



**PRSA NORTH PACIFIC DISTRICT  
DRAFT MINUTES  
Tuesday, March 16, 2004  
Board Teleconference**

**ATTENDANCE:**

**District Officers**

District Chair	EXCUSED (Dianne Danowski Smith, Portland Metro <a href="mailto:ddsmith@ulum.com">ddsmith@ulum.com</a> )
Chair Elect	John Kvasnosky (Puget Sound) <a href="mailto:john.kvasnosky@boeing.com">john.kvasnosky@boeing.com</a>
Treasurer	EXCUSED (Todd Bulot, 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 <a href="mailto:hattihamlin@aol.com">hattihamlin@aol.com</a>
Nom Comm 1 <sup>st</sup> Alt	Absent (Carol Ann Hackley) <a href="mailto:chackley@aol.com">chackley@aol.com</a>
Nom Comm 2 <sup>nd</sup> Alt	Mark Carpenter (Utah Valley) <a href="mailto:Mark.Carpenter@symantec.com">Mark.Carpenter@symantec.com</a>
Nom Comm 3 <sup>rd</sup> Alt	EXCUSED (Judy Ganulin, APR, Central California <a href="mailto:jganulin@comcast.net">jganulin@comcast.net</a> )
National Bd/NP Director	Tom Vitelli, APR, Fellow PRSA <a href="mailto:cotvitel@ihc.com">cotvitel@ihc.com</a>

**Chapter Presidents (or Designated Representatives)**

Alaska	Joette Storm (for President Crystal Enkvist <a href="mailto:cenkvist@areca.org">cenkvist@areca.org</a> )
California Capital	Margaret Allender (for President Christina Ragsdale <a href="mailto:cragdale@sacrt.com">cragdale@sacrt.com</a> )
Central California	Not represented (President Candice Pendergrass <a href="mailto:candicep@fresnomet.org">candicep@fresnomet.org</a> )
Greater Oregon Chapter	John Mitchell, President ( <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	Not represented (Margaret Crabtree, President <a href="mailto:mcrabtree@shrinenet.org">mcrabtree@shrinenet.org</a> )
Idaho	Not represented/Currently Inactive
Montana	Pam Parsons (for President Lori Cox <a href="mailto:lori@mtexpopark.com">lori@mtexpopark.com</a> )
Oakland-East Bay	Wolf (for President Mary Lou Thiercof <a href="mailto:mlt@workingimages.com">mlt@workingimages.com</a> )
Oregon Capital	Not represented (President Shannon Priem <a href="mailto:spriem@osba.org">spriem@osba.org</a> )
Portland Metro	Not represented (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	Adrienne Bemus (for President 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 Carpenter (for Pres. Mark Fredrickson <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: John Kvasnosky, Chair Elect**

The conference call was initiated at 1 p.m. Chair Elect noted that Chair Danowski-Smith had been held over in Texas for a training session and was unable to join the call. A new District newsletter will be launched soon. The member survey is still in process.

**APPROVAL OF MINUTES:**

Minutes of January 28, 2004, were approved as distributed.

**TREASURER'S REPORT: Todd Bulot**

Treasurer excused, but provided a written Financial Report to the Chair indicating that there were no major changes. Dues for 2003 have been received from Greater Spokane and Utah Valley, but not from California Capital Chapter (\$105). 2004 dues statements will be emailed to Chapter Presidents and Treasurers on June 1.

