



March 2023

The Board Newsletter



Professional Development

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

March 22: Financial Health Series, Part 1: Business Banking Credit Essentials for the Independent Practitioner featuring **Jenevieve Kart**, VP, First Citizens Bank.

[REGISTER HERE](#)

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



50%

Send a calendar invite with proposed dates and times when trying to connect with the always-busy person.

President's Message

Welcome to the premiere issue of *The Board*. Our goal is for you to have useful information for your business to thrive. We are all solo practitioners, so keeping connected with each other is essential. 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

March 8

Mila Fairfax moderates a discussion of Chris Voss' *"Never Split the Difference - Negotiating as if Your Life Depended On It"*. Our LinkedIn group, "PRSA Dynamics of Dialogs," runs content about the book. *Reading the book is not required!*

Fast Four with J.W. Arnold, APR, Fellow PRSA

1

Favorite part of twice-weekly Indie Chats?

I treasure the relationships that have developed over the past 3 years. It's hard to believe most of us didn't know each other and now we're lifelong friends.

3

Why would you recommend someone become an Indie?

It allows professionals to take charge of their lives and careers - especially in this crazy labor market. It's not easy and takes a lot of courage, but I don't know many who regret their decision.

2

Sweet or Savory? Favorite dish?

Savory! I love all kinds of Asian food - Thai, Chinese, Vietnamese, sushi. Technically, Indian is also Asian, and I can really go for that, too.

4

Pick 4 people for a dinner party.

Because the best dinner parties serve lots of laughter: Lucille Ball, Phyllis Diller, Joan Rivers and Kathy Griffin. If I'm in the mood for music: Burt Bacharach, Barry Manilow, Marvin Hamlisch and Stephen Sondheim.

Resources



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

President – Gina Blume, APR – outoftheboxnj@gmail.com

President –Elect Carol Higgins Taylor, APR – carol@bryantstreetpr.com

Immediate Past President 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