



Public Relations Committee Meeting
August 12, 2010

Attendance: Marla Harmon, Karen Linsteadt, Kris Cvikota, Curt Cvikota, David Purvis,
Jennifer Norman, Dave Anderson, Fran Cashen, Michelle Botana, Brad Lund

Agenda:

1. Report the status of the board report (Weds 8/11)

The board loves the new look of the website.

2. Newsletter (Subcommittee Report)

a. Specific needs from the committee as the for the Fall Conference

More articles need to be added to the newsletter, either specifically written for or republished from Billing.

WebTeam will be hosting the demo at their booth, volunteers will be needed during the exhibit time to help give demos.

An idea to get more articles would be to give a 50% off subscription to those who submit an article and it gets published.

Kris will send out the link and log in for the committee to test out the enhancements on the dev site.

3. Blog

Curt has volunteered to monitor the content that will go up on the blog. Discussion was held about adding a button to the blog page, allowing members or nonmembers to become HBMA bloggers with the committee approval. Michelle will set up a generic email that will go to Curt to review, sent to the committee for approval and then to Kris to put up. An email blast will be sent out to the membership asking for submissions that are not promotional.

4. Website (Subcommittee Report)

The subcommittee will meet next Tuesday August 17th to discuss putting a process together when committees or anyone would like to add pages to the website. Brad and Paul would like to set up a HR resources page.

5. Dodge Report (each were recently forwarded to the committee)

a. July Report + August Planning

Dodge has 2 press releases regarding the fall conference that are being sent out.

6. Head count for the Fall conference committee meeting 9/12 at 11:00 AM

Curt, David, Marla, Karen, Andy, Dave and 2 others from Dodge