



## March 2008 Board Meeting Minutes

Present:; Audrey Benedetto; Greg Block; Derek Danziger, APR; Gayle Lynn Falkenthal, APR; LeAnn Gentry; Greg Kershaw (guest); Reema Makani; Laura Margoni; Erika Rooks Wilgenburg, APR; Mary Schmidt-Krebs, APR; Bey-Ling Sha, APR; Anne Stephany; Chris Wahl; Tricia Whittemore

Absent: April Bolduc; Rene Carmichael; Erin Gillooly; Jessica Padilla Bowen; Denise Scatena; Don Stanziano, APR; Sara Wacker, APR;

3/13/08 at 7:38 am

### Approval of Minutes

Erika Rooks Wilgenburg mentioned the new timeframe for distribution of minutes. Minutes from each board meeting will be distributed by 8am the Monday following the board meeting. This is so board members who were absent can review and take note of any issues that might require action. Motion was made to approve the February 2008 minutes. Motion passed.

### Treasurer's Report

Jessica Padilla Bowen was absent but Erika Rooks Wilgenburg mentioned a couple of items on her behalf and said that Padilla had also posted the treasurer's report to Yahoo Groups. Rooks stated that Padilla was working with the accountants on chapter taxes and working on chapter credit card guidelines.

### Secretary's/Chapter Manager Report

Laura Margoni reported that she was working with Rene Carmichael to get the appropriate information for updates to the Policies & Procedures manual and that these updates would be posted and distributed in the next week.

### President's Report

Erika Rooks Wilgenburg reported that Joice Truban Curry had been appointed National Silver Anvil Chair and that Marisa Vallbona is work group chair for the volunteer Leadership Continuum Task Force, a group that tries to groom PRSSA students, bring them up into PRSA and groom them through their careers. There was discussion about the history of the group.

Rooks mentioned that Curry and Vallbona were also convening their first national conference committee meeting on March 25 at the Red Marlin at the Hyatt Mission Bay. There are approximately 18-20 people on the committee.

The topic of the Detroit national conference was brought up and Mary Schmidt-Krebs reported that she had done some research on Detroit and found out that chapter had sent six assembly delegates to the 2007 conference. They only paid for the chapter manager to attend, that's it. Rooks mentioned that at the last meeting the board had set aside \$1,000 in the budget to help with stipends for potential attendees. There was brief discussion about working with Convis for the San Diego chapter booth at the Detroit conference.

Rooks mentioned a retirement party is pending for Glen Broom, a San Diego State University professor. Will be sometime in the fall and the chapter has been requested to get the word out about the event when the time comes.

Rooks also reminded the board that the PRSSA National Assembly Welcome Reception is tonight. She and Bey-Ling Sha will be attending but encouraged others to attend if possible. Sha gave a brief history of the assembly, stating this was PRSSA's business meeting

Rooks also mentioned that Mike Cherson, current chair-elect of PRSA National will be in town today. Mary Schmidt-Krebs and Chris Wahl are meeting with him separately while he is here.

#### President-Elect's Report

Chris Wahl stated that he registered for the president-elect leadership conference in June. He also reported that he has secured the first lunch sponsor, an html programming vendor called GSWS, which does programming for Southwest Strategies. Will be the April or May lunch sponsor, not determined yet. Wahl is also sending letters out next week to other prospective sponsors, but wants to make sure lunch programs/events are firm in order to better align with potential sponsor needs.

#### Immediate Past President's Report

Moved to later in the meeting due to delay.

#### Membership Report

Anne Stephany reported that the teleseminar "Writing Like a Journalist" was set for April 3 at Porter Novelli from 10 – 11:30am. There are 20 seats available.

Stephany also reported that preparations for the "Quality Time with PR Minds" are moving along. The event is set for Saturday, November 8. She is looking for a lunch sponsor so if anyone has any suggestions, clients, etc., let her know. Stephany said there are not too many spots for non-profits so she encouraged any non-profits to sign up right away. All forms will be online after the next web update. Rooks mentioned that Stephany was putting on a great program that was well thought out. Greg Block said he'd like to work with Stephany to do some extra media promotion.

Rooks reported on Denise Scatena's behalf regarding the status of the website contract. The contract has been signed and the first check has been sent to the vendor. Website re-design is on a 12-week timeline so completion is expected in June.

