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## PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING

### MINUTES

Wednesday – July 24, 2013 2:00 P.M.

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

Chairman Carl Goff called the meeting to order at 2:03 P.M.

Members present: Carl Goff, Richard Harris, Anne Quick, Yvonne de la Peña and Chief Diane Ravnik

Members absent: Pat McGinn

A quorum was met.

#### II. Review and approval of January 23, 2013 Minutes

- A motion and a second were made to approve the January 23, 2013 minutes. All were in favor. The motion carried.

#### III. Updates

##### Newsletter

- Chief Ravnik reported that the theme for the newsletter was on being green and energy efficiency. The cover was donated by the Electrical Committee in Alameda. The IBEW/NECA opened the nation's first Zero Net Energy Training Center. She further noted that the "Save the Date" flyer for the upcoming CCA Conference was on the back cover and for the next two issues. Chairperson Carl Goff asked the attendees to send any topics for future newsletters and also submit an article to be featured. Commissioner Goff asked the attendees to contact Renee Bacchini at [RBacchini@dir.ca.gov](mailto:RBacchini@dir.ca.gov) for future articles.
- Commissioner Julia Dozier suggested personal testimonials from apprentices. Chief Ravnik stated that although the last issue featured a non-construction program, it is still a good idea to feature at least one in each issue.
- Commissioner Goff expanded on the Working Group by asking the attendees to take part in the conference call. It was mentioned that in past conference calls suggestions were made to have your article and pictures edited and ready for publication. Chief Ravnik added that there are times when articles are submitted, but do not get published. She reassured the attendees that they *will* be submitted.

#### IV. Strategies, Goals and Better Ways to Market Apprenticeship

- Commissioner Goff spoke on the upcoming 75<sup>th</sup> Anniversary of the Shelley-Maloney Act of 1939 in conjunction with the 2014 California Conference on Apprenticeship. He suggested that the apprenticeship community could contact their perceptive associations, unions, and employers and sell advertisements in their brochures to help support 75 great years in apprenticeship. Chief Ravnik asked the attendees to send in any photos or articles to Glen. Glen is compiling a time line and any information would be useful.
- Commissioner Goff spoke on the next Hall of Fame recipient. Deputy Chief Glen Forman stated that the Hall of Fame applications would be available at the next Public Relations and Publicity Committee meeting. The applications will be due sometime in January 2014. At that time the committee will view the applications and the recipient will be inducted at the April CCA conference.
- There was much discussion on program advertising rates. Revisions will be made by Commissioner Goff and CCA Chairperson Scott Payne.

#### V. Adjournment

- A motion and a second were made to adjourn the meeting. All were in favor. The motion carried. The meeting adjourned at 2:52 P.M.