

## PRSSA Meeting Minutes

September 23, 2009

- I. Welcome
- II. Engage 09-Jane
  - a. Speakers to be featured: Andrew Hudson, Melissa Hogan, and many more
  - b. 8 PR professionals panel
    1. Healthcare, government, corporate, sports, etc... (Members of the Panel are experts in many different PR areas)
  - c. Networking Opportunity
  - d. Engage 09 provides a chance to network with professionals, who can later help you find jobs and internships.
  - e. JKD & Company is offering an internship. See Jane after meeting if interested.
- III. Guest Speaker-Tom Hoog
  - a. Senior Counselor to the Chairman Hill & Knowlton
  - b. Topics covered: Communication, Corporate America and how to prepare to work in the field.
- IV. "Have we lived in an era of revolution or evolution?"
  - a. The speed of communication has created the revolution
  - b. Revolution=change related to communication
  - c. According to the Center for Creative Leadership, less than 40% of people trust the government, 22% trust corporate America, and 18% trust the media.
  - d. It has to be addressed why people have lost trust in the pillars of society.
- V. How do we regain trust?
  - a. Have to redefine our values
  - b. Communicate these values in an effective manner
- VI. Corporate America Moving forward
  - a. Diversity: great commitment has to be made
    - knowledge-we must know more
  - b. Broader understanding of audiences and how to get to them
    - traditional mediums have changed
  - c. Total commitment to ethical behavior
    - there is no place in our profession for "Spin"
  - d. Greater emphasis on being strategic
    - difference between tactic and strategic
  - e. Know the business of business
    - understand business imperatives
  - f. Greater Specialization
    - know the field (ask yourself "what do I want to specialize in?")
  - g. Stronger leadership qualities
    - we have lost sight of what leadership is
    - it is a responsibility that we EACH have
- VII. Advice from Tom Hoog
  - a. Education: board and specialized
  - b. You are always in the people business

- c. You have to know the world around you
  - d. INTERNSHIPS!
  - e. Find a mentor
  - f. Don't attempt to do anything alone-build a team to work with you
  - g. Know yourself-strengths, weaknesses and values
  - h. Tailor your resume and know what you are looking for in your career
  - i. Resume should not only be about past experiences, but future aspirations
  - j. Prepare for the interview process-process is a two way street
  - k. Know you personal set of values
  - l. Know what you want and expect out of employer
  - m. Think growth-difference between job and career
  - n. Commitment to life long learning
    - "Remember to have a life, not just a living"
- VIII. What Tom looks for in a potential hire
- a. 3 bones
    - 1. Funny Bone-Sense of humor
    - 2. Back Bone-willingness to stand up for what is right
    - 3. Wish Bone-Have dreams
- IX. Closing
- a. National Conference- those interested will have a quick meeting following the meeting