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PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING

MINUTES

Wednesday – January 25, 2011 1:30 P.M.

I. Call To Order/ Roll Call

Chairman Scott Gordon called the meeting to order at 1:33 P.M.

Members present: Scott Gordon, Kate Leyden, Julia Dozier, and Chief Diane Ravnik

Members absent: Richard Harris, Donna Bechthold

A quorum was met.

II. Review/approval of October 26, 2011 Minutes

- A motion was made by Commissioner Leyden and seconded by Commissioner Dozier to approve the minutes. All were in favor. The minutes were approved as written.

III. Updates

Newsletter

- Chairperson Scott Gordon recapped the how and when the newsletter began and its purpose. Mr. Gordon gave accolades to Deputy Chief Glen Forman and Renee Bacchini for their collaborative efforts in presenting the newsletter as a reference guide, a hand-out in the apprenticeship community. Chief Diane Ravnik stated that after taking on a new position in the Director's office Ms. Bacchini will continue her work with the newsletter. The newsletter can be found on the DAS website, <http://www.dir.ca.gov/das/das.html>.
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Report from "Working Group"

- No reports at this time.

IV. Strategies, Goals and Better Ways to Market Apprenticeship

- Chief Ravnik spoke of the various campaigns that DAS has promoted throughout the years e.g. "California's Best Kept Secret", "I Built It", "Apprenticeship Knocking", and "Apprenticeship Pays". DAS is looking for new promotional materials for the apprenticeship community and to encourage more new employers, outside of the building trades such as manufacturing as an example as an apprenticeship model. Ms. Ravnik presented the committee with new informational flyers created by Consultant Andrew Lee. These flyers will be sent to DAS field consultants.

V. Other Items of Interest - Hall of Fame

- Chief Ravnik stated that the tradition in the past has been to have two appointments to the Apprenticeship Hall of Fame and this year, only two nominations were received; Jack Ventimiglia, Plumbing Fixtures and Repair Instructor for 52 years and Henry P. Nunn III former Chief of DAS.

Commissioner Julia Dozier made a motion to recommend Jack Ventimiglia and Henry P. Nunn III as recipients of the 2012 Hall of Fame Award.

Commissioner Kate Leyden seconded the motion. All were in favor. The motion carried.

VI. Adjournment

- A motion was made second to adjourn the meeting. All were in favor. The motion carried. The meeting adjourned at 1:54 P.M.