



November 5, 2004

TO: **All Chapter Board Members of North Pacific District Chapters**

FROM: Dianne Danowski Smith APR, Chair of the North Pacific District
(Board Member At Large, Portland Metro Chapter)
ddsmith@ulum.com; P: 503.646.9854 F: 503.350.0771

RE: 2004 Assembly and Year End North Pacific District Report

In this report

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Dear Chapter leaders:

Thank you for the privilege of serving as your District Chair this past year. But, the year's not over!

We had a busy productive year, laying the groundwork for more effective leadership development to support the chapters and in preparation for a District Professional Development Conference next spring. Read on for more information.

The North Pacific District has made solid progress in striving to meet the Leadership Development needs of chapter leaders in our 16 chapters. As you may know, the NP District is one of the largest regarding member chapters and so we have had ample opportunity to provide meaningful assistance to you as you've done the important daily work of leading your chapter in the practice and the profession of public relations.

Our District M.O. this year has been to grow the effectiveness and vitality of each Chapter in the North Pacific District through chapter board development. To this end, we provided relevant and timely information that extended PRSA leadership development resources to the individual chapters. We hope to continue this function in 2005, with our first district conference in over ten years.

We watched as this approach was modeled among other districts in PRSA, and many of them enjoyed the same success that we did.

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Leadership Development:

One of the most important resources provided to chapter leadership is the National Leadership Rally. This year we worked hard to put legs on the Rally to bring these resources to each North Pacific Chapter through topics and teleconferences aimed to strengthen and develop chapter leaders.

To this end, we held four District Leadership Development teleconferences: "*How to Lead and Manage Your Chapter Board*," "*Hot Tips and Topics in Membership Recruitment and Retention*," "*A Conversation with PRSA National President Del Galloway*," and "*Succession Planning in Your Chapter's Leadership for 2005: The Future is Now*." Handouts from the each session are provided on the district's Web site (www.prsanpdistrict.org).

All teleconferences were free to chapter leaders and committee chairs. The calls were held the third Tuesday of every other month. In alternating months, District Board calls took place.

Chapter and District Survey:

This year the District Council surveyed leadership for chapters and districts to determine how districts can be a better, more effective resource to chapters. A summary was distributed to all NP chapter leaders in July. To review this summary, go to pages 7-9 at <http://www.prsanpdistrict.org/documents/PRSA%20NP%20Midyear%20report.PDF>.

In general:

- Remember that meeting minutes, session postings and the calendar of District leadership development opportunities are all posted at www.prsanpdistrict.org.
- Save the date for the PRSA North Pacific District Conference, "Left Coast or Leading Edge," April 24-25, 2005 at the Crown Plaza Hotel in Seattle. Watch the Web site for more information.

Thanks again to all chapter leaders for your involvement, interest and feedback. And a big PRSA thank to you to the 2004 officers and board of the North Pacific District. Everyone pitched in at some level to help make this an effective, productive year!

Onward and upward to 2005.

Janine Janowski Smith



**PRSA North Pacific District Meeting
Sunday, October 24, 2004
New York Hilton & Towers**

Meeting Attendees

Chair	Dianne Danowski Smith, APR, Portland Metro Chapter
Chair-Elect	John Kvasnosky, APR, Puget Sound Chapter
Treasurer	Todd Bulot, APR, Alaska Chapter
Imm. Past Chair	Hatti Hamlin, APR, PRSA Fellow, San Francisco Bay Area Chapter
NP Dist. Rep	Tom Vitelli, APR, Fellow PRSA, Greater Salt Lake Chapter

Alaska – Mary Deming Barber, APR, Fellow PRSA; Joette Storm, APR, PRSA Fellow;
Todd Bulot, APR; Crystal L. Enkvist

Central California – Jill Marmolejo, APR

Greater Oregon – Monica C. Shovlin

Montana – Lori Cox; Kathy Hubbell, APR; Karen Cooper, APR

Oakland-East Bay – Roberta Wong, APR

Oregon Capitol – Patrick J. Cooney, APR; Gary Burriss

Portland Metro – Madeline Turnock, APR; Patricia A. Atkins; Olga Haley, APR;
Darcie Meihoff, APR

Puget Sound – Cathy Hinrichsen, APR; Randy Hurlow; Deanna Zachrisson, APR

San Francisco Bay Area – Jerry Corbett

Sierra Nevada – Faye I. Andersen, APR

Utah Valley – Mark Fredrickson, APR

Welcome & Introductions

North Pacific District Chair Dianne Danowski Smith, APR, called the meeting to order at 9:10 a.m. Those in attendance were asked to introduce themselves and give their PRSA chapter affiliation. (A complete listing is attached.)

