

PRSA North Pacific District Leadership Call Agenda

March 25, 2015 | 2 p.m. Mountain, 1 p.m. Pacific, Noon Alaska

Call-In Number: 888-604-4215

Passcode: 5603423#

Welcome and Roll-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

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

Approval of February Meeting Minutes – Terry LaBrue, APR, Secretary

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

- 2015 Invoices to Chapters
- APR scholarship request process

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

Updates

- NP District Conference Update: Pete Codella, APR (Chair-Elect)
- Oregon visit: Betsy Hays, APR, Fellow PRSA (Chair)
- NP District PR Pro of the Year Awards: Betsy Hays, APR, Fellow PRSA (Chair)

Action and Discussion – Betsy A. Hays, APR, Fellow PRSA (Chair)

- Formation of virtual problem solving teams and creating of processes
- Possible topic areas:
 - Membership recruitment
 - Membership retention
 - Increasing attendance at Chapter programs
 - Board recruitment
 - Transition/Succession planning

Items from the Floor**Adjourn****2015 PRSA North Pacific District Call Topics Schedule**

Month	Topic
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	How to Involve Your Senior Practitioners 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 International Conference
December	How to Enhance Your Reputation as a Leader