



**PRSA NORTH PACIFIC DISTRICT  
MINUTES  
Wednesday, January 28, 2004  
Board Teleconference**

**ATTENDANCE:**

**District Officers**

District Chair	Dianne Danowski Smith, APR (Portland Metro) <a href="mailto:ddsmith@ulum.com">ddsmith@ulum.com</a>
Chair Elect	John Kvasnosky, APR (Puget Sound) <a href="mailto:john.kvasnosky@boeing.com">john.kvasnosky@boeing.com</a>
Treasurer	Todd Bulot, APR (Alaska) <a href="mailto:tbulot@mckinleycapital.com">tbulot@mckinleycapital.com</a>
Secretary	Lindsey Wolf <a href="mailto:lindsey.wolf@sanjoseca.gov">lindsey.wolf@sanjoseca.gov</a>
Past Pres/Nom Comm Dele	Hatti Hamlin, APR <a href="mailto:hattihamlin@aol.com">hattihamlin@aol.com</a>
Nom Comm 1 <sup>st</sup> Alt	Absent (Carol Ann Hackley, APR) <a href="mailto:tchackley@aol.com">tchackley@aol.com</a>
Nom Comm 2 <sup>nd</sup> Alt	Mark Carpenter, APR (Utah Valley) <b>NEW EMAIL: <a href="mailto:Mark.Carpenter@symantec.com">Mark.Carpenter@symantec.com</a></b>
Nom Comm 3 <sup>rd</sup> Alt	Judy Ganulin, APR (Central California) <a href="mailto:jganulin@comcast.net">jganulin@comcast.net</a>
National Bd/NP Director	Excused (Tom Vitelli, APR, Fellow PRSA) <a href="mailto:cotvitel@ihc.com">cotvitel@ihc.com</a>

**Chapter Presidents (or Designated Representatives)**

Alaska	Joette Storm, APR (for President Crystal Enkvist <a href="mailto:cenkvist@areca.org">cenkvist@areca.org</a> )
California Capital	Not represented ( <a href="mailto:cragdale@sacrt.com">cragdale@sacrt.com</a> )
Central California	Ganulin (for President Candice Pendergrass <a href="mailto:candicep@fresnomet.org">candicep@fresnomet.org</a> )
Greater Oregon Chapter	Not represented ( <a href="mailto:john.mitchell@eweb.eugene.or.us">john.mitchell@eweb.eugene.or.us</a> )
Greater Salt Lake	Stephanie Miller, President <a href="mailto:smiller@ppch.com">smiller@ppch.com</a>
Greater Spokane	Margaret Crabtree, APR, President <a href="mailto:mcrabtree@shrinenet.org">mcrabtree@shrinenet.org</a>
Idaho	Not represented/Currently Inactive
Montana	Lori Cox, President <a href="mailto:lori@mtexpopart.com">lori@mtexpopart.com</a>
Oakland-East Bay	Wolf (for President Steve Hill <a href="mailto:steve.hill@comcast.com">steve.hill@comcast.com</a> )
Oregon Capital	Shannon Priem, APR, President <a href="mailto:spriem@osba.org">spriem@osba.org</a>
Portland Metro	Patti Atkins (for Pres. Katlin Smith, APR <a href="mailto:Katlin@kscommunications.biz">Katlin@kscommunications.biz</a> )
Puget Sound	Kvasnosky (for Pres. Candy Young, APR, <a href="mailto:candy@outsourcemarketing.com">candy@outsourcemarketing.com</a> )
San Francisco	Hamlin (for President Peter Magnani <a href="mailto:peter.magnani@bankofamerica.com">peter.magnani@bankofamerica.com</a> )
Sierra Nevada	Not represented (Alison Gaulden <a href="mailto:algaulden@msn.com">algaulden@msn.com</a> )
Silicon Valley	Sheri Benjamin, President <a href="mailto:sherri@benjaminsci.com">sherri@benjaminsci.com</a>
Utah Valley	Mark Fredrickson, APR, President <a href="mailto:mark.fredrickson@nextpage.com">mark.fredrickson@nextpage.com</a>

**Cc:** Kelly Albanese [Kelly.albanese@prsa.org](mailto:Kelly.albanese@prsa.org)  
Amber Chiang [Chiangcreations@yahoo.com](mailto:Chiangcreations@yahoo.com)

**WELCOME: Dianne Danowski Smith, Chair**

The conference call was initiated at 10 a.m. Chair noted that there are 10 Districts in PRSA, with North Pacific being by far the most widespread (covering 8 states). She has served in numerous roles at various levels of PRSA and looks forward to a busy and productive year.

