

North Pacific District

Agenda for PRSA North Pacific District Call
Wednesday, January 28, 2015
2 p.m. Mountain ~ 1 p.m. Pacific ~ Noon Alaska

Call-In Number
888-604-4215
Passcode
5603423#

Welcome and Introductions

Chair: Betsy Hays, APR, Fellow PRSA

Chair-Elect: Pete Codella, APR

Secretary: Terry LaBrue, APR

Treasurer: Mar Junge, APR

Immediate Past Chair – Scott Trotter, APR

National Nominating Committee – Scott Trotter, APR

National Nom. Comm. Alternate – John Mitchell, APR

National Nom. Comm. Alt. – David Thompson, APR

Approval of Meeting Minutes – Terry LaBrue, APR, Secretary

- November 2014

Approval of Treasurer's Report/Update – Mar Junge, APR, Treasurer

National Report - Candice Bellittera, APR, PRSA Chapter/District Relationship Manager

Updates – Betsy A. Hays, APR, Fellow PRSA (Chair) & Pete Codella, APR (Chair-Elect)

- NP District Plan for 2015/Draft Call Topics Schedule (Betsy)
- NP District Website & Social Media (Pete)
- NP District PR Professional of the Year Awards Program (Betsy)
- NP District Conference Discussion (Pete)

Presenter – Scott Trotter, APR

- “PRSA Dashboard for Dummies” – An inside look at how to access the myriad of resources PRSA has available to Chapter leaders

Chapter Reports/Successes/Challenges – Betsy A. Hays, APR, Fellow PRSA (Chair) - If time permits.

2015 Chapter Presidents

- Alaska – Heidi Embley
- California Capital – Kyla Aquino Irving
- Central California – Janet Stoll-Lee, APR
- Greater Oregon – Loralyn Spiro
- Greater Salt Lake – Julie Marie Bradford
- Greater Spokane – Alli Benjamin
- Idaho – Nicola McIntosh
- Montana – Carol Kruger
- Oregon Capital – Nicole Miller
- Portland Metro – Taraneh Fultz, APR
- Puget Sound – Diane Bevins
- San Francisco Bay Area – Michele Horaney, APR
- Sierra Nevada – Alison Gaulden, APR
- Silicon Valley – Elisabeth Handler, APR
- Utah Valley – Todd Hollingshead

DRAFT – 2015 PRSA NORTH PACIFIC DISTRICT CALL TOPICS SCHEDULE

Month	Topic
January	PRSA Dashboard for Dummies
February	(1) Problem-solving: Bring your biggest challenges and we’ll offer help & support (2) Secret to applying for national PRSA board service
March	How to Involve Your Senior Practitioners
April	Social Media Best Practices – What should we focus on in 2015?
May	Presentation by National Board Member/Sharing your vision with your chapter members
June	Your success stories – what is the BEST thing your chapter does?
July	Launch of PRSA NP District PR Practitioner of the Year Award Competition
August	(1) How to Involve Millennials (2) How to Mentor a PRSSA Chapter
September	(1) Strategies for recruiting and committing volunteers
October	(1) Succession Planning (2) How to be an effective delegate at the National Assembly
November	In-person meeting at PRSA Int’l Conference
December	How to Enhance Your Reputation as a Leader

Items from the Floor

Next Conference Call

Feb. 25, 2015 at 1 p.m. Pacific

Adjourn