2004: The Year in Review

District Chair Dianne distributed copies of the Year End North Pacific District Report. She announced a few highlights of topics covered in the report including:

Providing resources to chapter leadership unable to attend the National Leadership Rally. Leadership Development teleconferences to help chapter leaders throughout their year, including posting teleconference topics on the North Pacific District website at www.prsanpdistrict.org.

Dianne visited Boise, Idaho in September with Tom Vitelli and met with PRSA members in an attempt to reactivate that chapter. There are 25 national members in the state, but the chapter has been inactive for the past seven year.

Treasurer's Report

District Treasurer Todd Bulot, APR gave the Financial Report as of September 30, 2004. The District checking account had a beginning balance of \$1,995.29.



A total of \$1,109.00 has been received in dues payments from 10 chapters. A withdrawal of \$249.01 was made to pay Immediate Past Chair Hatti Hamlin a stipend for her travel representing the district on the National Nominating Committee. The checking account ending balance as of September 30, 2004 is \$2,855.28.

Note: The following chapters have not paid their 2004 district dues.

Greater Spokane	\$50
Montana	\$50
Oakland East Bay	\$90
Puget Sound	\$200
Silicon Valley	<u>\$119</u>
	\$517

The anticipated remaining expenses for 2004 total approximately \$600 to cover the District Assembly Delegate Stipend and Miscellaneous Expenses. Treasurer Todd anticipates completing 2004 with an approximate balance of \$2,700 in the District Treasury.

National Report

Tom Vitelli, APR, Fellow PRSA, Greater Salt Lake Chapter, 2003-04 North Pacific District Representative to the PRSA National Board reported on the 2004 Assembly actions and activities.

Members of the Assembly voted to amend the PRSA Bylaws to decouple governance from accreditation. With the change, Assembly Delegates must be APR or a current board member in their respective Chapter, District or Section as the minimum standard to serve as an Assembly Delegate. Chapters wishing to maintain the APR requirement for their chapter's Assembly Delegate are free to establish that requirement in their own Chapter Bylaws.

Another bylaw amendment addressed the Universal Accreditation Board eligibility requirements. Previously PRSA has required a member be engaged full time in the PR profession for at least five years. The assembly debated and passed an amendment that recommends five-seven years in the PR profession, plus a bachelor's degree or equivalent, before a member takes the APR examination. In addition, eligible candidates no longer have to be employed full-time in the profession.

The third PRSA bylaw amendment established a PRSA Foundation Advisory Board (the board is currently comprised of PRSA's National Board) whose members will be appointed to be an active, qualified body of advisors for the PRSA Foundation.

Tom reported on the election of new officers by the PRSA Assembly.

Tom also highlighted some of PRSA President & CEO Del Galloway's State of the Society remarks. They included a review of PRSA's fiscal troubles just three years ago. Today the Society has 20% of its annual budget in reserves. Member value has increased through the addition and restructuring of Professional Development opportunities. Tom also said PRSA's future challenges include reinvigorating and marketing the APR; advocating professionalism; offering opportunities for appointment to the Federation Advisory Board, plus growing the holdings and activities of the Foundation.

Future PRSA Conferences will be held in Miami in 2005 and Salt Lake City in 2006.



Chair Dianne added to Tom's report by reminding chapter leaders that the Strategic Plan now replaces the Blueprint for PRSA. She recommends that chapters go to www.prsa.org for a copy. She also stressed the value of using Member Net resources for chapter leaders on the website. She said they have a good diversity kit on Member Net available for download. In addition, chapters shouldn't forget to tap into the PRSA National Speakers Bureau. A stipend is sometimes available from PRSA National to help defray speakers' cost.