#### Professional Development Report

Gayle Lynn Falkenthal mentioned the March luncheon and how numbers were low with registration currently at 30 attendees. There is a guarantee of 75 so help is needed to boost the numbers. The price point on the lunch is great, but Falkenthal stated that she and a couple of other people reviewed the contract and did not know about the guarantee. She reported that we should make money even if there are only 50 paying attendees and suggested inviting people for free if it gets to the day before the event and numbers are still low as it would be better to fill the seats since we still have to pay. Stephany suggested lowering the price, but consensus was to keep the price as is. Schmidt-Krebs inquired about the difficulty in getting people to attend events lately. Discussion ensued about challenges related to event attendance and registration.

The April program will be a cocktail party, which April Bolduc is in charge of. For May, Don Stanziano is working on a media topic featuring Karin Winner of the San Diego Union-Tribune talking about the changes at the paper. Fallback plan will be a standard media panel. Rooks mentioned that the PD cluster met a couple of weeks ago and the June luncheon would focus on public policy/results of primaries.

Reema Makani gave an update on Summer Social. Sandy Young will be the chair of the Silent Auction and the first committee meeting has already been held. The date of the event is Friday, August 22 and Jessica Padilla is sending the check for the venue deposit. Otherwise planning is in full swing. Makani made a request for donations to the silent auction.

#### Reputation Management Report

Tricia Whittemore reported that the Portland Chapter agreed to swap awards with us. Their judging timeframe is mid-August to Sept. 10. She said their chapter appears very organized.

LeAnn Gentry reported that Erin Gillooly was looking into venues and that the date of Oct. 23 had been selected as the likely date of the awards. The potential venues include Anthology, The Abbey and the Sofia Hotel. Wahl brought up the fact that the national conference is that weekend and discussion ensued about moving the date. The suggestion was to move it to Oct. 21 if possible. Questions were also raised about some of the potential venues and their suitability for the event. The committee said they'd discuss and look into it.

Greg Kershaw, the New Pros Committee Liaison, reported that their February educational event had approximately 12 attendees. He also reported that their bank account was now in the positive with approximately \$96 and some change. Next social event is at the Red Marlin at the Hyatt. Kershaw also reported that the mentor program was kicking off with one group set to meet in April. A second group will be matched in August, which will give the committee more time to try to find mentors.

Bey-Ling Sha passed out a calendar of PRSSA upcoming events and encouraged attendance/participation from the board for the April 16 Spring Networking Event. Booth price is \$50 and there are 20 booth spaces available. Wahl said that Southwest Strategies would sign up for a booth and suggested going through the San Diego Business Journal's book of lists for other prospective booth sponsors. Sha also mentioned an event on April 30 that is not on the calendar. That is the event Schmidt-Krebs will be attending.

#### APR Report

Falkenthal reported there were 16 students in the spring sessions study course and March 15 is the final session. Half of the students are military officers. Sha taught the first class, Rooks taught the second class and Falkenthal was to teach the third class but will be unable to so someone else will teach in her place. Falkenthal mentioned the final session will be at Scripps Mercy Hospital this Saturday, March 15 in the lower level. There will also be an information session at 11am that anyone can attend to find out information about the exam, process, etc.

Falkenthal also mentioned that the next Readiness Review is Saturday, June 7. They will be looking for panelists. Dates are on the website but can be difficult to find. Rooks suggested talking to Scatena about this so we can change this during the website re-design.

Falkenthal reported that Sara Wacker is working to schedule an APR Maintenance seminar. They might consider opening it up to APRs in other chapters. Discussion ensued about maintenance requirements

#### Assembly Delegate Report

Schmidt-Krebs reported that she and Wacker are booked for the Western District conference in Tucson. She encouraged promotion of the event as well as attendance. Mentioned that there are 10 chapters in the district, possibility of trading for Bernays judging in the future. The WD is also continuing working on pulling together affinity groups among the chapters. Schmidt-Krebs also brought up the \$200 stipend that is available from the Western District. This can go towards a professional development event in exchange for giving credit to the WD for their contribution.

Derek Danziger mentioned his efforts with regards to outreach to UCSD communications students. Gentry said she is conducting outreach to all colleges/universities about this regarding PRSA, opportunities, etc.

#### Immediate Past President's Report

Audrey Benedetto reported that the date of March 25 had been scheduled for the 2009 National Conference planning committee. She also worked with the New Pros regarding planning for their March 26 event.

