

A Message from Your President

As I look back over this year, I am filled with a huge sense of accomplishment at the growth of our chapter and the professional development of our members. We kicked off 2019 by establishing a set of desired goals that we, as a chapter, have worked hard to reach as the year has flown by. We have begun the process of evaluating our efforts related to these goals, and to close out the year, I would like to provide a few preliminary highlights:



- We end 2019 with 190 total members;
- We have added 23 new professional members in 2019;
- We had a total of 31 new student members join in 2019. We currently have 51 student members, which is a 70% increase compared to our 2018 student total, and far exceeding our stated goal of 10%;
- Chapter members referred 104 guests for invitation to our Annual October Membership Drive. We had 27 guests attend the Membership Drive, compared to 19 in 2018 and 17 in 2017. Seven of the guests who attended have joined;
- We exceeded our goal to maintain a monthly fund balance of \$7,500 and never had to access our savings of \$3,755.19;
- Our analysis of each budget line item showed that we adhered to our budget in nearly every category, with the exception of the cost for lunches as we expected. We exceeded our cost for the professional development workshop by \$229.65, but still netted \$690.25 in profit;

- We met our goal of determining a luncheon fee increase for 2020 based on research and trend data. A quarter of members who renewed or joined for 2020 took advantage of the pre-paid luncheon option, compared to only 12% of members who opted for pre-paid lunches in 2019. We expect our income and expenditures to meet projections in 2020 after the increase in luncheon fees;
- We have extensively expanded our digital presence by adding up-to-date chapter-related materials, tools & information to the PRAM Central website and by increasing our social media output (Facebook, Instagram, Twitter).

I want to take this opportunity to extend my gratitude and respect to each of our board members, as they have gone above and beyond in giving their time, energy and expertise to moving our chapter forward this year.

I also want to thank all of our members for your support, contributions and interest, without which we would not have been able to accomplish our goals.

Thanks to the dedication and hard work of our board and members, we have made great strides this year, however we are by no means done.

With our incoming 2020 president, Mary Margaret Busby, APR, leading the way, there is much progress to be made in the coming year. As our 2020 board works to build on our accomplishments from previous years, I encourage each and every one of you to “get in the game” by actively participating in the continued development of our chapter.

If there is something you are not satisfied with, if there is something we should offer that we currently do not, or if there is something we can do better, don't sit back on the sidelines; step up to the plate, get involved, and help move our chapter forward.

As Theodore Roosevelt said, ***"Every person owes part of their time and money to the business or industry in which they are engaged. No person has a moral right to withhold their support from an organization that is striving to improve conditions within their sphere."***

This is YOUR chapter. The ball is in your court.

Thank you for allowing me to serve as your 2019 president. I look forward to being a part of all that we will accomplish together in 2020.



Liz Hogue Densmore, APR

Director of Marketing & Corporate Communications, LEC

2019 President, PRAM Central