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. 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

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

Next Conference Call
Feb. 25, 2015 at 1 p.m. Pacific

Adjourn