



ADDRESS REPLY TO:
Div. of Apprenticeship Standards
P. O. Box 420603
San Francisco, CA 94142-0603

PUBLIC RELATIONS & PUBLICITY COMMITTEE MEETING MINUTES

Chairperson Carl Goff

Best Western Lighthouse-Pacifica

Wednesday, January 27, 2016
1:30 P.M. – 2:30 P.M.

I. Call to Order/Roll Call

Chairperson Carl Goff called meeting to order at 1:34 p.m.

- Members present: Carl Goff, Pat McGinn, Richard Harris, Scott Gordon, Yvonne de la Peña, Jack Buckhorn, and Diane Ravnik
- Members absent: Hector Velez

II. Review/approve April 22, 2015 minutes

- Commissioner Jack Buckhorn made a motion to approve the April 22, 2015 meeting minutes. Commissioner Yvonne de la Peña seconded the motion. All were in favor. The motion carried.

III. Updates

- The Apprenticeship Newsletter was discussed. Commissioner Goff encouraged all members of the apprenticeship community to send in articles for the newsletter.
- A suggestion was made to have articles submitted throughout the year for potential Hall of Fame nominees.
- Chief Ravnik stated that there has been staffing changes in the DIR communications department and a new individual will be in charge of the Apprenticeship Newsletter.
- Chief Ravnik noted that in addition to the working group, if the committee could expand the format in the form of information via e-mails. Commissioner Scott Gordon suggested submitting articles on some of the forum topics or the WIBs.

- Chief Ravnik asked for anyone interested in joining the Working Group to please provide your information to Deneen Phillip at DPhillips3@dir.ca.gov

IV. Hall Of Fame Selection

- A. **Dave McEuen**, Bay Area Ironworkers and signatory contractor.
- B. **Michael J. Sparks**, Electrician with the San Diego Electrical JATC and San Diego NECA.
- C. **Daryl Peterson**, Welding instructor for the Pipe Trades Training Center in San Jose.
- D. **Sandra Benson**, Attorney specializing in the representation of Unions and Apprentice Programs.

Commissioner Goff discussed the possibility of a fourth nominee into the Hall of Fame that was received after the deadline. Scott Lewis asked for a motion for the review of Sandra Benson's application for a chance to be in the hall of fame. Scott Lewis requested that the bios of the nominees be submitted to Scott Lewis for the Hall of Fame.

A motion was made to approve the Sandra Benson as a nominee along with the additional three nominee's received. Motion was seconded. All were in favor. The motion carried.

V. Strategies, Goals and Better Ways to Market Apprenticeship

No Comments were made.

VI. Other Items of Interest

Scott Lewis requested the biographies of the new inductees to the Hall of Fame be submitted to the CCA Chair along with who will introduce each inductee.

VII. Adjournment

The meeting adjourned at 2:18 p.m.