



January 2008 Board Meeting Minutes

Present – Greg Block; April Bolduc; LeAnn Gentry; Reema Makani; Laura Margoni; Jessica Padilla Bowen; Erika Rooks Wilgenburg, APR; Denise Scatena; Mary Schmidt-Krebs; Don Stanziano, APR; Anne Stephany; Sara Wacker, APR; Chris Wahl; Tricia Whittemore.

Absent – Audrey Benedetto; Derek Danziger, APR; Gayle Lynn Falkenthal, APR; Erin Gillooly; Bey-Ling Sha, APR; Rene Carmichael

1/10/08 at 7:36 a.m.

Secretary's Report

Sara running late and bringing December minutes. Moved approval of minutes to end of meeting.

Treasurer's Report

Jessica Padilla Bowen reported that the Chapter has a current balance of \$46,725.06. Padilla passed around prospectus for North Island Credit Union Money Market Account. Discussion ensued about what to contribute. Motion to move forward on opening the account. Passed.

Padilla brought up possibility of chapter setting up an account with American Express so the chapter can accept Amex cards. Discussion ensued about cost of fees and including fees in ticket prices of luncheons. Motion to move forward on setting up an Amex account. Passed.

Padilla reported on getting a credit card for the chapter so board members wouldn't have to front money for events. Motion to move forward on getting credit card. Passed.

DVDs were purchased from International Conference and are available for review.

Chapter Manager

Report follows.

President's Report

Erika Rooks Wilgenburg reported that PRSA pins were finalized and would be ready in February. She is working with Rene Carmichael on postage/ mailing options. There was discussion about when to send the pins with the suggestion of emailing the president's letter first and then sending a hard copy with the pin in February.

Rooks reported that Marisa Vallbona and Joice Truban Curry agreed to co-chair International Conference and will have a meeting at end of February.

Chapter Manager Rene Carmichael's contract has expired and will now go month-to-month. Discussion ensued about her contract fees.

President Elect's Report

Chris Wahl passed out plan for 2008 sponsorship and led discussion about trade vs. cash, ad exchange and comps. Wahl stated goals for lunch sponsors at \$2500 with exclusive sponsor rights. Discussion ensued about specifics and usage of the membership mailing list/email lists, doing e-blasts. Wahl to discuss with Carmichael. Separate sponsor program will be set-up for major events such as Bernays, Summer Social and Holiday Party. Discussion regarding differences between the major events and

possibility of sponsorship—title sponsors for Summer Social, scholarship sponsor at Bernays. Wahl will continue working on sponsorship

Past President's Report

No report.

Membership Report

Denise Scatena reported on status of website. Call was held with executive team regarding web vendors and decision made to invite one vendor to interview, which would likely occur in next week or two. Led discussion about the website, how it would work with the new vendor, and using content management systems. Budget for site re-design is approximately \$15,000. Red Door is on contract through May. Scatena mentioned that copywriting is not included in any web re-design proposals and discussion ensued about using volunteers. Scatena will also check with BOMA as a reference for preferred web vendor, Elevator Marketing Store.

Anne Stephany reported on teleseminar topics and led discussion about what topics to select. Tricia Whittemore offered Porter Novelli as a location and stated that they have access to Bulldog Drummond teleseminars. Stephany also reported on PR Power Hours and possible change in format to something similar to what the LA Chapter does, called "Quality Time with PR Minds." Discussion ensued about format, location and timeframe for this event.

Professional Development Report

The February luncheon will be on Cause Marketing and will feature Scott Pansky of Allison & Partners as the speaker. Date is set for Feb. 21.

Reputation Management Report

Accounting for 2007 event is done. Eva Irving award money given to Huntington's Disease Foundation.

Tricia Whittemore reported that we will not be switching with Tallahassee as they require all APRs to judge and are still looking for a chapter to trade with. Whittemore also reported on New Pros Committee and said they had a good enthusiastic committee set up for this year.

LeAnn Gentry made a suggestion about getting the Eva Irving award/money information/process into the Policies & Procedures manual for future reference.

New Pros Report

No report.

APR Report

Sara Wacker mentioned having an APR only event. Dates for review were now posted on website.

Assembly Delegate Report

Mary Schmidt-Krebs reported that the Western District is asking for attendance at the Western District Conference in April in Tucson and that she had sent an email to the board reflecting this request. Dates/info for conference are:

APRIL – WESTERN DISTRICT CONFERENCE

April 24-26 TUCSON, ARIZ.

