**Pyrrhic Press Advisory Board Meeting Notes**  
**Date:** September 16, 2024  
**Time:** 7:15 PM  
**Attendees:** [List of Board Members]

**1. Call to Order**

The meeting commenced at 7:15 PM with [Chairperson] calling the meeting to order and welcoming all attendees.

**2. Review of *Professionals In Business Journal (Quarterly)*, Q3 Issue 6**

The board reviewed the upcoming Q3 edition of the *Professionals In Business Journal* and discussed its thematic focus and structure. The issue is centered around five key areas:

1. **Education and Higher Learning** – The sustainability of traditional universities versus online education, rising tuition costs, and the ethics of charging for research submissions.
2. **Business and Professionalism** – Strategies for breaking down silos, business relationships, leadership, work-life balance, job insecurity, and workplace bullying.
3. **Technology and Innovation** – The role of generative AI and quantum coherence in business innovation.
4. **Industry and Market Dynamics** – Recent acquisitions and market implications, specifically the strategic acquisition of Stericycle by Waste Management.
5. **Resilience and Personal Development** – Changing patterns of resilience over three decades and strategies for managing high-stress work environments.

**Action Items:**

* Ensure smooth content delivery and layout for publication.
* Final review scheduled for September 25, 2024.

**3. Introduction of PULSE (Professionals United for Literary & Scholarly Excellence)**

The board discussed the official launch of PULSE, the free professional association. PULSE was established to unite professionals from across industries, providing a platform for collaboration and scholarly growth.

**Key Points:**

* PULSE aims to bridge gaps between professionals and offer opportunities for networking, research, and publication.
* The Q3 issue will include a formal introduction to PULSE, highlighting its mission and inviting readers to join.
* Membership is free, with a focus on growing a strong, diverse community.

**Action Items:**

* Formal announcement of PULSE on the Pyrrhic Press website.
* Promotion of PULSE in the Q3 edition and on social media platforms.

**4. Editorial and Publisher's Note Review**

The board reviewed the proposed editorial content and publisher’s note for the Q3 edition, ensuring alignment with Pyrrhic Press’s values and the journal’s mission.

**Publisher's Note Highlights:**

* Thanking readers, contributors, and supporters for their engagement.
* Introducing PULSE and encouraging participation.
* Promoting the upcoming Q4 issue and the year-end wrap-up.

**Editorial Board Comments:**

* Minor adjustments suggested for tone and cohesion.
* Approval for the inclusion of resilience as a focal point for the issue.

**Action Items:**

* Finalize both the Publisher’s Note and Editorial Welcome.
* Incorporate suggested revisions by September 20, 2024.

**5. Q4 Edition and Year-End Wrap-Up Planning**

Preliminary discussions began regarding the Q4 edition and the special year-end wrap-up for 2024. These will build on the themes covered in the Q3 issue while introducing new trends and forecasting insights for 2025.

**Topics of Interest:**

* Further exploration of AI advancements and their long-term impact.
* New industry acquisitions and market strategies.
* Reflections on resilience and workforce adaptability in a post-pandemic world.

**Action Items:**

* Set up a content brainstorming session for Q4 on September 30, 2024.
* Begin reaching out to potential contributors and experts for insights.

**6. Website and Social Media Engagement**

The board emphasized the importance of promoting Pyrrhic Press and PULSE through digital platforms. The website, [**www.pyrrhicpress.com**](http://www.pyrrhicpress.com), will serve as a hub for readers to access journal content and sign up for PULSE.

**Action Items:**

* Update the website to reflect the launch of PULSE.
* Create a social media campaign to drive engagement and promote upcoming issues.
* Monitor website traffic and adjust content strategy accordingly.

**7. Closing Remarks**

The meeting concluded with a reminder to meet deadlines for the Q3 publication and ensure all revisions and promotional strategies are in place for the upcoming PULSE launch and journal release.

**Next Meeting:**

* October 30, 2024, 7:15 PM (Content brainstorming for Q4 edition)

The meeting adjourned at 8:45 PM.