

(1) AMEC Chapter Chair Nomination form for Election to the 2020 AMEC Board



## 1) NOMINATION FOR CHAPTER CHAIR ELECTION

I wish to nominate <i>(name of person)</i>	Tressa Robbins
in the region for <i>(please circle one)</i>	Asia Pacific / European / <b>North America</b> / Latin America
as a representative of <i>(name of company)</i>	Burrelles
Please indicate briefly the experience of the Nominee that qualifies him/her for election to the position of Chapter Chair	Tressa has a history of serving professional organizations—a long-time PRSA member, past chapter president and past district conference chair. She is a social media ambassador for Burrelles and has supported AMEC's mission and goals in multiple ways—helping promote Measurement Month, attending topical webinars (on applying the Barcelona Principles and AMEC IEF), as well as writing multiple articles on measurement for Burrelles. She was mentored by Johna Burke and was recently asked to teach an 8-week course on measurement at Southeast Missouri State University (where she mentors PRSSA students). In addition, she has been instrumental in ensuring that Burrelles continues to be an AMEC participating member.
Please indicate whether a personal statement (up to 100 words) from the nominee in support of his/her application is attached or whether it is to follow <i>(please circle)</i>	Attached / to follow separately
He/she has given their consent <i>(please circle)</i>	<b>Yes</b> / No / Not applicable as self-nominating
My name is	Crystal DeGoede
I am the representative of the Member company or named here.	Burrelles
Date	11/18/2019
Signed	

**(1) AMEC Chapter Chair Nomination form for Election to the 2020 AMEC Board**

Please email this nomination to [juliewilkinson@amecorq.com](mailto:juliewilkinson@amecorq.com) to arrive not later than Monday 18th November 2019.

**Johna Burke**  
**AMEC Global Managing Director**

V231019



## (2) Prospective Chapter Chair Election Manifesto

**Name of candidate: Tressa Robbins**



**Name/Title/Company here: Tressa Robbins/ VP Client Onboarding & Implementation/Burrelles**

I ask the AMEC membership to vote for me and support my candidacy to become a Chapter Director of the AMEC Board.

Using my business experience these are the areas I believe AMEC needs to focus on and which would receive my support:

- Further the AMEC educational mission in North America through written articles, social media, webinars, speaking engagements, and case studies.
- Continue to push-back (especially in the US) against impressions, AVEs, and other vanity metrics.
- Encourage and help those 'early-adopters' create a higher-level of awareness in North America. More visibility and advocacy for implementation of the Barcelona Principles by companies and agencies still not on-board.

What I would bring to the AMEC Board. (Candidates can reference initiatives and contributions they have made to the media intelligence sector.)

I have been instrumental in ensuring Burrelles continues to be an advocate for and support AMEC's mission by reaching out to US-based members and scheduling webinars during 2019 North America measurement week.

This past spring I was asked to teach an eight-week course at a local university on PR / communications measurement. I started with basic Google Analytics and moved to the AMEC IEF. I created lectures, quizzes and did Q&A sessions with students to guide them toward valid measurement and analysis by using case studies and the Framework. Note: It was an enlightening experience--I was surprised by how many PR students had already been taught bad habits like 'counting impressions' and AVEs through their internships.

Many communications professionals still don't know about the Barcelona Principles, AMEC, etc. but I also believe we need to be educating them sooner—when they are more adaptable. We have far to go (here in the US, especially) but I am equipped and ready for the challenge!

**(2) Prospective Chapter Chair Manifesto: AMEC 2020 Election Process for Chapters**

I plan to leverage my PRSA and PRSSA relationships for measurement-related speaking engagements at both the regional and national level—I have already secured Burrelles' support to do so.

Finally, I often have those 'difficult discussions'—counseling clients and other professionals on measuring against business goals using KPIs rather than defaulting to what's easy or 'always been done that way'.

Final Note: While a lot of what I've done has been behind the scenes, I am passionate about continuing education and meaningful measurement, and I would be a strong—visible and vocal—proponent for AMEC in the future. Your consideration is greatly appreciated!

Electronic signature:

A handwritten signature in blue ink that reads "Jressa L. Robbin". The signature is written in a cursive, flowing style.

Date: November 18, 2019