

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 (highlighted folks were on the call)

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

PRSA Chapter/District Relationship Manager –
Candice Bellittera

Approval of Meeting Minutes – Terry LaBrue, APR, Secretary

- November 2014 minutes – Anne moved to approve, Todd seconded the motion
- Approved!

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

Starting bank balances for the District:

2013	\$1,966.08
2014	\$1,155.08
2015	\$847.94

2014 -- \$1,500 (approx. income from dues)

2015 -- \$2,684 (projected income from dues)

Next month we'll have our 2015 budget for your review and comment.

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

- Now lives in San Francisco! (Welcome to the West Coast, Candice)
- Will email monthly leadership updates and information
- Check out the chapter officer orientation webinar on Doc Share
- February free chapter promotion – any new member who joins in Feb. will get a free chapter membership (PRSA pays the Chapter dues on the new member's behalf)
- Updated the Chapter Awards spreadsheet for 2015 (Chapter name, awards name, judging date, approx. number of entries) In Doc Share – Chapter Resource Kit (Awards Folder)

PRSA North Pacific District • www.prsanpdistrict.org

Alaska • California Capital • Central California • Greater Oregon • Greater Salt Lake • Greater Spokane • Idaho • Montana
• Oregon Capital • Portland Metro • Puget Sound • San Francisco Bay Area • Sierra Nevada • Silicon Valley • Utah Valley

- Leadership Rally – June 5-6 in NYC (Downtown Marriot) – please send president-elect or up-and-coming leader (PRSA provides \$550 stipend for travel)
- PRSA National Conference in Atlanta – Nov. 7-10 (PRSA Assembly is on Sat. Nov. 7)

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

- NP District Plan for 2015/Draft Call Topics Schedule (Betsy)
 - Goal: Support our chapters!
 - Call schedule approved & ideas shared
- NP District Website & Social Media (Pete)
 - New website up! (Thank you, Pete!)
 - As is our social media – FB and Twitter (Thank you, Pete!)
- NP District PR Professional of the Year Awards Program (Betsy)
 - Committee forming soon
 - Launch this summer for Fall award
- NP District Conference/Quickstart Discussion (Pete)
 - Committee forming (Mar, Amanda, John Mitchell, Kyla)
 - Draft plan outline coming prior to Feb. mtg.

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
- Scott Trotter and Candice Belliterra talked about the importance all of PRSA officers knowing how to use the District and Chapter dashboards and how to tap into information provided by PRSA National.
- He asked chapter presidents to train their boards on how to access this information.
- He said the Leadership Tools section is very important and contains up-to-date information on the following topics: APR Chair resources, Diversity, Assembly, Leadership Rally, Nom Com, College of Fellows, etc.

Chapter Reports/Successes/Challenges – Betsy A. Hays, APR, Fellow PRSA (Chair) – Not time this month.

2015 Chapter Presidents

- Alaska – Heidi Embley
- California Capital – Kyla Aquino Irving
- Central California – Janet Stoll-Lee, APR
- Greater Oregon – Loralyn Spiro (John Mitchell)
- Greater Salt Lake – Julie Marie Bradford (Pete Codella)
- Greater Spokane – Alli Benjamin
- Idaho – Nicola McIntosh

- Montana – Carol Kruger
- Oregon Capital – Nicole Miller (Jolene Kelly)
- Portland Metro – Taraneh Fultz, APR
- Puget Sound – Diane Bevins
- San Francisco Bay Area – Michele Horaney, APR
- Sierra Nevada – Alison Gauden, APR (and Anne, Amanda and Jane)
- Silicon Valley – Elisabeth Handler, APR (Mar Junge)
- Utah Valley – Todd Hollingshead

DRAFT	
2015 PRSA NORTH PACIFIC DISTRICT CALL TOPICS SCHEDULE	
Month	Topic
January	PRSA Dashboard for Dummies
February - Send in ahead of time	(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 (Sierra Nevada – Amanda - Reno)
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

Adjourn