

Minutes for PRSA North Pacific District Call

Wednesday, February 25, 2015

2 p.m. Mountain ~ 1 p.m. Pacific ~ Noon Alaska

Welcome and Introductions

Chair: Betsy Hayes, APR

Attending

Betsy Hayes, Keith Matthews, Mar Jung, John Mitchell, Jean Thompson, Candice Bellittera (PRSA National)
Nicole Miller, Heidi Embley, Janet Stoll-Lee, Julie Blacher, Nicola McIntosh, Taraneh Fultz, Amanda Hom, Jane Holman, Alison Gaulden , and Pete Codella

Approval of Meeting Minutes – Terry LaBrue, APR, Secretary

January 2015 minutes – Pete moved to approve, Allison seconded the motion,
Approved!

Treasurer's Report/Update – Mar Junge, APR, Treasurer (Update can be found on NPD website)

Report was delayed to be sent by the end of the day. A report on an agreement between the Silicon Valley and San Francisco chapters was reached.

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

- Met with Silicon Valley and San Francisco
- February free chapter promotion was extended to March 5 – any new member who joins in Feb./Mar. will get a free chapter membership
- Updated the group membership plan – promo code: Join a section. Pam Weess will coordinate group sales at national level
- A invitation to NYC Leadership Rally, June 5-6, will be arriving in March with a \$500 stipend from national for chapter president-elect
- PRSA National Conference in Atlanta – Nov. 7-10 (PRSA Assembly is on Nov. 7)

Updates – John Mitchell, APR, National Nominating Committee Alternate

- District Conference set for 2016 to allow more time to plan
- Committee forming soon
- Hosting chapter: Sierra Nevada, likely venue in Reno
- Focus: Professional development
- Members are encouraged to run for National Board, not need to be APR (new)
- Recruitment starts in March and runs to April 15
- Watch PRSAY for email blasts or contact Renelle
- Nominating Committee will meet July 31 in Chicago for interviews

Chapter Challenges

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

- Programming webinars of value
- Establishing senior-level programming for mature members
- Connecting with National organization - bring representative to chapter meetings every year
- Encouraging eligible candidates to apply for APR
- Engaging female leaders and fostering dialog
- Generating revenue
- Soliciting sponsorships and committing money that is usually unavailable
- Establishing a speakers bureau on chapter level
- Charging for services with mission outreach
- Next conference call will address topics and problems

Next Conference Call: March 25, will focus on District conference, committee awards, involving senior practitioners and involving PRSSA.

Meeting adjourned at 1:57 p.m.