

**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; Ronele Klingensmith, APR; Amber Chiang, APR; Phyllis Goodman, APR; Patrick Cooney, APR; Dave Thompson, Cathy Morley Foster, Judy Ganulin, APR, Fellow PRSA

**Call to Order:** The meeting was called to order by North Pacific District PRSA Chair-elect Janelle Guthrie, APR, Puget Sound Chapter, at approximately 11:05 a.m. MST, followed by a short roll call.

**Chair's Comments and Welcome**

Nancy Kincaid, MA, APR, indicated that John Mitchell, APR, was recognized for this ongoing commitment to the district at the National meeting with a gift card. Additionally, the members agreed to add the 2012 International Conference as a regular discussion item.

**Minutes:**

September minutes approved. Motion made by Amber Chiang, APR and seconded by Patrick Cooney, APR.

**Treasurer's Report:**

Amber Chiang, APR indicated she did a thorough review of the books and reconciled it back to 2007. After that, the current District balance is \$4,253.03. As of this meeting, the Idaho and Oregon Capital paid chapters have still not paid their district dues for 2009. She felt that we're doing well for this point in the year, especially with new district invoicing going out starting in

January 2011; the invoices are based on 2010 membership numbers. The report was approved. Motion made by Janelle Guthrie, APR and seconded by Phyllis Goodman, APR.

### **National Conference Report –Janelle Guthrie**

Janelle Guthrie, APR provided the minutes. The District meeting had good turnout from delegates. Discussion included the 2010 district highlights which will be shared with others. There wasn't a national report at the meeting. Gerry Corbett, APR, Fellow PRSA and incoming 2012 National Chair-elect, provided updates from the national level and what he envisions as incoming National Chair. He indicated that the National Chapter is doing extremely well budget wise and won't increase dues but are moving along at maximum level and are looking at providing more value for members at the current dues level. The conference developed a mobile app for attendees. The 2011 leadership slate was also reviewed.

### **Introduction of New Board Members**

Nancy Kincaid, MA, APR; Janelle Guthrie, APR reviewed the 2011 slate of offers as follows: Nancy reviewed the slate for 2011 as follows:

- Chair: Janelle Guthrie, APR Puget Sound Chapter, Communications Director, Office of State Attorney General Rob McKenna
- Chair-elect: Amber Chiang, APR, Central California Chapter, Director, Marketing and Public Relations, Bakersfield College
- Secretary: Ronele Klingensmith, APR, Sierra Nevada Chapter, President, RKPR
- Treasurer: During the meeting this was an open position. However, following the meeting, Cher Merrill, APR, Greater Spokane Chapter, Vice President, PR, Marketing & Communications, Associated Industries, agreed to fill the role
- National Nominating Committee: John Mitchell, APR, 2010 Immediate Past Chair, Greater Oregon Chapter; Adjunct Faculty, University of Oregon School of Journalism and Communications
- Immediate Past Chair: Nancy J. Kincaid, MA, APR, Director of Communications, California Prison Health Care Services; Adjunct Faculty, California State University, Sacramento, College of Business Administration.
- Alternate: Patrick Cooney, APR, Oregon Capital Chapter, Director of Communications, Oregon Department of Transportation
- Alternate/2012 San Francisco Convention Planning Contact: Phyllis Goodman, APR, Health Care Advisor
- Alternate: During the meeting this was an open position. However, following the meeting, Betsy Hays, APR, Assistant Professor, Mass Communications and Journalism California State University, Fresno, President, agreed to fill the role

Conducted a roll call vote to approve the new slate of officers. The motion passed unanimously with the following voting yes: Nancy Kincaid, MA, APR; Janelle Guthrie, APR; Ronele Klingensmith, APR; Amber Chiang, APR; Phyllis Goodman, APR; Patrick Cooney, APR; Dave Thompson ; and Cathy Morley Foster; and Judy Ganulin, APR, Fellow PRSA.

The members discussed times for meeting times 2011. Janelle Guthrie, APR to send out a notice to members to secure times for 2011 district meetings.

## **Chapter reports**

- Dave Thompson, Portland Metro: The Spotlight Awards are coming up and John Mitchell will be receiving an award. The chapter has held 12 successful professional development events and the chapter will look to continue the workshops for 2011. Dave is continuing to work with Janelle and Christina on value of PRSA tool kit including testimonials from chapter influencers about the value. May is the communicators conference and the chapter will keep the District informed.
- Cathy Morley Foster, San Francisco Chapter: The annual meeting was held to elect a new slate of officers, Sandy Smith is the new incoming president. Phyllis Goodman is President-elect and will be President during the 2012 International Conference. The chapter was fortunate to receive honorable mention in national diversity awards. A non-profit professional development program held in conjunction with Mechanics Bank is scheduled for Nov. 10 and is provided at no cost for non-profits and is designed to help them build their non-profit tool kit. The annual holiday cocktail party is scheduled for December. Had a great September ethics program with large attendance; the program was called "Telling the Truth, Maintaining Transparency in a Media World."
- Judy Ganulin, APR, Fellow PRSA, Central California Chapter: The chapter has held a series of successful luncheon meetings. A joint meeting with the fundraising professionals is scheduled and the recent ethics and social media meeting were also quite successful with 30-40 attending each. Membership is hovering around 50.
- Janelle Guthrie, APR, Puget Chapter: Held an ethics event in September and held a wine tasting. Bob Fause, the District representative on the National Board, gave an update on the plagiarism issue and it was very well received. Held the annual meeting on Oct. 20 and approved slate for 2011. Nov. 10 is the annual "Connecting for a Cause" non-profit seminar offered at \$75 and \$85 for non-members. A gala is scheduled for Dec. 7. The Totum Awards are scheduled for January. Membership is maintaining.

## **Misc Business**

Phyllis Goodman provided an update on the International Conference planning. Oct. 6 pulled together a call of all the presidents and presidents-elects from the chapters that would be most involved and impacted. Additional attendees from the San Francisco chapter and San Diego provided some guidance on how to begin planning the conference. There is a good working base of an outline of what National will do for the host committee and it was recommended that a set of action committees be developed including: marketing, sponsorships and hospitality. The chapter retains 20% of sponsorships with collaboration from National. National appoints the National co-chairs and Gerry Corbett, as incoming National Chair, appoints the local committee. A Google group was set up. To become involved, email [PRSA2010@googlegroups.com](mailto:PRSA2010@googlegroups.com).

## **Next Meeting Reminder:**

Tuesday, November 30, 2010

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

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**Adjourn:** The meeting adjourned at 11:52 a.m. MST.

**Respectfully submitted by:** Ronele Klingensmith, APR, Sierra Nevada Chapter