#### New Business

Sha mentioned that PRSA National is considering eliminating the committee on Work, Life & Gender, which explores gender equity as well as other issues. Sha wanted to raise awareness of this and did not support the elimination of this committee given the inequity that exists in salaries based on gender.

Meeting adjourned at 8:40 a.m.

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#### **Chapter Manager's Report**

3/13/2008

#### Major February-March Activities/Projects:

- Completed mailing of chapter pins.
- Supported the February luncheon, including: event registration, targeted emails to non-profit and "in house" PRSA members; registration set-up and check-in at the event and post-event report distribution.
- Prepared report of meeting attendance and locations for past three years and sent to Prof Dev cluster and Exec committee.
- Updated chapter membership database, online membership directory and email distribution list.

#### Activities/Projects in Progress:

- New "welcome" sign sent out for printing – to pick up this week.
- Mapping out duties associated with maintaining new Web site/e-communications.
- Registration and email communications for March meeting.

#### Anticipated Activities/Projects for March:

- March meeting – registration coordination and event support.
- Support promotion efforts of April 3 teleseminar through email outreach.
- Update chapter membership database, online membership directory and email distribution list.

- Research bounceback list from email distributions and follow up as appropriate.
- Membership correspondence including Welcome letters and membership expiration follow-up.

### **Treasurer Report**

**3/13/08**

#### **Financial Update:**

- ❑ Bank ending balance as of 1/31/08 – **\$46,084.33**
- ❑ Bank ending balance as of 2/29/07 – **\$47,156.67**
- ❑ Summary of recent checking financial activity:
  - Deposits – \$6,852.00
  - Checks & withdrawals – \$5,2779.66
  - Major expenses – Web site maintenance; chapter administration; February luncheon catering and taxes.
  - Major deposit activity –February luncheon attendance; dues; resource directory listings and job listings.

#### **Recent Completed Action Items:**

- ❑ Continued working on Chapter taxes with Sonnenberg & Co.
- ❑ Met with David Daubenspeck of North Island Credit Union (NICU) and established Money Market account for the Chapter.
- ❑ Submitted Chapter credit card application to NICU.
- ❑ Submitted approved budget to Sonnenberg & Co.

#### **On-going Profit Opportunities:**

- ❑ Job Postings
- ❑ Resource Directory

#### **Action Items:**

- ❑ Check on status of credit card and submit guidelines for credit card use to Executive Committee.
- ❑ Work with accountant to complete reconciliation for February 2008.

### **Membership Report**

**3/13/08**

#### **Web site (Denise):**

Denise checked references before the official decision was made by the Executive Committee to engage with Elevator Marketing. Denise contacted three referrals, and all of them were very positive and excited about Elevator Marketing. The information was routed to the Executive Committee. Denise also worked with Elevator Marketing to coordinate the final contract for the team's review and signature. It has been thoroughly reviewed by the executive committee and approved. Erika Rooks will sign the document and a payment will be made very soon to engage Elevator Marketing in the redesign of our prsandiego.org web site.

Denise contacted Sandy Young from The McRae Agency to assist with copywriting for the site. Denise will work closely with Rene Carmichael on this project, and Denise will

be the point person on the overall project working with Elevator Marketing to fulfill their contract.

Additionally, web site updates have been made on schedule and according to plan with Red Door Interactive.

**April Teleseminar (Anne):**

The April teleseminar is all set for Thursday, April 3, from 10 a.m. to 11:30 a.m. at Porter Novelli. Only 20 spaces are available so register now to reserve a seat. The teleseminar will focus on: "Writing Like a Journalist: A 90-Minute Tune-Up to Give Your PR Writing More Power."

**Quality Time with PR Minds (Anne):**

We're making great progress! The details and registration forms have been added to our Web site. If you know of a non-profit organization that should be included, please sign up now. Space is limited. Anne is also looking for a catering sponsor to serve a light lunch (buffet) for 100 people.

Details of the event include:

*Make the most of your PR skills by making a difference*

In an effort to give back to the San Diego community, PRSA San Diego is honored to host Quality Time with PR Minds. This one-day event will provide thousands of dollars worth of free public relations advice and guidance to local nonprofit organizations.

When: Saturday, November 8

Four sessions are offered from 9:15 a.m. to 4 p.m.

