

## North Pacific District Meeting Minutes

October 17, 2011,

JW Marriott Grande Lakes Hotel, Orlando, Florida

**Present:** Janelle Guthrie, Chair/Puget Sound; Christina Ragsdale, California Capitol; Liberty Valance, Greater Oregon; Tom Unger, Portland; Scott Trotter, Greater Salt Lake; Randy Hurlow, Puget Sound; Davina Gruenstein, Puget Sound; David Blandford, Puget Sound; Kathryn Reith, Puget Sound; Patrick Cooney, Oregon Capital; Phyllis Goodman, San Francisco; Julie Bradford, Greater Salt Lake; Cathy Morley-Foster, San Francisco; Kim Bardakian, San Francisco; Dianne Danowski Smith, Portland; Dave Thompson, Portland; Clark Hirchi, Greater Salt Lake; John Mitchell, Greater Oregon.

Janelle Guthrie, district president, presented the following names for the 2012 board:

Name	Position
Amber Chiang, APR	Chair
Ronele Klingensmith, APR	Chair-elect
Cher Merrill, APR	Treasurer
Scott Trotter, APR	Secretary
Janelle Guthrie	National Nominating Committee
Patrick Cooney, APR	National Nominating Committee Alternate
Betsy Hays, APR	National Nominating Committee Alternate
John Mitchell, APR	National Nominating Committee Alternate

- Randy Hurlow nominated the new District Board
- Christina Ragsdale seconded the nomination
- The new board was unanimously approved.
- The District Plan was discussed. The objective is to provide more value for members, and to show them what the district does and how it benefits them.

## Update Reports

### San Francisco

- Phyllis Goodman gave an update on the progress of the 2012 International Conference in San Francisco. She said she hoped all on the district board would be involved.
- They have name three co-chairs, including the former Detroit chair, Kim Sketleson(sp?)
- Phyllis said they will have a representative from the Silicon Valley chapter on the conference committee.
- Representatives from the San Francisco chapter will be in booth #200 in this year's exhibit area touting conference. It will be a good way to reach out and get people excited.

- The lead sponsor is Kaiser Permanente
- Other chapters are invited to bring sponsors to the table. Each chapter will receive a 15 percent cut of the sponsorship.
- The committee is determining which chapters will be allowed to approach different sponsors.
- There is a kickoff meeting with national representatives next month at the Marriott on 4<sup>th</sup> street
- The International Conference dates are: Oct 14 -16, 2011

## **Chapter Highlights**

### **Puget Sound –**

They have:

- started a young professionals group, which meets after work at a low cost.
- a three-year diversity plan in place.
- a master minds committee for those who have 15+ years of experience. This group met with the Gates Foundation communications department leaders.
- a scholarship fund of \$25,000. College juniors and seniors are normally the recipients of the scholarships. The chapter has its own 501C3 for this fund. Bob (last name?) provides registration fees for new pros in the chapter

They will be having:

- their annual “Future of PR” luncheon this Thursday. Traditionally attendance is high at this meeting.
- a panel on health care
- their annual Holland America Cruise ship meeting

*Bill Murray and Rosanna Fiske came by to say Hi during our meeting.*

### **Portland Metro Chapter --**

- Dave Thompson gave the report. He is chapter president.
- He said it has been a rocky year, but that membership is up to 219 people.
- Their monthly luncheon attendance is down.
- He’s concerned because sponsorships are way down. They normally bring in \$10 - \$20 thousand dollars in sponsorships each year, but aren’t close to that amount this year.
- Two hundred seventy people attended their communicators’ conference. It was a great success and they made \$1,500.
- Their Spotlights Awards program was also a great success – 100 people attended.
- Their mastermind group is very well attended. They charge \$25 for members and \$40 non-members.
- Their new pros have 1,200 followers on twitter

### **Greater Salt Lake Chapter --**

- Scott Trotter gave the report. He is chapter president.

- In 2011, they created a new website because the former site was five years old and lacked most of the features needed to run a chapter. They can now quickly update information and respond to members quickly. Board members have committed to work with the web mistress to keep information fresh.
- The Spring Conference in May was a success with 120 attendees. The chapter made \$1,500.
- The accreditation class began last week with ten members attending.
- The Golden Spike Awards program is schedule for November 9, 2011. Organizing it was difficult this year because two different program chairs resigned at critical times, leaving the rest of the committee to pick up the pieces.
- The student competition program is underway. The top three students win scholarship money.
- Scott Trotter is working with the PR Foundation to set up a scholarship fund. It should be in place by the end of the year.
- Chapter leaders held the first ever PRSSA president's meeting in Salt Lake City. PRSSA presidents from BYU, BYU-Idaho, Utah State University, Weber State University, University of Utah and Utah Valley University attended the training meeting.

## **Luncheon Ideas**

Other luncheon ideas spontaneously popped up.

- Diane Danoski Smith said she takes refers to the international conference agenda to look for new program ideas.
- She suggested running Twitter stream during program. New pros come up with fun ideas.
- The San Francisco chapter, in cooperation with the National Association of black journalists, organized the "Pitch me your best shot" panel, where PRSA members were allowed to pitch reporters from Good Morning America, People Magazine, and Essence Magazine and Huffington Post story ideas in 30 seconds. Many story ideas came out of it.
- Many chapter members said "This was the best program ever" because it allowed them to tell their bosses they had stories in the pipeline.
- The Oregon Metro chapter organized the same kind of event, which they call "speed pitching." In addition to discussing story ideas, journalists were able to give chapter members feedback on how to pitch, e.g. you need to be quick, you need to have this information, etc.

## **California Capital Chapter—**

- Christina reported that roughly 30 percent of their members are government employees and recently half of the county employees had been laid off. 3000 more lay-off notices are on their way so there is a lot of fear in her chapter and concern about membership.
- They are struggling with programs.
- Their affiliation with PRSSA at Sacramento State should help bring in new members.

## **San Francisco—**

- They've started a Thought Leaders Forum with wonderful attendance for senior practitioners. A recent topic was crisis management.
- Membership is robust and has increased slightly with more than 300 now.
- A challenge is engaging new members
- They've recently completed a member satisfaction survey.
- They also launched a former presidents' council.
- It's been a great year for sponsorships leading up to the National Conference.
- They've dropped their awards program for the year because it was losing money—and they need more help with reciprocal judging but a good idea from SFO is posting the winning award applications on the Web site in PDF so others can get new ideas and learn from the best.

**Dave announced Tom Unger had recently won Portland's lifetime achievement award—the William B. Marsh Award!**

**Greater Oregon—**

- GO has 48 members
- Sponsorships are up—and sometimes they're even unsolicited!
- They have a new Web site ([GOPRSA.org](http://GOPRSA.org)) Very easy to remember!

The meeting adjourned.