

**PRSA NORTH PACIFIC DISTRICT
MINUTES
Sunday, October 26, 2003
New Orleans, LA**

ATTENDANCE:

Alaska	Mary Barber, APR, Fellow PRSA, Vivian Hamilton, Joette Storm Crystal Enkvist, Todd Bulot, Treasurer
California Capital	Joanie Erickson
Central California	(absent)
Greater Oregon Chapter	Jim Van Leuven APR
Greater Salt Lake Member	David Green, Tom Vitelli, APR, Fellow PRSA, North Pacific Nat'l Bd.
Greater Spokane	(absent)
Idaho	(absent)
Montana	Kathy Hubbell, Pam Parsons, Lori Cox
Oakland-East Bay	Lindsey Wolf, APR, Fellow PRSA, Carol Ann Hackley, APR
Oregon Capital	Cary Greenwood
Portland Metro	Julie Manning, Katlin Smith, Dianne Danowski Smith, APR, Chair Elect
Puget Sound	Wendy Townsend, Randy Hurlow
San Francisco	Gerard Corbett, Hatti Hamlin, APR, Chair
Sierra Nevada	Rick Nollenberger
Silicon Valley	(absent)
Utah Valley	Mark Carpenter, APR

WELCOME: Hatti Hamlin, APR, Chair

Called the meeting to order at approximately 8 a.m.

APPROVAL OF MINUTES: Hamlin

Minutes of August 22, 2003, conference call were approved as submitted.

TREASURER'S REPORT: Todd Bulot, APR

Presented a written Financial Report dated 10/20/03. The checking account ending balance was \$2,899.38 reflecting deposits for Chapter dues from Montana, Oregon Capital, and Silicon Valley (\$180) and no withdrawals. Outstanding 2003 Chapter Dues amount to an additional \$210 (California Capital, Greater Spokane, and Utah Valley), while anticipated 2003 expenses will amount to \$1,000 total for the District Assembly Delegate Stipend and the District Nominating Representative Stipend.

REPORT FROM NATIONAL: Tom Vitelli, APR

2003-2004 District Representative to the PRSA National Board. Spoke of the activism of National President Reed Byrum, APR, particularly in terms of stressing diversity, stimulating electronic access, and organizing an Advocacy Committee to enhance the reputation of the profession. Financially, PRSA is still in a recovery period. Noted were: trend of return to net unrestricted balance; hard work by staff and Board; but still highly dependent on membership dollars, conference attendance, and conference sponsorships; need to build up reserves to "healthy" levels. As for membership, we are not on track to meet our numbers, even though membership management is better than ever. Economy is a big reason. Conference attendance exceeded goals, but somewhat short on sponsorships. Role of Districts – need to beef up positions to help support Best Practices at Chapters. Wants to hear more from Chapters about what they need from National.

During Q&A, Hamlin commented that she doesn't think "fill in the blank" or generic news releases from National were appropriate re: Advocacy Committee – perhaps instead National could be the resource for quotes and talking points.

FEEDBACK ON DISTRICT: Hatti Hamlin, APR

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Commented that she thought ListServ worked well, but asked for group comments. ListServ not just the providence of the District leadership – open to all District/Chapter members. Amber will begin to do digests.

2003 IN REVIEW – CHAPTER HIGHLIGHTS/LOWLIGHTS

SF Chapter: Great financial shape. Last year's annual conference was a big success in terms of funds and new memberships. First Thursdays mixer draws 30-90. Friday Focus e-newsletter now going to 900. Young Professionals programs are providing help with news releases, etc. Developing Board seats in SF for other nearby chapters (Oakland-East Bay and Silicon Valley), as well as reciprocal memberships.

Puget Sound Chapter: Membership down to 367 from over 500, probably due to economy, but something else must be happening as well. Also had a First Thursdays program, but it's dying out. Awards programs still do well. Luncheon programs are losing attendance. A few in the Chapter don't get dues notice until "Third Notice." Need to share more of this kind of information on the ListServ.

Tom Vitelli added: At National level, retaining members is key – and most likely to lose new members. So, important for Chapters to do welcoming/support activities.

Utah Valley: Has been a good year. Finances back in order. Fortunate programming events (Elizabeth Smarts' presentation added members).