Location: AMN Healthcare

**Membership Update (Greg):**

PRSA members in the San Diego Chapter area: 323

PRSA members with SD Chapter membership: 287

New PRSA/San Diego Chapter members during February: 8

Dropped members during the month of February: 9 (7 were Chapter members, 2 were national-only members)

**Professional Development/APR Report**  
**3/13/08**

**March Luncheon: SEO and Be Seen**

Wednesday, March 19, 2008

Dockside Room, Paradise Point Hotel

We are running a little slow on registration. We need to try and make the minimum of 75 attendees. An email blast went out Tuesday, March 11. Please forward information to your acquaintances and non-members who might have interest – this is a good general topic for any business or individual who wants to maximize their website performance.

**Upcoming Programs**

Don Stanziano is working with Erika Rooks to draft a letter to *San Diego Union-Tribune* editor Karin Winner inviting Karin to speak at our media panel event in May. The topic will be the recent changes at the *San Diego Union-Tribune*. We plan to request that

Karin also invite members of her editorial team to discuss those changes and the changes in print journalism nationally to our membership.

Don and Chris Wahl are working on identifying panelists for the June public policy panel, which will focus on the results of the June primary and what it means for the November general election. The likely panelists will be a political campaign strategist, a political journalist and/or an elected official/candidate. Reema Makani has confirmed The Currant Restaurant at the Sofia Hotel as our venue. Proposed date is Tuesday, June 17, pending the availability of the speakers.

### **Summer Social**

The Del MarTini committee met for the first time last week. Reema Makani reports the group is in full swing of planning. If board members have suggestions, employers and/or clients for items for the silent auction, please contact Reema.

### **APR Report (Gayle Lynn Falkenthal)**

The Spring Study Course has 16 students, an excellent turnout. The final session is this Saturday, March 15. It includes an Information Session for possible candidates.

APR applications are due on Friday, April 18. The essay questions are due Friday, May 16. The next Readiness Review is Saturday, June 7. We will need APRs to serve as review panel members.

Sara Wacker is working to schedule a proposed APR Maintenance seminar to help guide newer APRs who must now submit their maintenance application. We hope to schedule sometime in April.

### **Reputation Management** **3/13/08**

#### **1. Judging Update**

- We are confirmed for our awards judging partnership with the Portland chapter.
- Judging timeframe for Portland awards: mid-August—September 10
- 80-85 entries
- Portland is providing us:
  - 2 judges (an APR and a practitioner with 10+ years experience) review each entry [versus 3 judges as in the past]
  - 3rd judge is assigned if scores disagree, or if there is a small margin between winning awards
- We are providing Portland:
  - 2 judges per entry, one APR/professional with 10+ years experience and one non-APR (10+ years experience preferred, but not required, with a minimum 4 years experience)
  - 3rd judge is assigned if scores disagree, or if there is a small margin between winning awards

#### **2. Event/Logistics Update**

- Target date is now Thursday, Oct. 23
- Proposals from targeted locations are currently being collected.

- Following board input and additional research, current locations being considered include:
  - The Abbey
  - Anthology
  - Sofia Hotel

### 3. PRSSA

Assisted SDSU chapter of Lambda Pi Eta (communication honor society in the School of Communication) with finalizing speaker lineup for March 18 event.

#### **Assembly Delegate Report**

3/13/08

#### **Update:**

- Mary and Sara set to attend WD board meeting in Tucson on 4/26. Any conference attendees are welcome to participate in the board meeting
- Encouraged Chapter Leadership to promote/attend WD Conf in Tucson. 4/24-4/26
- Participated in monthly conference call, February 20. All chapter board members are welcome to participate in these monthly calls. Calls now take place the third Wednesday of the month at 10 am PDT
  - WD continuing to assemble Affinity Group discussions/networking among chapters every other month; any chapter leader can volunteer to manage a group; topics will include:
    - Treasurer group
    - Programs and professional development
    - Membership
    - Accreditation
    - Web site
    - Awards recognition
  - 2010 Western District Conference and board meeting location TBD (2009 will be in OC)

#### **Action Items:**

- Mary to accompany 2009 PRSA National President Michael Cherenson on tour of downtown Marriott Hotel on 3/13
- Mary to speak at SDSU PRSSA meeting on 4/30
- Participate in monthly conference call, March 19 at 10 am PDT
- Need to get commitment from the chapter's Professional Development Committee to ask the WD for our \$200 stipend available for each WD chapter for a sponsorship as long as the WD is given credit for their contribution
  - Need to set date for the WD Chair's annual visit to our chapter