

**PRSA NORTH PACIFIC DISTRICT
DRAFT MINUTES
Tuesday, Feb. 1, 2005
Board Teleconference**

ATTENDANCE:

District Officers

District Chair	John Kvasnosky (Puget Sound) john.kvasnosky@boeing.com
Chair Elect	Cary Greenwood (Greater Oregon) carygreenwood@yahoo.com
Treasurer	Jane Tors (Sierra Nevada)-2005 jtors@evpartners.biz ; Todd Bulot (Alaska)-2004 tbulot@mckinleycapital.com
Secretary	Peggy Stebbins (Montana) pstebbins@stpetes.org
Past Pres/Nom. Comm. Dele	Dianne Danowski Smith, (Portland Metro) ddsmith@ulum.com
Nom Comm. 1 st Alt	EXCUSED Joette Storm (Alaska) joette.storm@faa.gov
Nom Comm. 2 nd Alt	EXCUSED Bryant Larsen (Utah Valley) uvblarse@ihc.com
Nom Comm. 3 rd Alt	Mark Carpenter (Utah Valley) Mark.Carpenter@symantec.com
National Bd/NP Director	Tom Vitelli, APR, Fellow PRSA cotvitel@ihc.com

PRSA Guests

National Treasurer	Rhoda Weiss rweiss@memnet.org
National Staff	Kelly Albanese Kelly.albanese@prsa.org

Chapter Presidents (or Designated Representatives)

Alaska	Celine Kaplan c_kaplan@telalaska.com
California Capital	Jami Warner jami.warner@edelman.com
Central California	Judy Ganulin jganulin@comcast.net
Greater Oregon Chapter	Sue Viggiano sue.viggiano@ltd.org
Greater Salt Lake	Dave Smith dsmith@ppch.com , Lonnie Stapley
Greater Spokane	Not represented
Idaho	Not represented/Currently Inactive
Montana	Lori Cox (lori@mtexpopark.com)
Oakland-East Bay	Cathy Schieberl cathyrose@gmail.com
Oregon Capital	Shannon Priem spriem@osba.org , Carolyn Bolton ladycaroline55@hotmail.com
Portland Metro	Patti Atkins patti_atkins@msn.com
Puget Sound	Caroline Bombar-Kaplan caroline@bombar.com
San Francisco Bay	Not represented
Sierra Nevada	Ronele Klingensmith ronele@rkpr.com
Silicon Valley	Dave Black dblack@vocepr.com
Utah Valley	Mark Carpenter (for Pres. Mark Fredrickson) mark.fredrickson@nextpage.com)

Cc: Kelly Albanese Kelly.albanese@prsa.org
Amber Chiang Chiangcreations@yahoo.com

WELCOME: John Kvasnosky, Chair Elect

The conference call began at 11 a.m. John reported that several conference calls will be held in coming months to help plan for the upcoming District Conference. He thanked Diane Danowski Smith and last year's District Leadership for their PRSA work. John reported that the national conference was very successful and PRSA's major goal of providing additional professional development was met. He also said District worked toward its goal of helping chapters with programming and sharing best practices through several leadership calls, which are planned again this year. The District's other main goal in the near future will be to help the Idaho Chapter become re-established. Idaho representatives will be included on future District Board calls.

REPORT FROM NATIONAL STAFF: Kelly Albanese

Kelly reported that National has received most chapters' information for 2005; however, a few chapters have still not completed the annual survey. She asked that past or current presidents complete the web-based 10- question survey and e-mail it to her. Kelly said PRSA's first membership promotion of 2005 will be launched in March. She said last year's campaign was very successful and they are hoping for the same results this year.

All chapters should soon receive a packet of membership campaign materials that are also available electronically by sending a message to chapters@prsa.org. She said PRSA has worked very hard toward on-line membership renewal, which is now being tested and should be available in a few weeks. The new function should make a huge difference in renewing dues on-line through MemberNet. Other enhancements to MemberNet include an easier manner to obtain reports using the browser. Improvements in the export function on membernet are also being made. Chapters needing to register people to access reports should e-mail her and she will provide authorization for up to five members who can have access 24 hours a day, 7 days a week. She said this site is a great supplement to weekly automated reports sent to chapter administrators.

