

**PRSA NORTH PACIFIC DISTRICT BOARD OF DIRECTORS MEETING**

**Tuesday, June 29, 2010**

[www.prsanpdistrict.org](http://www.prsanpdistrict.org)

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

Call-In Number: 1-800-201-2375

Passcode: 779927

**MEETING MINUTES**

**CURRENT BOARD MEMBERS:**

DISTRICT:	North Pacific
CHAIR:	Nancy Kincaid, MA, APR
CHAIR-ELECT:	Janelle Guthrie, APR
IMMEDIATE PAST CHAIR:	John Mitchell, APR
SECRETARY:	Ronele Klingensmith, APR
TREASURER:	Amber Chiang, APR
NOMINATING COMMITTEE REPRESENTATIVE:	John Mitchell, APR
First Alternative:	Phyllis Goodman, APR
Second Alternative:	Patrick Cooney, APR
Third Alternative:	Joette Storm, APR, Fellow PRSA

**Attendees:** Nancy Kincaid, MA, APR; Janelle Guthrie, APR; John Mitchell, APR; Ronele Klingensmith, APR; and Phyllis Goodman, APR

**Call to Order:** The meeting was called to order by North Pacific District PRSA Chair Nancy Kincaid, MA, APR, Greater Oregon Chapter, at approximately 11:03 a.m. PDT, followed by a short roll call.

**NPD Officer Reports:**

**Chair's Comments and Welcome**

Nancy Kincaid, MA, APR, welcomed attendees to the conference call. In addition, a brief discussion was held about the status of the NPD Board minutes approval and posting online. Ronele Klingensmith, APR to provide the minutes to the Executive Board to review and posting. This lead to additional discussion about additional communications being sent via e-mail not being received by other Board members. Ms. Kincaid to follow up.

**Treasurer's Report**

Nancy Kincaid, MA, APR indicated that Amber Chiang, APR has posted the Treasurer's Report online for viewing and comments.

**Nominating committee**

John Mitchell, APR indicated there are a number of offices to fill. The current slate of applicants is available online at prsa.org. Mr. Mitchell indicated that PRSA received 22 applicants for 14 positions. The interviews will be conducted the first weekend in August in Chicago.

## **District Web Site Report/Updates**

No report.

**Chapter presidents:** Those in attendance then provided an overview of activities in their respective districts for 2009.

- Cathy Foster, San Francisco Bay Area Chapter: Chapter is having a good year. Received word from PRSA that out of all the large chapters, the San Francisco Bay Area Chapter received the largest membership increase of all chapters. The chapter is trying new things and keeping costs low. One example is that they changed from holding lunches to business meetings breakfast and/or boxed lunch meetings. Currently pursuing interest in a non-profit seminar tied with a local bank that holds a similar event for its non-profit clients. Seeing more interest from individuals looking to get their APR with two individual having recently passed the readiness review and two additional set for August. Ethics outreach is also getting more active with having individuals sign the pledge.
- Lindsay A. Pangburn, California Capital Chapter: Membership is holding steady with one to two new members joining as others do not renew. The chapter has a solid bank account rebounded from the trouble last year. Programs have done well this year and the chapter is looking to work closely with PRSSA Sac State to support the program with professionals and funding. Exploring holding a non-profit event similar to last year but partnering with the non-profit resource center for increased leverage. Additionally, for mentorship programs, looking at matching young professionals with non-profits as an opportunity for the students to increase their portfolio or aligning the non-profits with an agency looking for pro-bono work as a way for non-profits to benefit.
- Steve Jensen, Utah Valley Chapter: Chapter is doing well financially. Currently there are 2-3 practitioners studying for the APR exam. Membership has gone down by a few members but the goal of the chapter is to keep it steady. Considering raising membership rates so the chapter is one of the lowest in the county. Continuing to hold a senior practitioners dinner for members with 5-10 or more experience; currently hold it twice a year.
- Scott (?), Salt Lake City Chapter: Spring conference may be combined with Utah Valley and IABC for a larger impact. Chapter has tried new member breakfasts and is having great success using webinars and has made money. The chapter has one new APR and a new class is starting in September with new materials. Have been holding casual lunch Friday's as an opportunity for PR people to just show up and network with other professionals.
- Janelle Guthrie, APR, Puget Sound Chapter: Held an event where seven authors spoke as well as a couple of other events. Membership is down just slightly with the South Sound area holding a couple of off shoots. Currently there are 5-6 studying for APR and looking at holding a half day professionals seminar with multiple speakers.

## **Leadership Conference Review**

Janelle Guthrie, APR provided a recap of the June Leadership Conference at National. She said it was tremendously inspiration with great speakers including David Grossman, author of "Can't Not Communicate" and the author of "Putting the Public Back in Public Relations," Deirdre Breakerridge. Was a great gathering of district chair elects. Learned that the NPD does a great job of incorporating district presidents in the calls. An idea was to hold specific calls, "Affinity Calls," facilitated by the district focusing in a specific area and idea sharing. Recommended the

NPD Board consider scheduling the last 20 minutes at the end of the district calls for "Affinity Calls." Everyone agreed that it's something worth exploring as a benefit to our district members. Also noted that not every district posts the treasury report online so by doing so the NPD is showing that added level of transparency. Others comments: some districts conduct chapter visits and district conferences, something the NPD current supports. The most beneficial was the time spent with incoming district chairs.

Action Item: The Executive Board to discuss the "Affinity Calls" further.

**Additional discussion items:**

**Assembly:** Due to some hot topics, more on this will be presented at the next few district calls. Additionally asked who is planning to attend the National Conference. Several indicated they are attending due to the Assembly. A discussion of funding also took place including how chapters support members attending with stipends, partial or full funding. For example, Puget Sound started funding the incoming president to attend, others put \$500 toward whoever attends and Portland provides a stipend for an assembly delegate to participate.

**New Business: No new business.**

**Next Meeting Reminder:** Nancy Kincaid, MA., APR  
Tuesday, July 27, 2010  
11 a.m. MOUNTAIN, 10 a.m. PACIFIC, 9 a.m. ALASKA  
Call-In Number: 1-800-201-2375  
Passcode: 779927

**Adjourn:** The meeting adjourned at 11:53 a.m. PDT.

**Respectfully submitted by:**

Ronele Klingensmith, APR  
Sierra Nevada Chapter