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### REPORT FROM NATIONALBOARD: Tom Vitelli

Tom reported that:

- ❑ The National Board was continuing from last year its focus on Advocacy, Diversity and Professional Development. With respect to diversity, 50% or more of chapters are involved and sharing Best Practices. *Tactics* magazine is just out with information on professional development; chapters should try to leverage the programs from the National Conference.
- ❑ An additional focus this year will be on Membership to maintain market share (compared to other professional PR organizations); maintain vitality and influence as well as revenue stream; goal is 600 net new members. Have only maintained membership over the past two years – not bad given the economy and contraction of jobs in the profession. To increase membership, chapters should focus on retention first – and get out the message that membership is everyone’s responsibility. There is a potential role for Districts in helping Chapters mobilize.
- ❑ The National Board is engaged in developing the next 5-year plan for PRSA. President Elect Judy Phair is leading this effort.
- ❑ National Headquarters will be moving to 33 Maiden Lane near the Stock Exchange and Federal Reserve Building. It is possible this will be accomplished before the Leadership Rally on June 4-5.
- ❑ There are two new Affinity Groups (New Professionals, and Gay & Lesbian), and one new Section (Military). It is possible a third new Affinity Group will be added (Senior Members). The bottom line for all of these is to meet interests/needs of members and build revenues to increase stability of the organization. Hatti Hamlin mentioned that SF Chapter was formalizing its Young Professionals group, possibly without requiring National membership for a set period of time to reduce impact of dues. Kelly Albanese, PRSA staff, explained that the National New Professionals group is required to join National, but with lower dues. Have 150 members already. Sherry Benjamin commented that National dues do seem very costly for new professionals; Tom noted that there was an Associate category (but requires PRSSA membership).

### REPORT FROM NATIONAL STAFF: Kelly Albanese

Kelly reported that:

- ❑ National needs to have the Chapter Disclosure Forms returned ASAP.
- ❑ Invitations to the Leadership Rally (June 4-5) will be sent April 1 to designated leaders.
- ❑ Chapter Council and District Council have joined to develop a survey re: PRSA’s resources and what else needs to be done. All Chapters will receive the survey.
- ❑ Also looking for Best Practices; forms will be coming.

### PROFESSIONAL DEVELOPMENT: Hatti Hamlin

Hatti noted that:

- ❑ The District Chairs are seeking assistance with development of a marketing plan for membership. Email Rhoda Weiss if you want to assist.
- ❑ Chapters can contact Kelly Albanese if they need lists of Section members, etc. (manipulation of the data base is possible for a number of these kinds of purposes).
- ❑ The Seminar on “Account-Ability: Critical Financial Skills for Today’s Communicators” is getting rave reviews.
- ❑ The Professional Development Committee has a big charter this year – looking at all PD opportunities from National and teleseminar ideas + marketing plan. Need volunteers who can bring their planning expertise to the table. Contact Hatti.

### DISTRICT CONFERENCE:

John noted that several people were working on their committee including Joette Storm (Alaska), Lori Cox (Montana), and Margaret Crabtree (Greater Spokane). They are looking at an easily reachable location such as Seattle. The objectives are to provide meaningful professional development to those who just cannot get to the National Conferences, particularly when they are on the East Coast, and to foster connections among various chapter leaders. Target is 10% of the District membership (approximately 160 of 1,653). Timing is looking like April 3-4, 2005 (Sunday-Monday), possibly at a mid-range hotel near Sea-Tac or Downtown Seattle. Open to other locales if there were sponsorship/partnership opportunities that would reduce participant costs.

### CHAPTER HIGHLIGHTS:

- ❑ Greater Oregon chapter has its website up – check it out at [www.goprsa.org](http://www.goprsa.org)

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**LEADERSHIP – PROFESSIONAL DEVELOPMENT TOPIC**

- More information will be coming on the District's next teleseminar call on Tuesday, April 20, which will be open to everyone who's interested, not just the leadership. "Hot Topics & Trends in Chapter Membership Recruitment and Retention: How to R.O.A.R."

**NEXT DISTRICT BOARD CALL: Tuesday, May 18, at 1 p.m.** Save the date/time. Dial-in instructions to come later.

**MEETING ADJOURNED**

John Kvasnosky adjourned the conference call at approximately 2 p.m. as planned.

**RESPECTFULLY SUBMITTED,  
Lindsey Wolf, Secretary**