



December 2007 Board Meeting Minutes

Present – Audrey Benedetto; April Bolduc; Derek Danziger, APR; Gayle Lynn Falkenthal, APR; LeAnn Gentry; Erin Gillooly; Laura Margoni; Jessica Padilla Bowen; Erika Rooks, APR; Sara Wacker, APR; Chris Wahl; Rene Carmichael.

Absent – Alex Angelle; Mary Schmidt-Krebs, APR; Elizabeth Pecs, APR; Denise Scatena; Anne Stephany; Marisa Vallbona, APR; Lauren Walsh.

12/8/07 with a 8:46 a.m. start time

Intro

Welcome and thank you for coming to the retreat. Minutes circulated and approval held until the end of the meeting.

Treasurer's Report

The chapter's end of November balance is \$46,613. There is still more than \$2,000 outstanding from the Bernays. Jessica Padilla Bowen will be meeting with NICU to create a reserve. She's also reviewing the credit card merchants (PayPal vs. Authorize.net) to explore adding American Express as an offering.

Secretary's Report

The Policies and Procedures Manual is a live document that is currently in its final stages of review from the revamp. The document will reside with the secretary. New board members were asked to sign up for Yahoo Groups.

Chapter Manager

Rene Carmichael shared an update on the Web site RFP process on behalf of Denise Scatena. Seven were invited to participate in the RFP; each proposal came in with varying budgets. The board agreed that there needs to be a self editing component. The executive committee agreed to review by the end of the month.

President's Report

Audrey Benedetto informed the board that a member proposed an Independent PR Alliance, a subgroup of PRSA which would serve as a networking resource for independent practitioners, equipped with its own web site. A discussion ensued regarding such an alliance versus having the group operate within the Professional Development committee. The board will vote at the January board meeting.

President Elect's Report

Erika Rooks was approached by Ernst & Young to partner with PRSA for 2008. In exchange for promotion of their March awards program, PRSA would receive an in-kind sponsorship to include various cross marketing opportunities. Gayle Falkenthal, APR made the motion to approve; Erika seconded. All were in favor and the motion was approved.

Membership Report

The committee proposed a New Year collateral piece with inspirational quotes. A discussion ensued regarding such a piece. The board consensus was to create a coupon for members who bring a friend. An additional discussion resulted regarding lapel pins.

Professional Development Report

There were 56 attendees at the November program.

This year's Holiday Party will be a cocktail party at the new Hard Rock Hotel on Dec. 13. The board shared much enthusiasm for the evening event. Volunteers and outgoing board members will be recognized and the gavel will be passed on.

A discussion ensued regarding drink tickets and ticket prices. April Bolduc motioned to offer drink tickets to volunteers only; Erika seconded. All were in favor and the motion was approved.

The January program – Presenting Yourself Clearly – is seeking a venue.

APR Report

The Dec. 1 Readiness Review Panel was a success. Six candidates advanced. The six-week study course will change to three weeks, March 1, 8 and 15, 2008. Fees for the study course have been increased, but if members register by the end of the year, they will receive 2007 prices.

2008 Co-chairs Gayle Falkenthal, APR and Sara Wacker, APR will also be conducting an APR-only event to discuss the maintenance process. The event will be held at Proflowers on April 3.

All new dates will be publicized through the PRSA web site and at upcoming programs.

Reputation Management Report

Leann Gentry reported that Jack Berkman, winner of the 2007 Eva Irving special award, would like to make his donation to the Huntington Disease.

Event photos are on the web site. Reorders are being processed via volunteer Emily Donohue and available at Allison & Partners.

New Pros Report

No report.

Past President's Report

No report.

Assembly Delegate Report

No report.

New business

The Tallahassee chapter has solicited the San Diego chapter to judge their awards. They are requesting 21 judges, all APR only. San Diego currently has an APR pool of 56-60. A discussion resulted regarding the chapter tapping APRs too much, i.e. Readiness Reviews, etc. The board proposed to offer one APR. The final discussion was deferred to the January meeting.

The November Minutes were motioned for approval; Chris Wahl seconded. All were in favor and the Minutes were approved.

Meeting adjourned at 9:49 a.m.

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**Treasurer Report
December 2007**

No report.

Reputation Management December 2007

1. Judging Update
 - a. Need to contact Jack Berkman to determine charity donation for Eva Irving award
2. Sponsorship Update
 - a. Sponsorship thank you's drafted and being sent soon
3. Logistics Update
 - a. Working on final budget wrap-up
 - b. Will have event pictures available for purchase at next week's lunch meeting

Membership Cluster Report December 2007

CHAPTER WEB SITE

Next deadlines:

OCTOBER 2007

Fri., Oct. 12 @ 12 noon

Wed., Oct. 24 @ 12 noon (News update for Nov. 1)

TELESEMINAR PROGRAM

- Next Event: PRSA MEMBERS-ONLY TELESEMINAR: "I'LL BUY THAT"
Held on Wednesday, November 7, 2007 with five attendees.
Getting your senior management to champion the value of public relations
While public relations is gaining acceptance as a management function, in many organizations, there's still a way to go before its value is truly understood and embraced by senior management. Learn how a growing Fortune 1000 company's public relations team transformed the organization's views on public relations - from skepticism to genuine belief in its ability to strategically support business goals. Discover how you can put those principles to work for you.

PRSA POWER HOUR

- PRSA Power Hour held to benefit the Friends of Humane Society de Tijuana on Friday, Nov. 2. Overview on activity forthcoming to be posted on the Chapter Website. The newly forming non-profit organization is seeking to improve the humane treatment of animals in Tijuana to better the communities on both sides of the international border. The organization was appreciative for the guidance provided.
- New brand ID created for the Chapter's Power Hour program. (status: need approval from executive committee.) We anticipate using this in conjunction with the Chapter's logo to further build awareness and future program development for Power Hours.
- Our newest committee member, Audrey Shedivy with Paine PR, is working with us to create a toolkit for non-profit use. We're also working together w/ the committee to brainstorm ways to leverage the idea from the PRSA LA's chapter program, "Quality Time with PR Minds" structure for SD. The structure is as follows: the chapter offers a free one-day event for area nonprofit organizations in which public relations professionals with at least two years of experience provide pro-bono public relations and marketing consultation one-on-one to a variety of organizations in four sessions throughout the day. It's been a huge success to-date and provides a tremendous value to the non-profit community. We're making introductions to the leadership & are seeking to participate in their upcoming event to get a better idea about how it works.

CHAPTER VOLUNTEERS

Request made to each cluster and team for one compiled report of all volunteers to be provided to Walsh by Nov. 16.

MEMBERSHIP DATA

- October Membership statistics:
 - 296 chapter members
 - 330 PRSA members (incl. local members w/o chapter membership)
 - 6 new chapter members
 - 1 new national-only member
 - 14 dropped chapter members
 - 1 dropped national-only members

- Promotional Activities
 - Distributed Bernays follow-up press release to media
 - Placing ad in San Diego Business Journal on November 12 re: November luncheon
 - Placing ad in San Diego Business Journal on December 3 re: Holiday Party
 - Conducting research re: promotional San Diego-themed calendars as new year membership gift

Professional Development Cluster Report December 2007

No report.