2005 Slate of District Officers

Chair Dianne called upon the District Nominating Committee for their report. Serving on the committee were: Immediate Past District Chair Hatti Hamlin, APR, Fellow PRSA, San Francisco Bay Area Chapter; Immediate Past District Secretary Faye I. Andersen, APR, Sierra Nevada Chapter; District Treasurer Todd Bulot, APR, Alaska Chapter; District Nominating Committee Alternate Mark Carpenter, APR, Utah Valley Chapter; District Chair Dianne Danowski Smith, APR, Portland Metro Chapter; and District Chair-Elect John Kvasnosky, APR, Puget Sound Chapter. Hatti reported that the Nominating Committee worked to obtain a diverse representation on the District Board and presented the slate of officers for next year, as follows:

PRSA North Pacific District 2005 Officers/Board

Chair	John Kvasnosky, APR, Puget Sound Chapter
Chair-Elect	Cary A. Greenwood, APR, Oregon Capitol Chapter
Secretary	Peggy Stebbins, APR, Montana Chapter
Treasurer	Jane Tors, APR, Sierra Nevada Chapter
National Nominating Committee Delegate	Immediate Past Chair Dianne Danowski Smith, APR, Portland Metro Chapter
Nominating Committee Alternate, No. 1	Joette Storm, APR, Fellow, Alaska Chapter
Nominating Committee Alternate, No. 2	Bryant Larsen, APR, Utah Valley Chapter
Nominating Committee Alternate, No. 3	Mark Carpenter, APR, Utah Valley Chapter

A voice vote was called to approve the proposed slate. The slate passed unanimously.

Looking Ahead to 2005

North Pacific District Chair-Elect John Kvasnosky, APR, outlined some of the activities planned for 2005.

- Left Coast, or Leading Edge – North Pacific District's Conference, April 24-25, 2005 in Seattle Washington. The district conference idea grew out of the membership survey this year and a desire to fulfill members' needs for Professional Development closer to home and at less cost than New York City.

The District is seeking District Conference sponsors and underwriters. Past District Chair Kathy Hubbell, APR, generously donated \$1,000 from her firm and issued a challenge to other firms to match it. It was proposed to seek donations from chapters, at a suggested rate of \$5 per member, which could be used to produce the conference. The donation could be repaid to chapters, if the conference makes money.

John's other focuses for 2005 include:

- Assist chapters with professional development and leadership issues.
- Recognize the value of sharing and best practices.



- Build on the already successful teleconferences.
- Bring the Idaho Chapter back to life.
- Bring the national message of available resources and opportunities to members/chapters.
- Expand membership.

Hot Topics & Chapter 2004 High/Low-lights

Portland Metro –Patti Atkins

They are working on their five-year Strategic Plan, which includes a reorganization of their board. They've taken a team approach to Professional Development and have a very active New Professionals group, which is separate from the chapter like a special section. They've added new initiatives and mentoring, plus are working to utilize their master members.

Utah Valley – Mark Fredrickson, APR

Utah Valley has grown their members by 10% this year. They have had good Professional Development programs. They have combined with the Salt Lake Chapter on some programs. Now that they are more grounded, they're looking for ways to get more APRs.

Oregon Capitol – Patrick Cooney, APR

They are the newest chapter in the North Pacific District. They've had some growing pains and trouble stabilizing the chapter, but they have grown from 20, to 30 members.

Oakland-East Bay – Roberta Wong, APR

Roberta spoke about their "awesome" Compass Awards program this year. Some 125 people attended at the Bellevue Club. Fifty awards were presented and there was a lot of energy coming among the members. It was due to two new members who rose to the challenge and did a fantastic job.

Sierra Nevada – Faye I. Andersen, APR

Faye reported on a one-day Professional Development seminar the chapter hosted this past week. The chapter's annual Silver Spike Awards are coming up next month. The chapter has an active mentoring program with PRSSA and recently conducted three, three-hour evening PR101 classes – "Everything You Ever Wanted to Know About PR" at the J-School at the University of Nevada.

Montana – Lori Cox

Lori is a second-year Chapter President and has had a rough time finding a replacement. It's a tough economy in Montana. The chapter is concentrating on regional membership throughout the state. She is seeking advice on recruiting and retaining members, plus succession planning...

Central California – Jill Marmolejo, APR

Jill reported the chapter is at a good solid status, but they've had no growth. They have a strong university PR program. Their awards program was re-energized after judging the San Diego Chapter's awards. They are doing outreach to nonprofit groups through their PD programs.

Puget Sound – Cathy Hinrichsen, APR

The chapter currently has 397 members. They have a strong Professional development program, plus a program to jump-start younger members. They are doing PR seminars for nonprofit organizations. They also have a strong awards program and chapter website. Puget Sound leadership is now doing analysis of a member survey to determine future direction. She mentioned that previous to the change in the APR examination, they had a fabulous training program and participation. Now they have no takers.



