IRS regulations for filing IRS Form 990.

F. Secretary. The purpose of the Secretary is to assist the President and President-Elect in providing leadership to the Board and ensuring that the Board meets all of its responsibilities by maintaining accurate and detailed Chapter records. Specific responsibilities include:

- records and keeps minutes of all meetings of the Board of Directors and Chapter. Issues notices of such meetings as required, in conjunction with the Executive Director, with direction of President. Distributes minutes of each meeting to the Board within 15 days after meeting date.
- ensures proper safekeeping of all chapter records and keeps accurate, detailed records.
- checks the Chapter post office box, or causes it to be checked, at least once a week, distributing mail accordingly.
- assists the Treasurer in maintaining the membership roll.
- distributed the Nominating Committee's report and slate to the full membership as outlined in the Chapter bylaws.
- maintains a true and complete version of the bylaws and policy manual.

G. Immediate Past President. The purpose of the Immediate Past President is to provide leadership to the President and the Board and ensure that the Board meets all of its responsibilities. Specific responsibilities include:

- assists and advises the President in coordinating and directing committee activities and Chapter operations. Performs such duties as delegated by the President.
- serves as Chairperson of the Past Presidents' Council.
- recommends goals, objectives, plans and programs to the President.
- advises the President on matters of policy and procedure.
- ensures the Chapter meets the minimum standards for chapters as outlined by PRSA.

H. Assembly Delegate. The purpose of the Assembly Delegate is to ensure that the Chapter focuses on its stated mission and that all activities adhere to the standards set forth by PRSA, represents the Chapter and communicates its interests to PRSA. Specific responsibilities include:

- attends all Board meetings and performs such duties as the President and Board may assign.
- monitors PRSA issues and policies as disseminated from or proposed to national organization. Attends and represents Chapter at PRSA Assembly meetings. Upon return from Assembly meetings, at least one delegate must provide a written report to the Board and prepare pertinent information for publication in the Chapter newsletter.
- advises and recommends policies, procedures, plans and programs to the President.
- represents the needs of the profession and Chapter members on the Board.
- assesses the profession and evaluates Chapter programs to ensure that the needs of members are addressed.
- ensures that the Chapter and the Board operate efficiently and in accordance with both the Chapter and PRSA bylaws, as well as in the best interest of Chapter members.

I. Board Members. The purpose of board members is to be legally and morally responsible for all activities of the Chapter and to ensure that the Chapter focuses on its stated mission. In general, Board members determine policy. Specific responsibilities for each board member include:

- attends all Board meetings and performs such duties as the President and Board may assign.
- establishes Chapter objectives and formulates Chapter policy for achieving these objectives.

Plans for the Chapter's future through long- and short-range plans, monitors their implementation and evaluates them on a regular basis.

- develops financial support for the Chapter and ensures its financial accountability.
- advises and recommends policies, procedures, plans and programs to the President.
- holds the properties of the Chapter as needed.
- represents the needs of the profession and Chapter members on the Board.
- assesses the profession and evaluates Chapter programs to ensure that the needs of members are addressed.
- ensures that the Chapter and the Board operate efficiently and in accordance with both the Chapter and PRSA bylaws, as well as in the best interest of Chapter members.

Section 5 – Responsibilities of Committee Chairpersons

A. Requirements. Committee chairperson should be committed to the goals and objectives of the Chapter as demonstrated by prior service as an officer, board member, committee chairperson and leadership in key Chapter functions. The individual should be respected in the profession, willing to expand his or her knowledge of the Committee and the Chapter, and willing to commit the time necessary to this role. The individual should represent the Chapter in the profession and community through cooperative action and ongoing public relations.

B. Costs. Certain incidental costs must be anticipated and absorbed by Committee chairpersons. These costs may include, but are not limited to: incidental typing, postage, copying, phone charges, faxes and other costs incurred in conducting routine Chapter business. PRSA-WV Chapter will pay for significant costs incurred as a result of planned Chapter activities, provided the Committee chairperson prepares a budget in advance, receives Board approval for the expenses and the Chapter has the funds to cover the expenses.

C. Purpose and Core Responsibilities. The purpose of Committee chairpersons is to provide leadership to a specified PRSA-WV Chapter committee to ensure that it focuses on and successfully achieves its assigned function. Core responsibilities of each committee chairperson are:

- calls and presides over all committee meetings.
- recruits and actively involves Chapter members from across the state to serve on the committee.
- regularly reports to the Board the activities of the committee and seeks approval for the direction of the committee.
- provides an annual budget to the Chapter President, Treasurer and Executive Director by January 1, and ensures that the committee

stays within that budget. Seeks Board approval for all committee expenditures or exceptions to the budget.