**APPROVAL OF MINUTES: Danowski Smith**

Minutes of October 26, 2003, were forwarded in the Agenda Packet. Any amendments or questions should go to Lindsey Wolf, Secretary.

**TREASURER'S REPORT: Todd Bulot**

Presented a written Financial Report dated December 31, 2003, indicating that the ending balance was \$2,338.88. In response to a question, he commented that based on past experience he expected the District's

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income and expenses to be “a wash” even though the written statement indicates anticipated 2004 expenses of \$1,600 vs. anticipated 2004 income of \$1,400. Danowski Smith thanked Bulot for remaining as Treasurer for a second year to provide continuity, which is what the Board aimed for in making that a structural leadership change.

### **REPORT FROM NATIONAL: Kelly Albanese** ([Kelly.albanese@prsa.org](mailto:Kelly.albanese@prsa.org))

Tom Vitelli, our District Director to the National Board, was unable to join this call. Kelly Albanese, on the National staff who is taking over as Chapter/District Relationship Manager from Cedric Bess, reported on several upcoming activities:

- ❑ All Chapter presidents should be receiving a large information packet from National in the next week or so that contains forms that must be completed and returned. They include minimum standards for chapters to meet, among other things.
- ❑ In response to a question about what “minimum standards” meant, Kelly advised us to check the [www.prsa.org](http://www.prsa.org) website using “Chapter” from the top toolbar and then the pull-down menu for “Resources” for handbooks for each of the Chapter officers. These describe minimum standards and are designed to assist all Chapters in doing their best. To save paper/money, PRSA National no longer prints and distributes these.
- ❑ Another mailing will include invitations to the annual Leadership Rally, scheduled this year for June 4 – 5 at the Marriott Financial Center in Manhattan. \$500 stipends will be available.
- ❑ Danowski Smith pointed out additional reminders that appeared at the bottom of the Agenda for this conference call: 1<sup>st</sup> Quarter Leadership Call (Feb. 3), Call for Conference Presentations (Feb. 6), and Silver and Bronze Anvil Call for Entries (Feb. 14).

### **2004 GOALS: Danowski Smith**

Referring to the grid included in the packet for this conference call and labeled “Proposed Timeline for 2004”, Danowski Smith then led a discussion of goals for the District.

**Conference Calls:** Highlighted were 4 one-hour District-wide conference calls (in addition to the scheduled Board conference calls), which received enthusiastic support from those participating. The four topics:

- ❑ The first call is set for Tuesday, Feb. 17, at 1 p.m. PST on the topic “Managing Your Chapter Board.” More info to come. Suggestion made to include upcoming chapter leaders/officers as well. Leading this will be Grace Leong APR, who spoke at the 2003 Leadership Rally. Sheri Benjamin (Silicon Valley) will assist in starting an email chain to develop a survey for Chapter officers to identify what skill development opportunities exist, so that we can solidify our district’s chapter support plan.
- ❑ April call would focus on “Hot topics and ideas in Chapter professional development.”
- ❑ July call would focus on “Hot tips in membership recruitment and retention.”
- ❑ September call would focus on “Building your Chapter’s financial reserves.”

On request for additional or substitute topics, Mark Fredrickson (Utah Valley) suggested that another important topic (but not in top four) would be retaining/re-involving senior practitioners at Chapter level.

**Potential District Conference:** Joette Storm (Alaska), Lori Cox (Montana), John Kvasnosky (Puget Sound), and Margaret Crabtree (Greater Spokane) agreed to develop a conference proposal including a location (Seattle seemed preferable from airline accessibility perspective), potential sponsors, etc. Original plan was spring 2004, but that will change given shortness of time. Desire is to avoid conflict with National’s annual fall conference.

### **NEW BUSINESS:**

Sheri Benjamin (Silicon Valley) stated that she would like a profile of other Chapters. It was suggested to include this as a part of the Chapter survey. Suggestion was made to refer to 2003 Highlights/Lowlights in last Minutes, but Danowski Smith also to discuss with her offline.

### **WISH LIST:**

Margaret Crabtree (Greater Spokane) asked to have this added to end of Agenda so that Chapters could use this time to bring up things they need help with from District and/or other Chapters. She needs to locate a

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dynamic speaker for their April 7 meeting, which will be focused around PRSSA students shadowing PRSA members (travel to be paid?).

Kelly Albanese reminded the group that National has a \$300 stipend available through their Speaker's Bureau resource to assist Chapters in attracting speakers. See the Chapter and Officer handbooks mentioned above that are on PRSA website under Chapter/Resources for more information.

**MEETING ADJOURNED**

Danowski Smith adjourned the conference call at approximately 11 a.m. as planned.

**RESPECTFULLY SUBMITTED,  
Lindsey Wolf, Secretary, APR, Fellow PRSA**