

## **March 8, 2001 Conference Call Minutes**

### **Present:**

Paul von Beroldingen, Pres., San Francisco  
Mitch Friedman, San Francisco  
Elizabeth McRae, Assembly Delegate and District Secretary, San Francisco  
Vivian Hamilton, National Board member, Alaska  
Mary Deming Barber, Alaska  
Mark Carpenter, Pres., Utah Valley  
Kathleen Campini Chambers, incoming Pres., California Capital Chapter  
Christina Ragsdale, Assembly Delegate, California Capital Chapter  
Rebecca Brandt, Portland Metro  
Margaret Allender, Immediate Past Chair, Sierra Nevada  
Sonya Gordon, Pres.-Elect, Sierra-Nevada Chapter  
Bonnie Saviers, Secretary, Sierra-Nevada Chapter  
Dianne Danowski-Smith, First Alternate, Portland Metro  
Kathy Hubbell, District Chair, Montana  
Melinda Kletzok, Pres., Greater Oregon Chapter  
Shelly Huff, Pres., Silicon Valley Chapter  
Judy Ganulin, Assembly Delegate, Central Calif. Chapter  
Marti Kransberger, Spokane Chapter  
Mary Lou Thiercoff, Pres., Oakland/East Bay,  
Carol Ann Hackley, Assembly Delegate, Oakland/East Bay Chapter  
Amber Chiang, Pres.-Elect, Central California Chapter  
Chuck Sant'Agata, Central California Chapter  
Cary Greenwood, Pres., Greater Oregon Chapter

Not present: Val Peterson, Utah Valley; Alice Collingwood, District Treasurer, Puget Sound (although she tried to get on the call); Jane Tors, Assembly Delegate, Sierra Nevada; Paul Tash, Pres., Russ Cravens, Assembly Delegate, Pamela Parsons, Treasurer, Montana Chapter; Tom Vitelli, Pres., Greater Salt Lake Chapter

I. Introductions all around with everyone on the call.

II. Re-cap of old business, i.e., those things which we've been discussing since October, and those items being brought forward from last year:

Calls to Chapters from Board members – in progress.

Roles and responsibilities of the District – Dianne Danowski Smith asked why the Districts had been left out of the National strategic plan. Kathy mentioned that the Eastern seaboard has much more access to the New York office, so the districts aren't quite as important there. The further West, the more important the district structure becomes. She has been very vocal on the importance of the district system. Margaret Allender indicated that Bob Stack and Linda Cohen are working on a paper related to District recognition/stature, which may be insightful. They can be reached at lcohen@azstarnet.com (Linda Welter Cohen), and bobstack@att.net (Bob Stack) to ask for a copy/status.

Chuck Sant'Agata raised the concept of businesses sponsoring recent graduates into PRSA in order to make sure that we can get them involved early and not lose them. This is especially relevant for regions with PRSSA chapters.

Professional Development opportunities – no discussion.

District Speaker's Bureau – Kathy asked if everyone had this and if it would be used. Several chapter representatives asked to have it resent. Rebecca asked that chapters send out emails to members to request speakers for the list. She will draft a paragraph describing the program and put it on List-Serve for everyone's use with chapter membership.

III. Treasurer's Report – this is the same report given last October at the District meeting in Chicago. It was approved on the call unanimously. We have approximately \$2,000 in the bank that can be used for a District initiative.

#### IV. New Business

District Web Site – Kathy has someone who can design the site for \$600. Amber Chiang offered to design the site for free. The District would only pay for hosting fees and the cost to purchase a URL. A motion was made to approve up to \$200 for this purpose. It passed unanimously. The URL will be [www.prsanpdistrict.org](http://www.prsanpdistrict.org). Thanks, Amber!

Funding for Speaker's Bureau flyer or brochure – no discussion.

Use of District List-Serve – Kathy had previously emailed everyone to ask that responses go to individuals, rather than the entire list, to avoid spamming others.

Surveys of Chapter's Professional Development needs and of recruiting diversity efforts – Kathy will compile these and send them on to National, per their request.

Feedback/discussion from recent District Council conference call and the State of the Society – Vivian Hamilton did not have anything new to discuss except to ask chapters to be sure to identify an ethics officer. An APR is required. Training will be coming up soon.

Other – anyone attending Tech2001 is invited to meet other District members for a drink at 6 p.m. on Sunday, March 11, in the lobby bar of the Argent Hotel.

V. Chapter Reports – written reports were provided by the following chapters: San Francisco, Central California, Greater Oregon, Utah Valley, Alaska, California Capital, Oakland/East Bay, and Montana.

The following verbal reports were given:

Marti Kransberger, Spokane Chapter – things are going very well. They have about 75 members and had a very successful holiday event.

Greater Salt Lake – no one was available to report.

Melinda Kletzok, Oregon Capital – This is its first year as an established chapter and they have 23 members so far. They have programming scheduled through September and have a website and newsletter.

Sonya Gordon, Sierra Nevada – They have about 65 members and an active PRSSA mentoring program. They are creating a directory that will go to media with PR contacts listed, based on topics and areas of expertise.

Rebecca Brandt, Portland Metro – They have over 300 members, are redesigning the chapter site and are working with Kids for a Drug-Free Society pilot program. They will establish relationship with the new PRSSA chapter Portland State University.

Shelly Huff, Silicon Valley – The region is going through a tough time with layoffs, so some people are showing up to network. Attendance has been low because of time constraints that people have in trying to get to meetings. They have 75 members and are in a rebuild mode but have a new, enthusiastic board.

Submitted by Elizabeth McRae Smith, APR, District secretary