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. 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:
  o Membership recruitment
  o Membership retention
  o Increasing attendance at Chapter programs
  o Board recruitment
  o Transition/Succession planning

Items from the Floor

Adjourn

2015 PRSA North Pacific District Call Topics Schedule

<table>
<thead>
<tr>
<th>Month</th>
<th>Topic</th>
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<tbody>
<tr>
<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>How to Involve Your Senior Practitioners 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 International Conference</td>
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<td>December</td>
<td>How to Enhance Your Reputation as a Leader</td>
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