San Francisco – Hatti Hamlin, APR, Fellow PRSA

Hatti reported the chapter membership is remarkably different today than it was 25 years ago when the majority of members were employed by Fortune 500 companies. Today there are a majority of solo practitioners. The chapter has launched a new E-newsletter. They also have a website, Friday Faxes and PR News, with electronic links. Their Young Professional group is very active. Their focus now is diversity. Their annual Workshop Till you Drop will be held November 9 and feature four, 50-minute workshops, 22 in all in one evening. She mentioned that the chapter underwrites four APR scholarships each year and they've had only one member take advantage of it this year.

Alaska – Crystal Enkvist and Todd Bulot, APR

The chapter is stable at 110 members. They've had good monthly luncheon with lots of outside expertise making presentations. They are financially stable. Their challenge is to reinvigorate their awards entries and do some succession planning. They also struggle with pockets of members in Fairbanks, Juneau and Anchorage to bring them into a true statewide organization.

Greater Oregon – Monica Shovlin

Monica reported that attendance is down at the monthly chapter meetings. They need some regional/national speakers to entice members to meetings. They produced a PR101 even for nonprofit organizations and it was well attended. They have a strong connection with the PRSSA Chapter at the University of Oregon, Eugene thanks to two very active PR professors at the school.

Meeting Minutes

Compiled by Faye I. Andersen, APR, Sierra Nevada Chapter



PRSA 2004 Assembly Report
(Available at www.prsa.org/conf2004)

The following summarizes the discussions and resolutions of the 2004 PRSA Assembly held in New York City on Saturday October 23, 2004.

Assembly Resolutions and Election

The summary report on the Proceeding of the 2004 Assembly:

The Assembly comprised 268 PRSA Assembly Delegates representing 96 Chapters, 12 Professional Interest Sections and 10 Districts, the PRSA Board of Directors, three delegates-at-large, the Canadian delegate-at-large and a representative from the College of Fellows and the Public Relations Student Society of America (PRSSA).

Three bylaws amendments were passed regarding the PRSA Foundation board structure, Accreditation/APR qualifications and Assembly representation. The summaries of these amendments are:

1. The Assembly formed a PRSA Foundation Advisory Board.
2. The Assembly addressed Universal Accreditation Board (UAB) eligibility requirements. The requirements bylaws were changed to allow individuals to register for the APR Examination with a recommended five to seven years of work experience plus a bachelor's degree or the equivalent. In addition, eligible registrants no longer have to be employed full time.
3. The Assembly passed the amendment this year establishing that the assembly representative(s) from each chapter, district or section be a current board member in their respective Chapter, District or Section as the minimum standard to serve as an Assembly Delegate. The accreditation ("APR") requirement" has been removed. Chapters, Districts and Sections can still mandate their representatives be accredited but it is no longer a requirement.

In other actions, the Assembly also voted to dissolve three inactive Chapters: Central Massachusetts, Chesapeake Bay and Delmar. During their recent board meeting, The Board of Directors chartered a new Chapter, Southwest Missouri, putting the number of PRSA Chapters overall at 114.

Additionally, the national Board for 2005 was elected. Those officers are as follows:

President Judith Turner Phair, APR, Fellow PRSA
President-Elect Cheryl I. Proctor-Rogers, APR, Fellow PRSA
Secretary Jeffrey P. Julin, APR
Treasurer Rhonda E. Weiss, APR, Fellow PRSA
Imm. Past Pres. Del Galloway, APR
Elected to serve three-year terms as Director were:
Southwest John J. Deveney, APR
Southeast Gary D. McCormick, APR
At Large Mary Deming Barber, APR, Fellow PRSA
At Large Gerard F. Corbett, APR, Fellow PRSA

Continuing to fulfill their additional terms 2005 Directors are: Sue Bohle, APR, Fellow PRSA Michael Chersonson, APR, Fellow PRSA Anthony D'Angelo, APR Cathryn Harris, APR, Fellow PRSA Rosanna M. Fiske, APR Steven Lubetkin, APR Fellow PRSA Debbie Mason, APR Tom Vitelli, APR, Fellow PRSA

A report of the Assembly and the election of the 2005 National Board is available at www.prsa.org/prg/conf2004



Things that keep me up at night/concern me

(From the North Pacific District Meeting - feedback from chapter leaders in attendance, October 24, 2004)

Todd Bulot – Alaska – Emphasis from district to promote accreditation at the district level.

