

**To:** PRSSA Chapter Members and Faculty Advisers  
**From:** Adam Aisner, PRSSA National President  
**Date:** December 2011  
**Re:** PRSSA 2012 National Assembly  
March 15-18, Charlotte, North Carolina



On behalf of the 2011–2012 National Committee, I am pleased to announce the PRSSA 2012 National Assembly will be on March 15–March 18 at the Charlotte Marriott City Center in Charlotte, North Carolina.

Below are general details about Assembly. More comprehensive information is included in this packet and at [www.prssa.org/events/Assembly/](http://www.prssa.org/events/Assembly/). Updates to the program will be made periodically until Assembly begins.

#### **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 three-night stay in a quad room at the Charlotte Marriott City Center 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 \$60 registration fee, pay for their hotel arrangements and are not eligible for financial assistance.

#### **What does Assembly involve?**

Official delegates will vote on proposed bylaw amendments and elect the 2012–2013 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 ninth annual Day-of Competition provides students 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 2012 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.org/events/Assembly/](http://www.prssa.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 Charlotte!

A handwritten signature in black ink that reads "Adam Joseph Aisner".

Adam Joseph Aisner  
PRSSA 2011–2012 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 Packets
- PRSSA Bylaws  
<http://www.prssa.org/chapters/leaders/handbooks/#bylaws>