

Welcome!

2022 PRSA San Francisco Bay Area
“State of the Chapter” Annual Report

Presented by President Harper Schmidt
December 2022

President's Annual Report

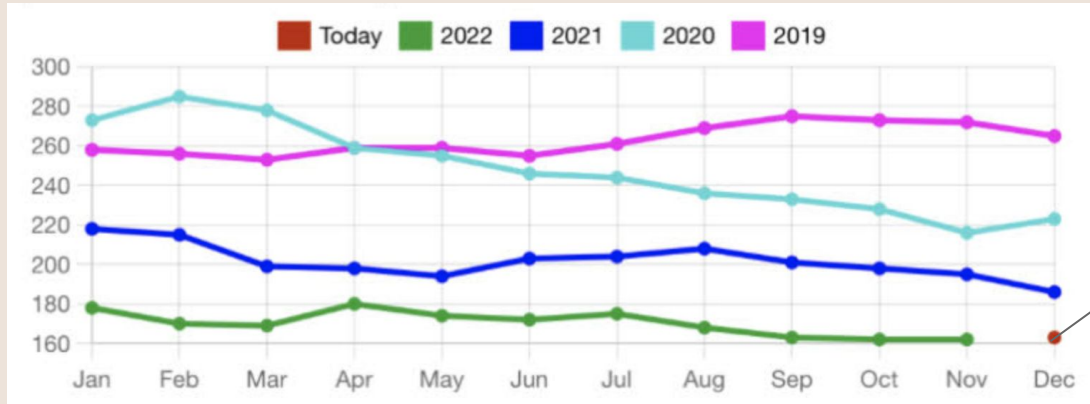
- Objectives (from Chapter Bylaws)
- Overview of finance and membership
- Reflecting on 2022

Chapter Objective

Section 3. Objectives. In accordance with the purposes of the Society as set forth in the Society's articles of incorporation and bylaws, the objectives of this Chapter shall be to serve a diverse community of professionals, empowering members to excel in effective, ethical and respectful communications on behalf of the organizations they represent and the constituencies they serve; and, to:

- Promote lifelong learning
- Strengthen and maintain the highest standards of service and ethical conduct by all members of the profession
- Embody vibrant, diverse and welcoming professional communities
- Recognize capabilities and accomplishments
- Provide thought leadership and professional excellence through the exchange of ideas and experiences
- Collect and disseminate information to enhance or improve the professional knowledge, standards and ethical practice of the membership

2022 Membership:



163

2022 Finances:

- Jan. 2022 - \$46.9K
- Dec. 2022 - \$37.6K

2022 in Review

- The return to in-person events
- Continued our Chapter's commitment to Diversity & Inclusion (Woman of the Year)
- Held our 4th Annual Foggies Award Ceremony and celebrated 75 years of PRSA SF
- Attended ICON in Dallas, Texas
- Set the stage to launch a new Mentorship program in 2023
- Partnered with AMA SF for our Holiday Party

Mentorship Monday

”

“A leader takes people where they want to go. A great leader takes people where they don't necessarily want to go, but ought to be.”

Rosalynn Carter

#MentoringMonday

”

“The best way to predict the future is to create it.”

Alan Kay

#MentoringMonday

”

“Innovation is seeing what everybody has seen and thinking what nobody has thought.”

Dr. Albert Szent-Györgyi

#MentoringMonday

A Night of Self Care(er) w/ Clarity PR



An evening of Self-Care(er)
with PRSA-SF and Clarity

Thursday, March 3 from 4-7p.m. PT
564 Market Street, Suite 401 San Francisco 94104

Clarity + PRSA
Public Relations Society of America
SAN FRANCISCO



International Women's Day

“

I AM ONLY ONE, BUT STILL I AM ONE. I CANNOT DO EVERYTHING, BUT STILL I CAN DO SOMETHING; AND BECAUSE I CANNOT DO EVERYTHING, I WILL NOT REFUSE TO DO SOMETHING THAT I CAN DO.

Helen Keller



Lynnea Olivarez, PRSA-SF
Director of Mentorship

PRSA Public Relations Society of America
SAN FRANCISCO

HAPPY INTERNATIONAL WOMEN'S DAY

The PRSA-SF Chapter celebrates women's achievements, helps raise awareness against bias and takes action for equality.

#IWD #BreaktheBias

PRSA Public Relations Society of America
SAN FRANCISCO

“

EVERY WOMAN'S SUCCESS SHOULD BE AN INSPIRATION TO ANOTHER. WE'RE STRONGEST WHEN WE CHEER EACH OTHER ON."