REPORT FROM NATIONALBOARD: Tom Vitelli

Tom reported that the National Board met in January, reviewed its progress in 2004, and felt it was one of its best years ever by many different measures. He said the Board met its goals, even annihilated them in many respects. The headquarters move was accomplished flawlessly and significantly under budget; the new offices are much better than PRSA's former offices off of Union Square. Membership goals were exceeded with 3.6% growth in 2005 and National is looking for a 3.5% increase again this year. There was great progress on diversity with a diversity tool kit disseminated to chapters and partnerships established with Hispanic and Black PR newswires. Advocacy efforts were good and are off to good start in 2005 with facilitation of interviews on the Armstrong Williams case, speaking against corruption and communications, and journalists taking money as a paid offering. PRSA's new resource guide gets thicker each time it comes out and offers quite a bit in terms of professional development, one of the core values of membership along with networking. Looking ahead to 2005 challenges and projects, PRSA sees renewed attention on APR and marketing it in an effort to have more members achieve the status and gaining additional respect for it from

people in and outside of the profession. He also said the Foundation has changed its governance structure. The PRSA Board also sits as the Board of the Foundation and a Foundation Advisory Board is charged with developing the foundation and taking it forward. There is lots of new opportunity for the Foundation with this closer relationship with the regular society and great work is needed to achieve its goals. Governance is something PRSA will look at closely in 2005; an initial report has helped with the nominating committee process. More will be reported at the International Conference in Miami. A call for presentations at the conference has been made and Silver Anvils are coming up. During the January leadership call, people were asking about the progress of the study around the national nomination process and how it is going forward. There has been a number of recommendations; changes have been made and accepted to tighten policies and procedures. It was agreed a parliamentarian needs to be present to make sure process is followed. They identified a lot of the low-hanging fruit and will now delve into deeper issues as the year goes on. Tom welcomed calls from members who may have any questions. He added that B.J. Whitman of Hawaii is the new chair of the District/Chapter Council. It is so named because it is now a merged organization comprising the former District Council and a chapter piece that never got underway. The Council is looking for chapter-level representatives from each district. Districts have the opportunity to appoint someone in that role if they have an interest in or know of someone in chapter who is a great advocate and would be interested in serving in the district chapter council role. This is a good opportunity for someone who would like to get more involved in PRSA. Meetings are held via teleconferences and at the national meeting. (UPDATE: Since the call, Carolyn Bolton of the Oregon Capital Chapter has volunteered to be our District's rep to the Council. Thanks Carolyn!)

TREASURER'S REPORT: Todd Bulot

Outgoing Treasurer Todd Buella reported that the year 2004 ended in good financial shape for the District, with all expenses paid and roughly \$2,000 in the bank. He thanked all chapters for promptly paying their district dues. In 2005, he is handing over the District checkbook to incoming treasurer Jane Tors. Todd said the District's operating budget is built by collecting revenue of \$1 from each chapter member and that expenses range from \$1,500-\$1,600 which usually results in a wash. There will be a new component for finances this year with the conference, which should generate additional revenue. The District is planning to host an event of significant value but keep it at an affordable price for members. Ten chapters have agreed to provide seed money for the conference, eight have confirmed dollars and two are in final negotiations with their membership. To date, \$4,000 has been received from a few chapters. Thank you very much to those that made the commitment of

funds. The conference committee has set a target of 100 attendees, which should yield \$12,500 in registration fees. Approximately \$5,000 in sponsorships is also being sought for a total of \$17,500. Expenses are estimated at about \$13,000, so, if targeted goals are accomplished the District will do pretty well. The seed money that was collected from chapters is being treated as loan. If an additional profit is made from the conference, those

chapters will be repaid the loans. More information will be posted on web site. John thanked Todd for keeping checkbook in Alaska until it can be setup in Nevada and reminded membership that if anyone needs to send money to District to continue sending it to Todd at this time.

SPECIAL GUEST: Rhoda Weiss, 2005 National Treasurer

John introduced Rhoda as a long-time supporter in her home chapter of California who has spoken and given willing of her time to PRSA. She owns Rhoda Weiss and Associates near Long Beach and also teaches at UCLA. She first served PRSA as national secretary last year and is now national treasurer. She was named the PRSA Professional of the Year in 2003.

