Welcome and Introductions
Chair: Betsy Hayes, APR

Minutes for PRSA North Pacific District Call
Wednesday, April 22, 2015
2 p.m. Mountain ~ 1 p.m. Pacific ~ Noon Alaska

Call-In Number
888-604-4215
Passcode: 5603423#

National Nom. Comm. Alt. – David Thompson, APR
Chair: Betsy Hayes, APR, Fellow PRSA
Secretary: Terry LaBrue, APR
Treasurer: Mar Junge, APR
Immediate Past Chair – Scott Trotter, APR

Attending:
Betsy Hayes, Pete Codella, Mar Jung, John Mitchell, Candice Bellittera (PRSA National), Janet Stoll-Lee, Terry LaBrue, Keith Matthews, Theresa (Portland Metro), Cathy Hubble, Ann McMillan, Elizabeth Hasher (Silicon Valley), and Nicole Miller

Approval of Meeting Minutes – Terry LaBrue, APR, Secretary
March 2015 minutes approval will be conducted at next meeting

Treasurer’s Report/Update – Mar Junge, APR, Treasurer (Update can be found on NPD website)
All 2015 dues have been collected, all are paid. Now the NPD will save $144 per year because checking was moved to a no-cost account.
• One each APR scholarship paid in April and May
• Taxes are due May 15
• APR scholarships require a form submittal, then checks are cut for applicants

National Report - Candice Bellittera, APR, PRSA Chapter/District Relationship Manager
• Leadership rally registration is still open for June 5-6 in NYC @ Marriott
• Chapter, district and section chairs elect one representative per chapter
• PRSA National Conference in Atlanta – Nov. 7-10 (PRSA Assembly is on Nov. 7)
• National list of board members: are seeking programming and visits to local chapters

Updates – Betsy Hayes, APR
• PR Pro of the Year is now 47% complete, launch in June with nominations

Updates – Pete Codella , APR
• District Conference: 2016 NPD Conference is set for June 23-25 in Reno, NV
• Several venues have expressed interest in hosting event
• Schedule: Friday dine-around, Saturday APR boot camp
• Pricing projected at $250 per person
• Next conference call will address topic ideas and professional development issues

Updates – Cathy Hubble, APR, Portland Metro
• Working on “Career Guide” update, 1983-2009, but was never updated.
• Need better career planning to accommodate non-traditional route for older students
• U of O in Eugene will conduct focus groups and seek business community input re: skills and employees through Survey Monkey instrument
• Will work with IABC for primary and secondary research by July
• Will interview agency principals -- by the end of the year
• Will provide tools, action plan to help membership

Updates – Pete Codella, APR
• Social Advertising – Western District PRSA Conference report:
  • Establishing a social media contract where brands pay for audience platform
  • Need to reach channels and platforms/blurring of brands and communicators

Next Conference Call: April 24, with focus on district conference, career day presentations

Meeting adjourned at 1:58 p.m.