Greater Salt Lake: Also a good year. Excellent membership drive – top for \$1,000 award. Have 5 PRSSA chapters and that has helped. Finances strong (\$15,000). Long run of successful awards programs. Challenge: attendance at monthly luncheons dips from time to time. Put successful programs on ListServ so others can duplicate. Also, possible to "share" a speaker between 2 chapters and split the transportation costs (Alaska/Utah, Portland/SF, etc.)?

Portland Metro: Community service projects – distributed the RFP and received 58 responses. Organization selected is getting a press kit, editorial visits, etc. Did PR101 for those not selected; 38 attended. Membership down slightly, and monthly attendance down slightly.

Sierra Nevada: no report.

Oakland-East Bay: Have had evening meetings since established in 1980, which helps those who can't leave the office for lunch (widespread Chapter area). Now offering Joint Membership with Oakland Chamber of Commerce for same dues payment. Have had several successful programs, including President Reed Byrum speaking on ethics and Lindsey's presentation on strategic communications planning. Lindsey inducted into College of Fellows. Three Chapters share responsibilities for Compass Awards. Membership up. Carol Ann and Ron Rhody have co-authored a book (Wordsmithing).

Montana: Lots of out-migration from state, has hurt membership so now at 30+ mark. Fifty has been the target for a long time, but apparently not possible. And split by many hours between cities. Most members are corporate, can't get government members or agency representatives.

Oregon Capital: Doing well with programming and finances. Many members are from government.

Alaska Chapter: Concentration of membership in Anchorage and then the rest widely scattered. Use teleseminars from National – helps build unity. About 120 members with 20 APRs. Mary inducted into College of Fellow. Challenges: mentoring program is not getting enough participation from student level. Awards applications down.

District Council (Mary/Alaska): Challenge of how to increase visibility of Districts and what they do. Focus on Governance and Programs. Julie Manning added that there is same challenge at Section levels. Chapters are the engines. Districts and Sections need to discuss/coordinate.

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PRESENTATION OF 2004 SLATE AND ELECTION:

Moved, seconded and unanimously approved to accept the 2004 Slate of Candidates as presented by the Nominating Committee (Former District Chairs Margaret Allender, APR (California Capital); Kay Herring, APR (Puget Sound); Kathy Hubbell, APR (Montana); Vivian Hamilton, APR (Alaska); Current District Chair Hatti Hamlin, APR (SF); and Chair Elect Dianne Danowski Smith APR (Portland).

Chair: Dianne Danowski Smith, APR, Portland Metro Chapter

Chair Elect: John Kvasnosky, APR, Seattle/Puget Sound Chapter

Secretary: J. Lindsey Wolf, APR, Fellow, Oakland-East Bay Chapter

Treasurer: Todd Bulot, APR, Alaska Chapter

National Nominating Committee Delegate: Hatti Hamlin, APR, San Francisco Chapter

Nominating Committee Alternate #1: Carol Ann Hackley, APR, Oakland-East Bay Chapter

Nominating Committee Alternate #2: Mark Carpenter, APR, Utah Valley Chapter

Nominating Committee Alternate #3: Judy Ganulin, APR, Central California Chapter

At the conclusion of the vote, Hatti Hamlin turned the meeting over to Dianne Danowski Smith. Danowski Smith led those assembled in heartfelt praise for the efforts of Hamlin during her term.

TOPLINE VISION FOR DISTRICT IN 2004: Dianne Danowski Smith, APR, Chair

- Spoke of attending the Leadership Rally – a wonderful experience and wants to put “legs” on it. District has struggled to put together a development conference because of expense and geographic expanse of Chapters. Grace Leong APR, from the National Board did a great presentation at the Rally on how to build a better board. Have teleconferences be hosted by people like Grace.
- Will talk with all Chapter Presidents to discuss their needs and participation in building and supporting their Chapter boards.
- Opportunity to set a new course for what the Districts could do.

Tom Vitelli then spoke for a few moments on the Assembly's Bylaws Amendment related to Accreditation and Assembly Membership. He congratulated the Puget Sound Chapter's Task Force that was convened to study the issue and then share their findings with others. He felt the District's leadership had been excellent and certainly had brought more light than heat on the matter, which was defeated in a narrow vote.

MEETING ADJOURNED

Danowski Smith adjourned the meeting at approximately 9 a.m.

Minutes submitted by Lindsey Wolf APR, Fellow PRSA.

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