Rhoda presented "Sure-Fire Ways for Chapters to Increase Revenues and Cut Costs." She shared ideas on ways to save money nationally as well as how to generate additional funds. She said PRSA has added two committees, one innovation committee to develop ideas to generate funds as the organization is now dependent on the international conference, and another committee to look at new ways to offer services. These transitional teams are looking at products and services they can sunset; those that members have not been interested in or have shown very little interest. She said the best way to generate income is through member recruitment but also retention. She suggested recruiting senior executives as members so they encourage their staffs to also become members. Rhoda used the example of the Detroit PRSA Chapter whose membership depends on who is on the Board of Ford Motor Company. She said once these executives are recruited, they should be asked to accomplish certain tasks. She emphasized that chapters must find a role for senior executives with the PRSA Board, such as executive advisors. PRSA has found that these members bring a lot of their own folks into the organization and get more involved. This also builds treasury by getting more people to meetings. Some people who have a local counselor's academy have a senior program that melds into group. When chapters keep senior executives involved and profile them in newsletters, membership numbers go up. She also said that through PRSA's partnership with Bacon's, chapters may obtain names of people who have new positions in PR organizations. She suggested chapters also scour local press to find people who have new positions or joined organizations that may be potential members. Rhoda also suggested holding membership contests with prizes for members who recruit new people. College students are another resource that can be tapped. Those who are graduating should be recruited as members, provided a mentor, and kept involved, as most new members are lost within the first two years. The Atlantic Chapter sends letter to graduates' parents suggesting a gift of membership. Rhoda suggested chapters save money by keeping meeting costs down by using places such as hospital meeting rooms for free and using their in-house dietary as an inexpensive way to draw more people. Chapters can also plan joint programs with universities; they have great speakers who are very inexpensive. Get engaged locally to keep and generate income. In LA, members get a free meeting each year at the LA Times where the executive editor and reporters speak. Another way of bringing people in is through business journals. Meetings can be held at hotels at little cost to chapter members. Computer firms or advertising agencies may also sponsor meetings. To help save costs, move membership directories on line. Trade for in-kind services such as printing whenever

possible and recruit students to maintain the web site. Send meeting notices online or get a corporation to pay for faxes. Sponsorship is bringing money in and getting things paid for so the chapter's expenses are kept down as much as possible. Surveys are another opportunity to make money and often students can provide the resources to get them accomplished. Chapters can also charge sponsorship fees for placement on their web sites. The Richmond, Virginia, chapter charges its members a \$100 annual fee, which includes all meetings. Another chapter gave people a choice, \$40 fee or \$100. It works because bosses like to pay with one check. Fundraisers can also be held for scholarships to help pay members' expenses to attend a leadership rally. The revenue from silent auction items can also provide scholarships for leadership meetings or national conference attendance. The biggest profit margin national is seeing right now is from its job bank. Chapters can also charge a fee for those who are not members to use their job bank. Most people join PRSA to get to the job bank, or pay the fee. Also, never pay for anything you do not have to pay for, solicit in-kind gifts whenever possible. Rhoda was asked whether chapters' jump start program for accreditation had

been successful money makers for chapters. She said the programs have not been a money maker at this point, but that there may be a way to do a program with national and split some of the fees. The challenge is that a lot of people take advantage of the telephone and on-line program to try and keep prices low. Joint programs could bring revenue to chapter. Alaska coordinates educational teleconferences and uses them as chapter meeting. They charge each person attending a small fee and typically, this generates additional revenue for chapter. This process makes the teleconferences affordable for chapters and brings people together in one room. More ideas are available as a link on national web site. The next treasurer call will discuss ideas on investing chapter dollars. Dozens of national committees are looking for membership, participation is welcomed.

DISTRICT CONFERENCE: Cary Greenwood

Cary reported that the program is tied down for "Leading Edge PR North Pacific Style" from April 24-25 at the Crown Plaza Hotel in Seattle but that some items are still being considered so if members have ideas they should contact him or Jolette Storm, chair of programming. The conference will be an attractive and exciting event. It's been a long time since the District has hosted a conference; the idea is to keep it affordable and accessible for members. Discounts have been arranged for attendees with Alaska Airlines and Amtrak. Plans are for 100 participants with a maximum of 150 attending. National President Judy Phair, the keynote speaker, will be joined by Kirk Stewart from Nike. The conference committee is looking at two things: showcasing regional successes and helping fellow practitioners to be more successful. On the tactical and strategic track, the conference will provide information to chapter leaders with the leadership rally on Sunday. Among the presentations planned are: "Sawmill Creek – Partners to Progress in Delta Junction, Alaska", "Undaunted Stewardship – Public Participation in Water Right Issues in Montana" by Tom Daubert, a panel providing independent practitioners ways to save costs with various vendors who provide services, and a technology panel – open source marketing from the Silicone Valley.



A printed version of the brochure should be available once all speakers are confirmed in mid-February.

Lori Cox reported that she is seeking conference sponsors. She asked members to infiltrate their organization, clients, and communities to find sponsors. By brainstorming sponsors' potential names and contacts new members may also be found. The conference is a great opportunity for companies to be represented and provides them the opportunity to network with people at the conference – not a big volume but an incredible niche of quality individuals. Members were asked to provide Lori with potential sponsors, but if they have a close personal tie with the sponsor, she welcomes any help in securing that potential sponsor. The web site, www.prsanpdistrict.org, has many resources for sponsorship solicitations.

MEETING ADJOURNED

John Kvasnosky thanked chapters for assigning folks to assist with district. He said another call would be scheduled before the District Conference and a business meeting would be held at the conference those who can attend. He adjourned the conference call at approximately noon as planned.

**RESPECTFULLY SUBMITTED,
Peggy Stebbins, Secretary**