Crystal Enkvist – Alaska Chapter – Great job with communication to chapters

Joette Storm – Alaska – Telecoms were great. I felt part of something. We are electing a Fairbanks member as President-Elect first time.

Jill Marmolejo – Central California – If it's not too much work, it would be great if chapters could list their programs on the NP website. Gives other chapters food for thought – sharing of good ideas.

Lori Cox – Montana – Please, more understanding/outreach for rural communication issues and budgetary challenges.

Kathy Hubbell – Montana – Need from national: More commitment to supporting district – Don't question its value in the rural West. More commitment to send speakers, training to rural areas.

Gary Burris – Oregon – I'm new and am honored to be around all of you.

Patrick Cooney – Oregon Capital – 1) Members continue to be uncertain of benefits for their national dues. They have trouble seeing what they get for their money. 2) Let's get you to Salem to talk about district role and activities.

Monica Shovlin – Southern Oregon Chapter – Eugene – 1) Greater Oregon programming attendance is way down. 2) Chapter faces competition from SW or AMA, which has very strong programming. 3) Greater Oregon membership seems low/stagnant. (I learned it is about 75 members, but average attendance at monthly luncheons is about 20 or less!)

Olga Haley -- Portland Metro – 1) Programs of high enough quality to attract large numbers of attendees. 2) Lack of participation in local chapter by prominent companies and PR agencies.

Darcie Meihoff, APR – Portland-Metro, Oregon – Lack of membership from major PR pros in the market. Running a top-notch pro organization with all volunteer support.

Madeline Turnock– Portland Metro – Chapters can benefit from the district's continued efforts to provide a leadership emphasis, encouraging more North Pacific District members to engage at the national level. 2) District could specifically help by nominating and recommend members to national committees and positions. 3) Utilize chapter communications to get your message to the general membership. General members don't know that district exists, what its role is.

Cathy Hinrichsen – Puget Sound – 1) Decreasing attendance at month meetings. 2) Readiness review tools for APR exam.

Randy Hurlow – Puget Sound Chapter – 1) Declining membership. 2) Stalled APR program (only one member took test in '04, compared to 10-20 in other years). 3) Sliding attendance at monthly meeting/program. 4) Board cohesion. 5) Chapter finances.

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Deanna Zachrisson – Puget Sound – My greatest concerns are related to keeping PR practitioners active in PRSA; interested in participating in leadership roles, and increasing the APR commitment.

Hatti Hamlin – San Francisco – Leadership: 1) Getting people to step up to responsibility. 2) APR recruitment.

Mark Fredrickson – Utah Valley – APR resources for chapter, especially with new test. We have many candidates for APR, but they aren't taking the test.



Looking Ahead to 2005 by 2005 North Pacific District Chair John Kvasnosky APR, Puget Sound Chapter

At the district meeting, incoming chair John Kvasnosky, APR of the Puget Sound Chapter talked about his view of the coming year:

“First, I’m very pleased to be taking on the district chair. We have a talented group comprising our new board. Thanks to all for you for volunteering to be part of our effort to continue to serve the chapters and members.

I thank Dianne for her leadership this past year. Her commitment to her job and her organized approach were a model for me. I hope we can continue in that tradition next year.

As far as priorities, first and foremost, I’d like us to help the chapters with their professional and leadership development needs.

A big part of that will be holding a successful District conference, which will include both professional and leadership and chapter development elements. Special thanks to our core committee of Joette Storm of the Alaska Chapter, Lori Cox from the Montana Chapter, Maggie Crabtree of the Greater Spokane Chapter and our newest member, Patricia Graesser of the Puget Sound Chapter, for getting us to this point.

I’d like us to continue sharing best practices and lessons learned. This includes helping chapters better learn about the resources offered by PRSA membership and national office. We did that via district calls this year. I’d like to hear how that worked for your chapters. Also, I’d like to see us develop ways for chapters to entice national non members to join, by demonstrating the value of being a chapter member in the North Pacific District.

I’d like to continue to help the Idaho chapter, which is in danger of being dissolved. Dianne and Tom Vitelli helped that effort in a big way last month by meeting with members there who might be willing to help resurrect it. I hope 2005 will be the year that Idaho gets back on their feet with new leaders and new enthusiasm.

Last, I’d like to personally reach out to chapters. I hope to visit a few of them over the course of my term.”