

PRSA NORTH PACIFIC DISTRICT BOARD OF DIRECTORS MEETING

Wednesday, July 27, 2011

www.prsanpdistrict.org

11 a.m. MOUNTAIN, 10 a.m. PACIFIC, 9 a.m. ALASKA

Call-In Number: 888-604-4215

Passcode: 5603423#

MEETING MINUTES

BOARD MEMBERS

CHAIR: Janelle Guthrie, APR
CHAIR-ELECT: Amber Chiang, APR
IMMEDIATE PAST CHAIR: Nancy Kincaid, MA, APR
SECRETARY: Ronele Klingensmith, APR
TREASURER: Cher Merrill, APR

NOMINATING COMMITTEE

REPRESENTATIVE: John Mitchell, APR
First Alternative: Phyllis Goodman, APR
Second Alternative: Patrick Cooney, APR
Third Alternative: Betsy Hays, APR

ATTENDEES: Janelle Guthrie, PRSA NPD Chair; Ronele Klingensmith, NPD Secretary; John Mitchell, APR, NPD National Nominating Committee; Phyllis Goodman, APR, National Nominating Committee Alternate; Dave Thompson, Portland Metro Chapter Officer; Annie McFarland, Sierra Nevada Chapter; Sande Smith and Cathy Morley-Foster, San Francisco Bay Area Chapter; Alison Mallahan, Greater Spokane; and David Vossbrink, APR, Silicon Valley Chapter

CALL TO ORDER: The meeting was called to order by North Pacific District PRSA Chair Janelle Guthrie, Puget Sound Chapter, at approximately 10:05 a.m. PDT, followed by a short roll call and welcome/introductions.

MINUTES: View the minutes online at <http://www.prsanpdistrict.org/information.htm>
July minutes were approved with revisions. Motion made by Cathy Morley Foster and seconded by John Mitchell, APR.

TREASURER'S REPORT: View the treasure's report online at <http://www.prsanpdistrict.org/information.htm>

Janelle Guthrie, APR provided the Treasurer's report. Currently the District has a \$2,211.57 balance. Only two chapters have paid their annual dues to date and Janelle Guthrie, APR and Cher Merrill, APR will work together to contact the Chapters for payment. Janelle Guthrie, APR recommended establishing a budget in August to plan expenses and obligations going forward. As of July, the NPD has provided 12 APR reimbursement, sponsored the communicators conference, offset the nominating committee expenses and provided a stipend for the Leadership Rally. Recommended that part of the budget include additional assistance for travel and to provide a stipend for the NPD Assembly Delegate. She also reminded the members that National does assist with some costs.

Motion made by Sande Smith to approve the minutes and was seconded by seconded Phyllis Goodman, APR. Treasurer's report approved.

NATIONAL REPORT:

BJ Witman, APR, Fellow PRSA, from the National Board, provided an update on the proposed 2012 PRSA dues increase. PRSA realized only a small net surplus and in order to maintain the society's health has agreed to the proposed dues increase as presented and recommended by the task force and agreed to by the National Board. The goals for PRSA are to and keep on the dues increase on the lower end. PRSA hasn't increased dues in 10 years even though the cost of business has increased and other revenue streams have been fluxuating. Additionally, PRSA has increased the number of scope and services and currently shows close to 80 percent member satisfaction. PRSA has cut its budget and exploring additional sources for non-member revenue. If dues are not increased in 2012, PRSA will sustain losses. Members will have the option to renew at the current rate if done by December and PRSA is offering a quarterly payment plan. Chapter leadership is encouraged to address the proposed dues increase with their members. Members are encouraged to participate in the discussions online through the blog or through PRSA's social networks. Information is updated and can be found online here, <http://www.prsa.org/AboutPRSA/Governance/LeadershipAssembly/2011/>.

Reviewed what dues cover and what's available to members. Discussion included that members don't know how to make the most of the benefits and that finding the information is difficult. Suggest a webinar on how to effectively use the tools available to members; seek out success stories that show the value of membership. Help members see association with PRSA as an investment.

