

Jay Ell
Alexander

325

chapter members

72 new
members



Hosted the first Mid-Atlantic
District APR Boot Camp

8 New APRs

Diana Burkett, APR
Hollie Cammarasana, APR
Jennifer DuBois, APR
Raina Fields, APR
Lindsay Grant, APR
Cameron McPherson, APR
Jim Schepmoes, APR
Greg Surber, APR

194 Commonwealth and
Capital Award entries,
up 22 percent from 2014

264 people attended the Virginia
Public Relations Awards at the
Virginia Museum of Fine Arts

Rising Star

Jay Ell Alexander
Public Information Officer
for the City of Petersburg

Best in Show

Commonwealth
Awards

"Save Our Slice"
Virginia21
Public Affairs Category

Capital Awards

"Fandemonium"
Free Agents Marketing
and Bon Secours Virginia
Health System
Social Media Category

Thomas Jefferson Award for Excellence in Public Relations

Suzanne Hall
Chief Communications Officer
for the Virginia Museum
of Fine Arts

**"Pure Canada Maple
Versatility Contest"**
PadillaCRT and The
Federation of Quebec
Maple Syrup Producers
Social Media Category

Suzanne
Hall



1 Pro Bono
Client



88 people attended
one of **3** professional
development workshops:

- Communications planning
- Branding
- Social media advertising

1 NEW
WEBSITE

2,600 views per month

1,400 unique visitors per month

50 new jobs posted on JobLink

3 students received \$500 stipends to travel to the PRSSA National Conference in Atlanta, Georgia

48 students connected with 25 PR professionals during Student Connections Week

715 Facebook likes

549 Twitter followers

15 media placements

2 \$1,000 scholarships awarded to college students by the Richmond Public Relations Foundation

9 lunch programs

- Award-winning PR campaigns
- Reputation management
- Media training and crisis communications
- Messaging the LGBTQ community
- The future of blogging
- The blurred lines between PR and Marketing
- Drones
- Video messaging
- Reducing bias in our messaging

9 lunch sponsors

January – Promotional Considerations
February – Albright Group
March – Studio Center
April – Richmond Times-Dispatch
May – Care Advantage
June – Genworth Financial
September – Studio Center
October – Studio Center
November – Workshop Digital

1 new sponsorship package for 2016

1 BIG bylaws revision

1 joint social with AMA, Ad Club and the Legal Marketing Association

2015 CORPORATE SPONSORS

Platinum



Silver



Bronze



Gold



2015 Board of Directors

EXECUTIVE BOARD

President

Rachel Beanland, APR

President-Elect

Andrew Ryan, APR

1st Vice President,
Programs

Judi Crenshaw, APR

2nd Vice President, Awards

Cameron McPherson, APR

3rd Vice President,
Membership

Jennifer Guild

Secretary

Windy Campbell

Treasurer

Catherine Gryp

Director-at-Large

Wendy Jenkins

COMMITTEE CHAIRS

Accreditation

Greg Surber, APR

Diversity

**Linda McElroy and
Michelle McLees**

Foundation

Jeff Wilson, APR

Hospitality

Maureen Blackwood

Individual Awards

Megan Irvin

Media Relations

Elia Imler

Professional Development

Jonathan Orr

Public Service

Rob Richardson

Social Media

Abby Nurnberger

Special Sections,
Independent Practitioners

Linda Evans

Special Sections, Next Wave

Diana Burkett, APR

Special Sections, Nonprofit

Beth Monroe

Special Sections, Senior
Practitioners

Carol Mawyer

Sponsorships, Corporate

Andy Poarch

Sponsorships, Lunch

Lindsay Grant, APR

Student Relations

Casey Ferguson

SPECIAL THANKS TO:

Past-President

Jenny Pedraza, APR

Chapter Administrator

Sara Hunt