- evaluates the function of the committee to ensure that the stated purpose is addressed and that the committee continues to serve a needed role for the Chapter. This evaluation shall include the flexibility to create or disband committees as permitted by the bylaws and as needed to meet the changing needs of the chapter and the personnel available.
- publicizes events of the committee to both internal and external audiences.
- D. Accreditation Committee.
 - provides assistance and information to chapter members on accreditation
 - schedules APR study sessions and administers exam
- E. Awards Committee
 - develops entry forms and issues call for entries
 - arranges for judging of entries
 - orders awards
 - designs, schedules and prepares for gala and presentation of awards
- F. Membership Committee
 - provides membership directory for all PRSA members; updates directory as needed
 - distributes information on membership to prospective members
 - acts as liaison to PRSA membership division
 - provides treasurer with list of members for invoicing of membership investment
- G. Newsletter Committee
 - provides information regarding local, district and national information and events
 - notifies members of meetings and professional development seminar
 - provides other information to chapter members
 - publishes newsletter monthly
- H. Nominating Committee
 - presents a slate of officers for election by the membership at the Annual Business Meeting
 - the committee shall be composed of three Members who are Accredited
- I. Professional Development Committee
 - responsible for designing, scheduling, securing speakers, locations and all other preparations necessary in regard to two professional development programs each year
- J. Programs Committee
 - develops programs for each month, excluding December and those scheduled for professional development
 - arrange for speakers, locations, meeting notices

and all other preparations necessary

- K. Public Service Committee
 - selects public service effort, and secures approval of same from Board of Directors
 - implements program with assistance of chapter members, reporting results to Board of Directors
- L. Student Liaison Committee
 - works with college PRSSA chapters
 - continues development of Project Protege
 - selects scholarship candidates

Section 6 – Responsibilities of Executive Director

A. Executive Director Responsibilities.

- The responsibilities of the Executive Director shall include:
 - serve as administrator of the organization.
 - service as professional advisor to the Board.
 - recommend appropriate policies to the Board.
 - implement effectively all policies adopted by the Board.
 - keep the Board fully and accurately informed about programs and services.
 - interpret the needs of the organization and present professional recommendations on all problems and issues considered by the Board.
 - assist President and Treasurer in developing Chapter budget and keep the Board informed concerning budget performance.
 - assist officers, Board members, committee chairpersons and Chapter members as required or requested.

B. Board of Director Responsibilities.

The responsibilities of the Board of Directors shall include:

- consult with the Executive Director on all matters under consideration.
- delegate responsibility for all administrative and executive functions.
- share all communications with the Executive Director.
- provide support to the Executive Director in carrying out professional duties.
- support the Executive Director in all decisions and actions consistent with policies of the Board.
- evaluate the performance of the Executive Director.

Section 7 – Positive Duty to Disclose

A. Advance Disclosure. Each person agreeing to be considered by the Nominating Committee or by petition as a nominee for Directory-At-Large or Officer of the Society has a positive duty to disclose to the Nominating Committee any possible or pending legal, regulatory or any other matter involving that person

that may arise during the person's prospective term of office and that might reflect adversely upon the profession or the Society. Persons agreeing to be considered as a nominee whether by the Nominating Committee or by petition shall sign a statement that they understand their positive obligation to disclose and that, to the best of their knowledge, they have fully disclosed to the Nominating Committee all information that might affect consideration of their nomination.

B. Prompt Disclosure. A person who a) has been nominated by the Nominating Committee or by petition to a post as Director-At-Large or Officer, but not yet elected, or b) has been elected as a Director-At-Large or Officers, but not yet having taken office or c) has taken office as a Director-At-Large or Officer, and members of the Board of Ethics and Professional Standards, and of each judicial panel, and who becomes aware of any legal, regulatory or any other matter involving them that may arise during their term of office and that might reflect adversely upon the profession or the Society is under a positive obligation to disclose such matter as promptly as possible to each member of the Board of Directors.

C. Chapter Compliance. Each chapter, district, professional group and other unit of the Society that shall select officers or Assembly Delegates shall require a similar disclosure in writing to its nominating committee or, in the absence of such a nominating committee, the then-sitting panel of officers.

D. Code Violation. Failure to disclose such information fully and promptly shall be deemed a violation of Article 2 and Article 3 of the Code of Professional Standards for the Practice of Public Relations.

E. Actions Taken. Information obtained by the Nominating Committee members or members of the Board of Directors under the Positive Duty to Disclose shall remain confidential unless potential violations of the Code of Professional Standards are involved. In case of such involvement, potential violations shall be referred to the Chapter's Board of Directors for investigation and action.

