

Welcome and Introductions

Chair: Betsy Hayes, APR

Minutes for PRSA North Pacific District Call

Wednesday, September 23, 2015

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

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

Approval of Meeting Minutes – Betsy Hays, APR, Chair

August 2015 minutes approval were moved at by Amanda Horn and seconded by Jane.

Approved unanimously.

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

- First assembly call for chapter delegates was held
- Delegates should review September call podcast – available on My PRSA link
- Next delegate call will be on October 3 to discuss bylaw changes
- Candice will accept questions and emails for “how to” inquiries

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

Report was made that \$193.90 was collected as first deposit for district conference for next June.

Beginning balance of \$2,902.91 and ending balance of \$3,096.81

Updates – Amanda Horn, APR, Sierra-Nevada Chapter

- District Conference set for June 2016 will be announced on Oct. 2, with wide distribution to district and leadership on October 5
- Goal is to register majority of participants by end of year with \$100 discount
- Focus: Professional development,
- Added events will be a River Walk, a rooftop reception on opening night, etc.

Updates – Betsy Hays, APR

- Working with Montana/Wyoming groups and Kathy Hubbell to re-establish a viable chapter in the two-state area
- Tia Troy will lead efforts over the next 18 months
- Collaboration through PRSSA chapters and faculty advisors on Montana/Wyoming campuses would promote sharing and information between groups
- Goal is to remotely support APR process to PRSA members in the area
- Betsy Hays and Scott Trotter will work remotely via Skype to hold meetings and to make it work

(continued)

Chapter Alphabetical Roll Call – Betsy Hayes, APR

Amanda Horn, Sierra-Nevada Chapter

- Chapter is utilizing the power of social media to connect people.
- Doing “Instagram in Reno” – crowd-sourcing all summer
- Planning a gala event with youth engagement and different categories
- Encompasses entire town of Reno beyond PR community

Janet Stoll-Lee, Central California Chapter

- Chapter is engaging technology with California State University
- Employing Bitwise marketing with publicity
- Planning meeting Oct. 31
- Planning December Mingle Bells event

Nichola McIntosh, Idaho Chapter

- Held a Lunch & Learn event on September 17
- Currently partners with PRSSA at Boise State University
- Planning a Mingle Bells party in December
- Focused on career development by bringing in professionals and organizing a game format

Nicole Miller, Oregon Capitol Chapter

- Planning joint chapter meeting event with Greater Portland Chapter
- Previous planning for joint support and administration sharing for both chapters
- New day for lunch meetings – 2nd Thursday of the month, 11:30 am – 1 pm
- Social Media Class – Beyond the Basics: Oct. 8, 11:30 am – 1 pm

Terry LaBrue, Puget Sound Chapter

- Anne Wylie and Shel Holtz presented a seminar on August 19
- Annual meeting is planned for October 27 at Edelman offices in Seattle
- South Sound Group Meeting, Oct. 8, PRSA South Sound Group: "Content Marketing: Going Rogue and Getting Real"

Amanda Horn, Sierra Nevada Chapter

- September panel discussion on intellectual property for Ethics Month
- October panel discussion of Donald Trump’s political efforts with news reporter, political professor and PBS news director
- 28th annual Silver Spike Awards Thursday, Nov. 20, at the Atlantis CasinoResort and Spa at 5:30 p.m., “Framing the Future of PR”
- Holiday “Mingle Bells” joint event with AMA, AAs and students, date TBD in December

Mar Junge, Silicon Valley Chapter

- “High Tech Media in the Newsroom” panel discussion series, October tentatively scheduled with USA Today writer
- Planning December “Media Predicts” gala event on Dec. 3, which is a black-tie panel with high-visibility journalists

Next Conference Call: October 28, 2015

Meeting adjourned at 1:45 p.m. PDT