



May 2023

The Board Newsletter



Professional Development

IPA 2023 Business Building Webinar Series
4th Wednesday each month*
2 p.m. ET / 11 a.m. PT

May 23: "Launching a Podcast to Grow Your Business" with Adena White, APR, Founder and Chief Storyteller, *Blackbelt Media*.

[REGISTER HERE](#)

Missed a program? Check out our [PRSA IPA Library](#) for webinar recordings.

Chair's Message

Hello Indies,

Summer is around the corner! As solopreneurs, we need to be mindful about burnout. Now's the time to schedule a vacation, even if a long weekend, to rest and recharge your creative juices. If you meet other Indies on your travels, share your photos with us.

See you soon!

Gina Blume, APR

Chair, Independent Practitioners Alliance



Dynamics of Dialogues Book Club

2nd Wednesday each month
2 p.m. ET / 11 a.m. PT

May 10; June 14

Mila Fairfax moderates a discussion of Michael Bungay Stanier's "The Advice Trap: Be Humble, Stay Curious and Change the Way You Lead Forever".

Join our LinkedIn group, "PRSA Dynamics of Dialogues" for Zoom link.



Mentor students with resume writing, interview skills and pitches. Mentors are energized through sharing their gifts. Want to get involved? Resources: local colleges, university PRSSA chapter and [PRSA Mentor Connect](#).

Fast Four with Gina Milani, Milani Marketing

1

Hot tip for a future Indie
If you follow your passion, you will find your niche and quickly become an expert resource in that market.

3

Best part of living in Silicon Valley
Wherever you are in the Bay Area, you are always less than 30 minutes away from great natural beauty!

2

California R&R recommendation
If you want a great central location for a wine tasting excursion, you can't beat Indian Springs in Calistoga.

4

Hot Netflix Binge
Super excited that Season 2 of *Sweet Tooth* is finally here!



PRSA

Click Link to Access

[PRSA IPA Home Page](#)

[PRSA IPA Community](#)

[PRSA IPA Library](#)



IndieCHAT on Zoom every Tue and Fri 3 p.m. ET / 12 p.m. PT

Meeting ID: 916 8922 9379

Passcode: 762054

Book Club on Zoom 2nd Wednesday at 2 p.m. ET / 11 a.m. PT

Meeting ID: 816 0363 3208

Passcode: whatbook?



[IPA Book Club *Dynamics of Dialogs* LinkedIn Page](#)

<https://www.linkedin.com/groups/14131987/>

[PRSA IPA LinkedIn Group](#)

[https://prsa.us15.list-manage.com/track/click?](https://prsa.us15.list-manage.com/track/click?u=0b083ddd5132d62e02445dd15&id=c2f897f8c0&e=68dd764419)

[u=0b083ddd5132d62e02445dd15&id=c2f897f8c0&e=68dd764419](https://prsa.us15.list-manage.com/track/click?u=0b083ddd5132d62e02445dd15&id=c2f897f8c0&e=68dd764419)



[Public IPA Facebook Page](#)

[https://prsa.us15.list-manage.com/track/click?](https://prsa.us15.list-manage.com/track/click?u=0b083ddd5132d62e02445dd15&id=b106484785&e=68dd764419)

[u=0b083ddd5132d62e02445dd15&id=b106484785&e=68dd764419](https://prsa.us15.list-manage.com/track/click?u=0b083ddd5132d62e02445dd15&id=b106484785&e=68dd764419)

[Private IPA Facebook Group](#)

[https://prsa.us15.list-manage.com/track/click?](https://prsa.us15.list-manage.com/track/click?u=0b083ddd5132d62e02445dd15&id=4fd905e6f8&e=68dd764419)

[u=0b083ddd5132d62e02445dd15&id=4fd905e6f8&e=68dd764419](https://prsa.us15.list-manage.com/track/click?u=0b083ddd5132d62e02445dd15&id=4fd905e6f8&e=68dd764419)



Board of Directors

Officers

Chair - Gina Blume, APR - outoftheboxnj@gmail.com

Chair-Elect - Carol Higgins Taylor, APR - carol@bryantstreetpr.com

Immediate Past Chair - Lauren Howe - lauren@empoweredpr.com

Secretary - Carla Brown Lucas - CBLucas@brownlucas.com

Committee Chairs

Programs - Wendy Kurtz, APR, Fellow PRSA - wkurtz@elizabethcharles.com

Communications - Co-Chair Amy Coward, APR, Fellow PRSA -
Amy@ACPublicRelations.com

Membership - Kelly Kostanesky - kelly@kmmkcommunications.com

Sponsorship - Gina Milani - gina@milanimarketing.com

Inter-Section Relations - Paula McDonald, APR - paula.macdonald@imagesuitepr.com

Student/New Professionals - Barbara Burfeind, APR, Fellow PRSA - burfante81@yahoo.com

Committee Members

Programs - Mila Fairfax - mila@fairfaximage.com

Communications - Ric Bachrach - ric.bachrach@celebrityfocus.com

Communications - Michelle Young - michelle@beeyoungcomms.com

Sponsorship - Kevin Bakewell, APR - kevin@bakewellpr.com

At-Large - J.W. Arnold, APR, Fellow PRSA - jw@prdconline.com

At-Large - Bart Graham Sr. - bart.graham.sr@gmail.com



Want to Volunteer?

Reach out to our Membership Chair, Kelly Kostanesky
kelly@kmmkcommunications.com