Thursday, April 24 – Quick Start

Friday, April 25 – Conference

Sat., April 26 – Board meeting

Schmidt-Krebs also reported that she did submit a report last month and the December minutes were wrong.

Erika Rooks and Schmidt-Krebs discussed attendance of assembly delegates at conference. Schmidt-Krebs informed Rooks that she (Rooks) is a member of the Western District board as president of PRSA San Diego.

New Business

Erika Rooks Wilgenburg suggested moving New Pro of the Year award to the Bernays event. An executive decision was made to do so.

Motion was made to approve the Dec. 2007 minutes. Passed.

Meeting adjourned at 8:58 a.m.

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Chapter Manager's Report

January 9, 2007

Major December Activities/Projects:

- Support of the December Holiday Party: registration, outgoing board certificates, volunteer email list prepped for personal invitations from chapter president, set up and worked check in for the event and distributed a post-event report.
- Finished editing and formatting the Policies and Procedures, posted PDF documents on the Board's Yahoo site and turned project over to Laura Margoni, Secretary.
- Updated Board's Yahoo site, delete board members not returning and extended invitation to new board members to join.
- Created Chapter Manager budget for 2008 and began researching event supply reorders.
- Started the process of proofing the Online Membership Directory and chapter Database against the roster on the national MemberNet system and verified discrepancies.
- Provided Anne Stephany, Membership Cluster, with overview of 2007 teleseminar topics and attendance.

Activities/Projects in Progress:

- Ordering new supply of ribbons for name badges.
- Registration and email communications for January meeting.

Anticipated Activities/Projects for January:

- Complete supply reorders (welcome sign and stationary).
- Archive past files and emails.
- January meeting support.
- Update prospect database.
- Update chapter membership database, online membership directory and email distribution list.
- Membership correspondence including Welcome letters and membership expiration followup.

Treasurer Report

January 8, 2008

Financial Update:

- Bank ending balance as of 12/31/07 – **\$46,725.06**
- Bank ending balance as of 11/30/07 – **\$46,613.30**
- Summary of recent checking financial activity:
 - Deposits – \$8,155.00

- Checks & withdrawals – \$8,043.24
- Major expenses –Bernays award-reorders; student scholarship; Web site maintenance; chapter administration; and December holiday party.
- Major deposit activity –Bernays sponsorships; dues; November luncheon; December holiday party and job listings.

Recent Completed Action Items:

- Continued working with Sonnenberg & Co. CPAs to reconcile the December bank and credit card merchant statements.
- Updated 2007 budget templates for 2008.
- Met with David Daubenspeck of North Island Credit Union (NICU) to discuss Money Market account options for the Chapter.
- Met with NICU representative to discuss linking a credit card to the Chapter's bank account.
- Investigated steps needed to accept AmEx payment option.

On-going Profit Opportunities:

- Job Postings
- Resource Directory

Action Items:

- Check back with NICU representative and set up money market account.
- Begin preparing items for 2007 taxes.
- Complete budget templates (with board assistance) to bring 2008 budget forward for board vote.

Reputation Management

January 10, 2007

Judging Update

Money sent for Eva Irving Award
Need to find a chapter to swap awards with

Sponsorship Update

All sponsors paid from 2007 Awards!

Membership Cluster Report

January 10, 2007

No report

Professional Development Cluster Report

January 10, 2007

Program Report:

January Luncheon: Presenting Yourself Powerfully (Gayle Falkenthal)

Wednesday, January 16 , 2007

Great Hall, Scripps Healthcare La Jolla

As of Wednesday, 26 people are signed up for this event. Thanks to Don Stanziano for helping arrange the venue. It is very low cost, as there is no room rental and the catered luncheon will be \$15 per person

total! We stand to make a good profit on this program. Please help encourage more attendance. Our goal is 60 people.

February Luncheon (April Bolduc)

Scott Parsky will speak on cause marketing. Location is still to be determined. The date will most likely be February 22 or 23. We are looking at partnering with Parkey Pike and the Cause Marketing Forum for cross-promotion of our event. We will ask the Red Cross to participate for added discussion. For sponsorship of this luncheon, April plans to see if non-profit software companies such as Kintera are interested.

APR Report (Gayle Lynn Falkenthal)

Registration is already brisk for the three-week study course in March 2008. Information on the course has been placed on the website.