

**OC/PRSA Board Meeting Minutes
January 9, 2008**

In Attendance: Marcus Ginnaty, APR; Leisa Brug Kline; Katie Coates Ageson, APR; Jenny Wedge; Corin Ramos, APR; Brad Lotterman, APR; Lauren Smith; Kate Mossbarger; Steve Greyschock; Ted Nguyen; Christian Brantley, APR; Randy Taylor; Marcie Perez; Phiphi Tran

Absent: Daniel Rhodes; Rebecca Long; Ben Boyce; Laarni Dacanay; Deborah Bell; Brianne Lunzman; Celeste Speier; Marie Montgomery Nordhues, APR

Meeting was called to order at 6:46 p.m. by President Marcus Ginnaty.

Marcus distributed copies of the events calendar for 2008 as well as a copy of the Bylaws for the Chapter.

SECRETARY'S REPORT

Minutes from the December 15, 2007 board retreat were distributed for review. It was noted that Laarni Dacanay, Marcie Perez and Ben Boyce were not included as attendees of the board retreat.

Motion: Move for the approval of the minutes as amended (Kate Mossbarger)

Second: Randy Taylor

Result: Unanimously approved

TREASURER'S REPORT

Katie Coates Ageson distributed an Accounts Receivable report for 2007 which listed a total of \$3,324 in uncollected revenues for events including job alerts, luncheons and PROTOS. Marcus Ginnaty has asked Kayt Draeker to hold off on posting job alerts until payment is collected. In addition, Katie requested that RSVPs for the Ann Wylie event not be confirmed until payment is received. Per Randy Taylor, this problem will be alleviated with the new Web program that will require payment prior to submission. It was recommended that any committee that has a budget and must collect funds for their events/services should collect the funds prior to providing the service. Committees should be responsible for following up to collect outstanding funds.

ACTION: Marcus Ginnaty and Kayt Draeker will create a process for following up on late or unpaid invoices.
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Katie distributed the December 2007 Financial Report which reflected total revenues for the year at \$133,546.06 and total expenses at \$131,323.60, a difference of \$2,222.46.

Katie also distributed a preliminary 2008 Budget for review.

ACTION: Katie Coates Ageson and Marcus Ginnaty to work with committee chairs to create a balanced budget by February board meeting.

ACTION: Katie Coates Ageson, as former programs chair, will

MEMBERSHIP REPORT

Corin Ramos reported that 317 members paid for 2007 and to date, 18 members have paid for 2008. Membership co-chairs are planning a number of events and incentives to help boost interest in OCPRSA and increase membership in 2008. Some of these events include COMM Week at CSU Fullerton, lunch with new members, new member breakfast, offering a discount to new

members during the month of January with the discount covered by National PRSA, adding information to the Web site to include sections for “movers/shakers” in our industry and an Agency PR pro of the month.

PROGRAMS REPORT

Lauren Smith shared a list of Top 10 topics to be considered for programs during 2008. The January program includes a morning writing workshop by Ann Wylie. Katie Coates Ageson reported this workshop was sold out with 75 attendees. A lunch follows the workshop with more great information. There is still space to attendees at the lunch and a waiting list is available for the workshop.

The February program and luncheon will be held at Tustin Banquet Center and Lauren plans to contact Chris Concepcion from the Orange County Fire Authority to speak about the Santiago Fires.

Lauren also reported that the Tustin Banquet Center is a new location for the lunches but she is still searching for other locations. Things to consider are pricing/location/sound and sight and the food offered. Most importantly, we should be making a profit at the venue.

PROTOS REPORT

PhiPhi Tran informed the Board that the theme of the 2008 PROTOS Awards event is “Roaring 20s” to be held at the OC Pavilion in Santa Ana on June 20. A copy of the detailed plan was distributed. (See attached) There was discussion about the date since it did not work for some of the board members and whether other Fridays in June would work, or if Saturday is an option. It was noted that if the date is moved up, the timing and due dates for PROTOS award submittals needs to be considered.

ACTION: PROTOS co-chairs to discuss and follow up with OC Pavilion to check whether June 13 is available. [Secretary’s note: PhiPhi confirmed on 1/24 that June 13 is the new recommended date for PROTOS.]
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DIVERSITY REPORT

Marcie Perez and Laarni Dacanay are looking at ways to help the chapter increase revenues. They have scheduled a Diversity Committee retreat for January XX and have scheduled a tour of NBC Telemundo news studios with the YoPro group in March. Marcie also informed the Board that she will be planning the Diversity Conference and is planning a shared program for September and is coordinating with the Programs chairs. Marcie is also joining the LAPRSA chapter to help them ramp up their Multicultural/Diversity program. The Diversity co-chairs are

also planning a member mixer for late Fall.

YO PRO REPORT

The first YoPro Committee meeting was held on January 8 and resulted in a very large turnout. There was a lot of interest in supporting PRSSA and helping with the transition from college chapters to OCPRSA.

The next program schedule is a mentor program on January 30 at 6:30 p.m. themed “Meet the OC PR Leaders”. It will be held in a roundtable format and the goal is to provide ideas for career development for the young professionals and other interested in attending.

The YoPro co-chairs plan to meet with PRSSA presidents in February to discuss transition opportunities and ideas.

A Teleseminar is scheduled for February 26 and the topic is “PR & the Social Media”.

A tour of NBC Telemundo is schedule in March with members of the Diversity Committee. Kate asked whether there are any liability concerns relating to transportation to/from the studio. Ted Nguyen commented that OCTA may be able to provide an employee van, if an OCTA employee attends the tour and drives the van.

