

General Board Meeting Minutes

Production Services Association

April 24, 2007

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Board Members

Paula Travis, President • **Pam Wharton**, Immediate Past President
Heidi Allen, Vice President • **Beth Messina**, Treasurer • **Lucy Hetrick**, Secretary
Tammy Smith, Lifetime Board Member • **Karen Johnson**, Board Member
Vickie Burkes, Board Member • **Jerrod Partridge**, Board Member

President Paula Travis called the meeting to order. In attendance were: Paula Travis, Heidi Allen, Beth Messina, Lucy Hetrick, Tammy Smith, Vickie Burkes and Jerrod Partridge.

Billing: Paula noted that the invoices had been sent out.

Membership: Tammy suggested that we revive the membership committee and start trying to get some members involved again. Paula will ask at the general meeting on Thursday for someone to head up the committee. Heidi noted that Jeff Pedigo was still interested in coming up with a way to combine PSA with the Jackson Ad Federation in events and activities. Tammy warned about getting too involved with JAF, as it would defeat the purpose of PSA, but she suggested that maybe a reduced membership rate could be offered to PSA members to join JAF. It was announced that the MDOT print shop is going to join PSA with at least one rotating membership.

Portfolio Review Workshop: Tammy and Vickie reported that the student portfolio workshop went well. The workshop received high praise from the students and from the instructors. Tammy discussed some ways to improve the workshop in the future. She suggested adding another track to the workshop to cover design and advertising both as several advertising students came to the workshop not realizing it was geared more towards design. Heidi suggested a resource center that would help students in putting together their portfolios. She asked that everyone save their old design magazines, stock photography books and printed samples. Tammy suggested that if we schedule the workshops more in advance that we might have better attendance and be able to reinstate the fall workshop, too. Jerrod volunteered to head up the portfolio workshop for PSA.

Sponsorship:

Heidi said Sourcelink will probably sponsor the May meeting. Paula recommended Kevin Jackson from Holmes Specialty as a possible sponsor for the July or August meeting. Vickie suggested that we pair with Jackson Ad Fed for their September meeting which will be about the Fall TV lineup. Jackson Paper will probably sponsor the October meeting.

With no further business to discuss, the meeting was adjourned.