

## CALIFORNIA APPRENTICESHIP COUNCIL

www.dir.ca.gov

455 Golden Gate Avenue, 10<sup>th</sup> Floor

San Francisco, CA 94102

Tel: (415) 703-4920

Fax: (415) 703-5477



ADDRESS REPLY TO:  
California Apprenticeship Council  
P. O. Box 420603  
San Francisco, CA 94142-0603

## PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING

### MINUTES

Wednesday – January 19, 2011 3:00 p.m.

#### I. Call To Order/ Roll Call

Chairman Gordon called the meeting to order at 3:05 P.M.

Members present: Scott Gordon, Les DenHerder, Richard Harris, Donna Bechthold, Julia Dozier (A) and Acting Chief Glen Forman.

Members absent: Kate Leyden

A quorum was met.

#### II. Review/approval of October 27, 2010 Minutes

- A motion was made by Commissioner Dozier and a seconded by Commissioner DenHerder to approve the minutes. The minutes were approved as written.

#### III. Updates

##### Newsletter

- Chairman Gordon presented the latest newsletter as a preliminary draft and asked for suggestions to make available to the public.

##### Action Items

- The newsletter sent, by the Director of Industrial Relations, to the 17 major newspapers and their chief editor.
- Make available to public in a file format on DAS website.
- Add a link or a phone number with contact person that could guide you or the newspapers for additional information.
- Make available to California Legislators. Ms. Bacchini volunteered to see what could be done.
- A mission statement or directory to guide you through the newsletter.
- More variety of testimonials. Ms. Bacchini asked to send her testimonials from their apprentices that they would like to highlight. Please send in your testimonials to Ms. Bacchini at [RBacchini@dir.ca.gov](mailto:RBacchini@dir.ca.gov). Ms. Bacchini will send out a copy of a release form in order to publish the pictures.
- Title of newsletter; how often to be published (January issue...)

Report from strategic planning group

- Area Administrator, Renee Bacchini asked for more participants/volunteers for the “Working Group”. For those who want to volunteer, please fill out the sign in sheet. Tom Mays, California Department of Education volunteered to be part of the “Working Group” and looks forward to working with the committee to make the newsletter available to the students to use as a goal and career options for their future.

IV. Strategies, Goals and Better Ways to Market Apprenticeship

- Mr. Gordon asked the attendees to please send him any ideas on better ways to market apprenticeship. You can contact Mr. Gordon at [scott@laborersjac.com](mailto:scott@laborersjac.com).

V. Other Items of Interest

- None were given at this time.

IV. Adjournment

- A motion and a second were made to adjourn the meeting. All were in favor. The motion carried. The meeting adjourned at 3:40 P.M.