Serena Williams



Jocelyn Arellano, PRSA-SF
Immediate Past President

PRSA Public Relations Society of America
SAN FRANCISCO

“

EACH TIME A WOMAN STANDS UP FOR HERSELF, SHE STANDS UP FOR ALL WOMEN.

Maya Angelou



Kotina Bush, APR, PRSA-SF
President-Elect & Director, Awards

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“

WHEN YOU'RE THROUGH CHANGING, YOU'RE THROUGH.

Martha Stewart



Harper Schmid, PRSA-SF President

PRSA Public Relations Society of America
SAN FRANCISCO

Research and Surveys Program



**TRENDS & BEST PRACTICES
IN PUBLIC RELATIONS
RESEARCH AND SURVEYS**

**FEATURING TONY CHEEVERS OF
RESEARCHSCOPE**

**WEDNESDAY,
APRIL 27
4-5 PM PT**

REGISTER NOW

PRSA Public Relations Society of America
SAN FRANCISCO



Summer Kick-Off

PRSA-SF
SUMMER KICK-OFF

☀️

JUNE 2, 2022
6-8PM PST
PARKLAB GARDENS

☀️

GRAB A DRINK, CHECK OUT FOOD TRUCKS & NETWORK!

PRSA Public Relations Society of America
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DEI Month – 'IN'clusion panel

Save the Date

October 27 at 6pm PT

'IN'clusion

celebrating PRSA's D&I month

presented by

PRSA Public Relations Society of America
SAN FRANCISCO

PRSA-SF PRESENTS

'IN'clusion: Celebrating PRSA's DE&I Month

Thursday, October 27
6:00-7:00 pm PST via Zoom



Moderated by:
Y'Anad Burrell
CEO
Glass House PR



Michelle Rodriguez
Director, Diversity, Inclusion & Belonging
LinkedIn



Francesca Weems
SVP, Director of DE&I and Global Lead of the Race & Culture, Media + Platforms Team
FleishmanHillard



Kyle Ellington
Director of Diversity, Inclusion, and Belonging
Oakland Athletics



Vanessa Gonzales
President
HPRA Silicon Valley

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PR Firm Leadership Webinar

WEBINAR: PR Firm Leadership & Management



Anais Smith
Vice President, Public Relations
& Marketing, af&co



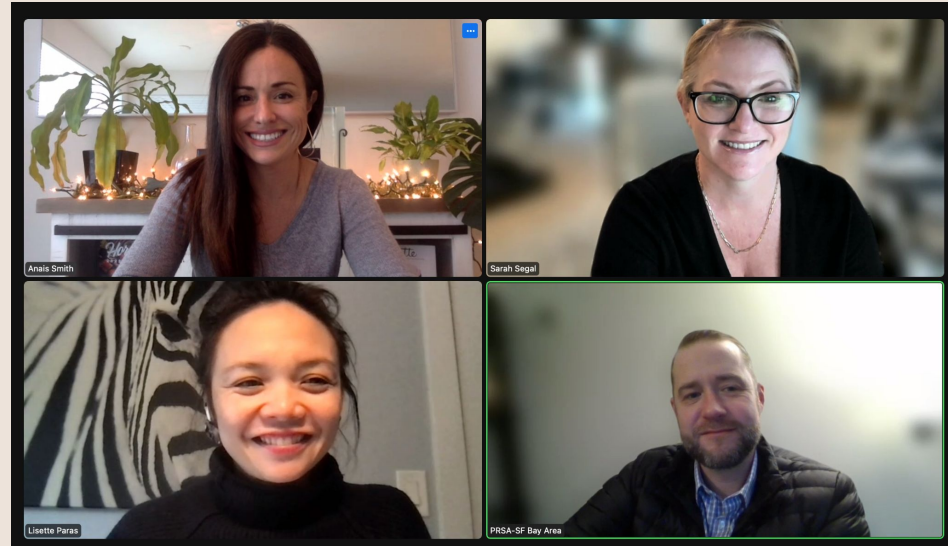
Lisette Paras
President and Founder,
Gravitate PR



Sarah Segal
Founder & CEO, Segal
Communications

December 1, 2022 | 4-5pm PT

presented by
PRSA Public
Relations
Society of
America
SAN FRANCISCO



4th Annual Foggies/ 75th Anniversary



Holiday Party with AMA SF



Thank You!