

To: PRSSA Chapter Members and Faculty Advisers
From: Andrew Cook, PRSSA National President
Date: October 2017
Re: PRSSA 2018 National Assembly
March 8–11 | Miami



On behalf of the 2017–2018 National Committee, I am pleased to announce the PRSSA 2018 National Assembly will be from **March 8–11** at the Hyatt Regency Miami.

Below are general details about Assembly. More comprehensive information is included in this packet and at <http://apps-prssa.prsa.org/events/Assembly/>. Updates to the program will be made periodically.

Who should attend?

National Assembly is a unique opportunity for Chapter leaders to shape our Society. As noted in the PRSSA National Bylaws, each Chapter has the privilege of sending one official delegate to represent their Chapter at the Assembly. PRSSA will pay each delegate's registration and three-night stay in a double room at the Hyatt Regency Miami during the Assembly.

In addition, Chapters may send any number of other Chapter members (or affiliates) who are interested in the leadership training, case study competition and networking opportunities. These non-delegates pay a registration fee, pay for their hotel arrangements and are not eligible for financial assistance through PRSSA National.

What does Assembly involve?

Official delegates will vote on proposed Bylaw amendments and elect the 2018–2019 National Committee. All attendees may attend leadership training sessions, Assembly meetings and socials.

- Assembly leadership sessions are interactive workshops that aim to enhance participants' leadership skills and increase awareness of PRSSA's national programs. The sessions provide local- and national-level leadership training, strengthen your Chapter's relationship with the National Committee and prepare members to successfully transition to PRSA upon graduation.
- The annual Day-of Competition provides attendees the opportunity to create a "real-world" public relations campaign for a major client on deadline.

Running for the National Committee

At National Assembly, members may run for positions on the National Committee. Candidates may be an official delegate or non-delegate. Anyone considering a National office should learn more by reviewing the job descriptions, contacting current National Committee members and reading the PRSSA Situation Analysis, which provides an overview of the Society's history, projects and timelines. The 2018 Situation Analysis will be posted on the PRSSA website in January. The Candidate Nomination Form and other election guidelines are included in this packet and available online at www.prssa.prsa.org/events/Assembly.

National Assembly is not only a professional development opportunity, but it's also a chance for PRSSA members to shape the future. I hope you will consider attending and encourage future leaders in your Chapter to come.

See you in Miami!

A handwritten signature in black ink, appearing to read 'Andrew Cook'.

Andrew Cook
PRSSA 2017–2018 National President

Enclosed

- Delegate Registration Form
- Non-Delegate Registration Form
- Candidate Nomination Form
- National Committee Job Descriptions
- Official Assembly Election Guidelines
- Assembly Frequently Asked Questions
- Tentative Agenda
- Important Dates

Online

- FORUM Information
- PRSSA Bylaws
<http://prssa.prsa.org/wp-content/uploads/2017/03/PRSSABylaws.pdf>