

## **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. Alternate – John Mitchell, APR**

National Nom. Comm. Alt. – David Thompson, APR

Chair: Betsy Hays, 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.*