

## **Call for Nominations: PRSA Buffalo Niagara 2016 Board of Directors**

The nominating committee of the PRSA Buffalo Niagara Chapter is pleased to announce an open call for nominations to the chapter's board.

Several positions will become vacant at the year's end. These positions (which will begin on Jan. 1) and their descriptions are listed below.

If you are interested in serving on the board, please complete the nomination form and submit it with a current résumé. If you are nominating someone else, please provide contact info, basic background about the nominee and a résumé if available. The nominating committee will reach out to all nominees to confirm their interest and credentials.

Nominations are due Oct. 9. The board election will be held in November at the chapter's annual meeting.

Thank you for your continued involvement in the PRSA Buffalo Niagara Chapter.

### **Please submit all nominations and self-nominations to the nominating committee chair:**

Tony Astran, APR  
Seneca Resorts & Casinos  
716-501-2066  
[TAstran@SenecaCasinos.com](mailto:TAstran@SenecaCasinos.com)

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 track record of participation in PRSA chapter activities.
3. A minimum of five years of service in the profession is preferred.  
(Candidates with less professional experience who possess at least one year of committee service in the chapter may be considered.)
4. Must commit to attending at least nine board meetings per year (out of 12).
5. Previous approval of one's employer to serve, if elected.

## **Vacant positions (6):**

**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 performs 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** (*three-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.

**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 2016 Board:**

**PRESIDENT**

**Kevin Manne, APR**, is assistant director of communications for the University at Buffalo School of Management. He has been a member of the PRSA Buffalo Niagara chapter since 2009, has served on the board of directors for the past five years and is a past member of the chapter's E-communications committee. His work has earned awards from a number of professional organizations, including PRSA Buffalo Niagara, SUNYCUAD and NCMPR. Prior to joining UB, Kevin worked as new media specialist for Genesee Community College and as communications and PR specialist for Catholic Charities of Buffalo. He is a magna cum laude graduate of SUNY Buffalo State and is currently enrolled in the UB School of Management's Professional MBA program.

**IMMEDIATE PAST PRESIDENT**

**Jennifer Gallardo** is a senior account coordinator, corporate communications, for Independent Health. A member since 2007, Jennifer has served as a PRSSA liaison committee member, program committee chair, director-at-large and president-elect before becoming president in 2015. In 2011, she was named the chapter's Rising Star and took home a gold Excalibur Award in the newsletter category. Prior to joining Independent Health, she was director of public relations and marketing at the Alzheimer's Association, WNY Chapter. She graduated cum laude from Duquesne University, where she received a bachelor's degree in integrated marketing communications and English.

**DIRECTOR-AT-LARGE** (*3<sup>rd</sup> year of 3-year term*)

**Diane Zwirecki, APR**, is principal and owner of Plans for Success, specializing in communications plan development and the implementation of strategic communications tools to reach targeted internal and external audiences. Diane has more than 30 years in corporate and not-for-profit public relations, communications and marketing. She was communications manager for Goodyear Tire & Rubber for nine years, based at the company's Dunlop Tire facility in Tonawanda. Prior to that, she was public relations manager at Kaleida Health and assistant director of public relations at Sisters Hospital, Buffalo. A 1980 graduate of St. Bonaventure University, Diane earned her APR accreditation in 2000 and has been an active member of the chapter since 1997.

**DIRECTOR-AT-LARGE** (*2<sup>nd</sup> year of 3-year term*)

**Michelle Blackley** is the communication and community relations manager at Niagara Tourism & Convention Corporation, focusing on communications that reach a global audience and application of internal and external strategic plans. She has been a member of the PRSA Buffalo Niagara chapter for two years and was currently named to the executive committee of PRSA National's travel and tourism/nonprofit section. Michelle has worked more than 10 years in communications, including a career in publicity representing the book publishing industry in New York City and in the press office for the Labour Party of Ireland. Prior to that, she was a newspaper journalist in Rochester and continues to write on a freelance basis. Michelle also is an adjunct instructor at Niagara University's College and Tourism & Hospitality. She has a Master of Arts in speech and interpersonal communication from New York University.

**ASSEMBLY DELEGATE** (*2<sup>nd</sup> year of 3-year term*)

**Beth Silverman** is the communications manager for Buffalo State's Alumni Association. She previously was a search engine optimization strategist at LocalEdge, public relations specialist at Gateway-Longview, online sales and marketing coordinator for WGRZ-TV and communications coordinator for the Town of Hamburg Recreation Department. Beth, who received the chapter's Rising Star Award in 2013, is currently serving as one of the chapter's assembly delegates. She previously served a two-year term as chapter secretary and is chair of the E-Communications committee. She served on the chapter's Excalibur Awards committee in 2010 and 2011. Beth joined the chapter in 2009 and is a magna cum laude graduate of the University at Buffalo with a bachelor's degree in communication. She has volunteered with community organizations including the Buffalo Marathon, Ride for Roswell and the Alzheimer's Association of Western New York.

**PRSA Buffalo Niagara Board of Directors Nomination Form**

Name \_\_\_\_\_

Title \_\_\_\_\_

Employer / Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

Tel. Nos. (Work 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 \_\_\_\_\_