NOMINATING COMMITTEE:

John Mitchell, APR provided an update on the National Nominating Committee. He indicated that there is a solid group of candidates to choose from. The Nominating Committee is tasked with putting together a recommendation comprised of a collective group with that best fits with PRSA's strategic planning. The candidates will be voted in during the Assembly Delegate meeting at the International Conference. Although the committee selects the candidates, there can be nominations from the floor.

Additionally, the nominating committee from the NPD will present the candidates for the NPD. The District is seeking volunteers and requests that Chapter Presidents let their membership know of the opportunity. The slate of officers will be presented to the District Chair by Sept. 15 and provide notice to the District Board by Sept. 30 of the proposed slate of officers. Currently the NPD is seeking potential candidates for Chair Elect, Secretary, and 1st, 2nd and 3rd Nominating Committee Alternates.

INTERNATIONAL CONFERENCE UPDATE:

Phyllis Goodman, APR provided an update on the 2012 International Conference. She indicated that progress has been made in selecting the Co-chairs of the Host Committee and selections should be finalized by the end of August. One potential candidate served as a Co-chair of the International Conference in Detroit. Additionally, the committee is working on assembling the leadership team, volunteers for opening gala, and the premier sponsorship. Members have been invited by the Orlando planning committee to participate in the conference calls to get a flavor as to what to expect and prepare for. The call for volunteers will take place after the host Committee and the Committee Chairs are in place; targeting the end of summer.

DISTRICT REPORT:

Janelle Guthrie, APR provided the District report. The District will be updating the District handbook and strategic plan. She recommended holding on updating the NPD strategic plan until the District's plan is complete. The new NPD bylaws update will take place following the model for from District. A work plan

and timeline will be reviewed during the August meeting. One goal will be to prove value of membership.

CHAPTER PRESIDENTS REPORTS:

Due to several District discussion items, it was requested that Chapter president's provide their monthly report directly to the District Secretary, Ronele Klingensmith, APR via email, ronele@rkpr.com.

The following updates were provided:

- Dave Thompson, Portland Metro: Holding a half-day seminar on reading financial statements in August and will repeat it again in September if needed. The Communicators conference made money and funds will be split out accordingly.
- Cathy Morley-Foster, San Francisco Bay Area: Holding an ethics presentation in September as part of PRSA Ethics month; will have the local General Manager from the Edelman office speak about the results from their latest trust barometer report. The August general meeting is a presentation from BART. Chapter created two International Conference chapter scholarships to cover the registration costs for attending the conference; need to provide answers to why they want to attend, what they expect to learn, how they will share, etc.; applications will be reviewed by a judging panel who will make the final selection.
- Alison Mallahan, Greater Spokane: Held a Mingle with the Masters event and invited APRs and senior practitioners to network; received positive feedback. In fall Kathy Barbour, APR, representing the National Board, will present at a chapter meeting. Another chapter meeting will focus on key studies for healthcare in social media. Chapter planning for the fall APR classes.
- Annie McFarland, Sierra Nevada Chapter: July luncheon currently has the highest attendance since January with a panel featuring prominent media about how news is gathered during a legislative session using social networking moderated by an Assemblyman who is a social media leader.
- Janelle Guthrie, APR, Puget Sound: Holding their annual program with Holland America that takes place on a cruise ship talking about travel and tourism PR; it's always well attended. Holding a masters program for senior level members at new Gates Foundation headquarters; anticipates an excellent turnout.
- John Mitchell, APR, Greater Oregon Chapter: Held a networking event at the hottest local brewery and had the best turn out of the year.

ADJOURN: The meeting adjourned at 11:03 a.m. PDT.

NEXT MEETING REMINDER:

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RESPECTFULLY SUBMITTED BY:

Ronele Klingensmith, APR

Sierra Nevada Chapter