

**PRSA – Central California Chapter
Board Meeting Minutes
January 9, 2009
Noon at Central Valley Business Incubator**

2009 PRSA Board

President: Joanna Gray, California Baptist Foundation

President Elect: Betsy Hayes, APR, California State University, Fresno

Treasurer: Mary Lisa Russell, Community Medical Centers

Secretary: Blair Nelson, Heald College

Immediate Past President/Publicity Chair: Vickie Fernandez-Williamson, State Farm

Membership Chair: Margot Karlin, Principal Financial Group

South Valley Liaison: Sandy Doucette, Mercy Hospitals of Bakersfield

Trustee: Jill Wagner, California State University, Fresno

Trustee: Carla Jackson Tucker, Fresno Regional Foundation 2/3

Trustee and APR Co-Chair: Liz Hudson, APR, Fresno County Farm Bureau 2/3

Trustee and APR Co-Chair: Brenda Smith, APR, State Farm Insurance (Bakersfield) 3/3

Trustee & Programming Co-chair: Marc Gendron 1/3

Assembly Delegate: Betsy Hays, APR, California State University, Fresno

Alternate Assembly Delegate: Brenda Smith, APR, State Farm (Bakersfield)

PRSSA Representative Betsy Hays, APR, California State University, Fresno

Image Awards Co-Chair: Marissa Welch, ASTONE

Image Awards Co-Chair: Shauna Goodman, Big Brothers Big Sisters

Ethics & Officer: Judy Ganulin, APR, Fellow PRSA, Judy Ganulin Public Relations

Website Design Chair and CUSB PRSSA Rep: Amber Chiang, APR, Bakersfield College

PR/Historian Chair: Sandy Doucette, Mercy Hospitals of Bakersfield

Present: Joanna Gray, Brenda Smith (via phone), Vickie Fernandez-Williamson, Mary Lisa Russell, Jill Wagner, Marc Gendron, Judy Ganulin, Marisa Welch, Liz Hudson, Shauna Goodman, Carla Jackson-Tucker, and Margot Karlin

▪ **Welcome & Introductions**

PRSSA Presentation – update on TALK: Tori Randolph

- Tori provided an update on TALK. They have 4 clients and office space on campus. Clients include Catholic Charities, an author of children's books, College of Humanities.
- They created post-cards with our donation to promote their business.
- TALK is appreciative of PRSA's donation.

Secretary's Report – Joanna Gray

- November Minutes/December Mixer slate approved.

Treasurer's Report - Mary Lisa Russell

December 08/January 09

Regular Expenses

Checks Drafted:

	\$ 74.72	Board Lunch
	450.00	PRSSA Student Donation
	100.00	Board member gift
	5.95	Charge for gift
	32.00	Shauna/Judging Reimbursement
	<u>850.00</u>	PRSA Mixer
TOTAL	\$1,512.67	

Regular Deposits

Checks received:	<u>\$540.00</u>	Membership
TOTAL	\$540.00	

Current Checking Balance: \$8,455.64

Membership Report - Margot Karlin

- Membership is at 56.
- Those who have dropped have either lost their job, no longer in same position as on membership list or have moved.
- Everyone encouraged to log into MemberNet to make sure contact information is current.
- First membership promotion will be Feb. 1-March 31 – 1st year of chapter dues waived. Additional information will follow.
- Promo information to be sent to non-members distribution list.

Accreditation Report - Brenda Smith

- Brenda and Liz will meet to discuss 2009 strategy.
- Want to focus on taking fear out of taking exam.
- Considering providing deadline for exam completion.

Programming - Marc Gendron

- Marc provided a draft calendar of monthly events.
- January's event will be on topic of Social Media tentatively scheduled for Jan. 21.
- Suggestion made to change date to Jan. 29 so as to allow additional time to promote.

Image Awards - Marissa Welch & Shauna Goodman

- Heard back from chapter we judged for. Very appreciative of our efforts.
- Looking for location for our 2009 Image Awards.
- Date tentatively set for May 8th.

Meeting adjourned at 1:05 p.m.

Next board meeting: February 13.

Respectfully submitted by Vickie Fernandez-Williamson