YoPro would like to host a graduation event for the PRSSA graduates and asked if the chapter could sponsor and host the event. Marcus recommended Kate include that in the requested budget for the year. Kate suggested that if the event is sponsored it would lower the cost for the PRSSA graduates to attend.

Because Teleseminars are easy and low-cost to coordinate, they are a good revenue generator. YoPro co-chairs could consider hosting a series of Teleseminars to help fund some of their events.

ACTION: Kate to forward the YoPro membership roster to Membership Chair for follow up.

ACTION: Katie Coates Ageson to provide Kate a contact number for the insurance carrier.
Kate to follow up on any liability involved.

ACCREDITATION REPORT

Brad Lotterman, APR reported that the first coaching session for the APR is scheduled for January 10 at Morgan Marketing. So far six people have signed up. The Board discussed the pros and cons of the cost to get accreditation and that may be discouraging people from signing up. Brad asked whether there is an opportunity to provide a discount for groups or companies with multiple candidates. Board suggested highlighting January membership promotion.

COMMUNITY SERVICE REPORT

There was no community service report this month.

INTERNET COMMUNICATIONS REPORT

Randy Taylor reported that the new Web site would be ready for launch in February. He reported that traffic to the Web site is similar to what we’ve been seeing and in December there were 407 page views/day and a total of 157 sessions. He distributed a summary of the August-January page views, December page view and November page views on the existing site.

A goal for 2008 is to increase traffic to the Web site. To do this Randy will implement sections with more interactivity such as paying online for events, regularly changing information with Movers/Shakers section and featuring a prominent member on the homepage. He is also looking into creating a revenue opportunity with banner advertising.

Randy has set up a preliminary plan to begin advertising on the new Web site. Using a banner ad at the bottom of the page, any number of ads paid would rotate through and the vendor would know the value for their ad based on the number of clicks it receives. Suggested pricing for these banner ads is \$100/quarter.

The Board and committee members discussed using the banner ads with vendors that already have listings on the site, but starting to charge for the listings. Marcus commented that the San Diego PRSA chapter has advertising and encouraged Randy to talk to them about their process, cost, etc. National PRSA also has advertising on their site.

ACTION: Marcus to contact San Diego PRSA chapter to get contact information about their Web site and advertising feature.

ACTION: Randy to contact National PRSA for their advertising policies and procedures and develop a plan for OCPRSA and bring it to the board for review.

ADVOCACY REPORT

Steve Greystock and Ted Nguyen discussed investing in proprietary research for Advocacy program.

SENIOR ROUNDTABLE REPORT

Christian Brantley reported that he plans for schedule and coordinate four events in 2008. Some topics/speakers he has in mind are:

1. Robert Putnam author of Bowling Alone – discusses social programs and reaching out to American People
2. Sandra Sellani and Jim Hughes – brand gurus
3. A recruiting firm for public relations and communications professional to discuss staffing issues/recruiting and retention and skill set
4. TBD

Christian also would like to create some branding for the Senior Roundtable group similar to what has been created for the YoPro group.

OLD BUSINESS

Marcus Ginnaty reminded Board and Committee members to submit recommendations for Order of Orange per Daniel Rhodes email.

Marcus was scheduled to meet with the chapter presidents of the Los Angeles and Inland Empire chapter and that meeting has been rescheduled to February.

The next Board Meeting will be held at Porter Novelli on February 6, 2008 at 6:30 p.m.

Meeting adjourned at 8:40 p.m.

PROTOS 2008 UPDATE

PRSA Board Meeting

January 9, 2008

PROTOS 2008 - Roaring PR

Theme: Roaring 20's. Think: big band jazz, flappers, speakeasies, black and white film, art deco

Venue: OC Pavilion, 801 N Main Street, Santa Ana

Date: June 20, 2008

Attendance Goal: 250 people

Attendance Capacity: 300 people

Schedule

6:00 – 8:00: Pre-party and Dinner

- Passed canapés served in the lobby and heavy appetizers served upstairs at Ambrosia restaurant
- One sponsored drink ticket will be available to each guest (all other drinks will be cash and carry)
- 1920's music playing in the lobby and Jazz trio playing in Ambrosia

8:00 – 9:30: Award Ceremony

- Theater style seating with sponsors and early-bird ticket buyers on theater floor seating
- Interactive program with prizes, incentives to attend after party, comedic host

9:30 – 11:00: After-party

- Jazz trio playing live music in the Vault Lounge
- Photo keepsakes available to pickup
- Dessert Table with chocolate fountain
- Casino tables including black jack, roulette, craps and poker
- Raffle prizes at the end of the night

Menu

Passed Canapés

- Truffled Portabella Mushroom Tartlets
- Filet Mignon Crostini with Horseradish Cream and Fresh Watercress
- Chilled Lobster Salad with Fennel, Orange and Chili

Heavy Appetizers

- Artichoke & Parmesan Cheese Raviolis with Sundried Tomatoes and Taggiasche Olives
- Shrimp Scampi in Cognac Garlic Butter
- Sage Marinated Free Range Chicken Fingers served on a bed of Seasoned Mashed Potatoes and Roasted Vegetables
- Rosemary Beef Skewers served on a bed of Roasted Potatoes and Sliced Corn on the Cob

Prices

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Tickets: \$80 per person

Entries:

PRSA Members – \$80 per entry

Non-members – \$134 per entry

Students – \$40 per entry

Late fee – \$65 per entry

Next committee meeting set for January 22

Sponsorship packages available upon request