President’s Message

The PACRAO Board held its summer meeting in San Mateo at the conference hotel for the year 2001. I am pleased to report that the meeting went well and I am especially gratified to report that the PACRAO budget is in good shape. Each member of the Board has worked diligently to perform their roles at the lowest possible cost to the Association.

During my tenure on the Board, I have inherited some concerns and issues that previous Boards have struggled with. The central issue is the viability and effectiveness of the Board. A larger board could accomplish more but it is also more expensive. The one year term of most of the board members is a commitment that most people are willing to make, but continuity is lost when the board turns over so completely each year. Most members are just becoming comfortable with their role and responsibilities when they are cycled off the board. Some of you may recall that in the winter edition of the PACRAONews, I put out a call to the membership to form a task force to address these issues and to make recommendations, if warranted, to the membership. Since no one leaped forward to take the leadership of this task, I remembered an old adage that states, “Whenever you want to get something done, give it to the busiest person you know.” I then called Janet Ward. It didn’t surprise me that Janet agreed to chair the task force since she is known for her service to the Association. I have asked Janet to put together a group that reflects our diverse membership and look at our constitution and bylaws and then make recommendations to the Board and membership to improve our effectiveness and viability as an association. I expect and hope that this task force will be able to complete their work in time to share their recommendations with the membership at the 1999 conference in Portland. So, if any of you get a call from Janet asking you to participate, I expect you to respond in the affirmative.

The Board left San Mateo with a high level of anticipation and excitement about the PACRAO 1998 Conference planned for November in Palm Springs. David Van Ness has done an outstanding job as program chair, and I know the membership will be challenged by the programs and presentations that are coming. The local arrangements chair, Carole Jones, has also created a fantastic array of food, fun, entertainment, work, and socializing for the conference. Each member of the Board and Conference Committees have been capable and self motivated in their respective roles. With such an outstanding Board and conference support, I hardly have to do anything, and yet I still know that we will have an outstanding conference in Palm Springs.

James D. Moore
PACRAO President

PACRAO to Honor 1998 Retirees

Do you know of a PACRAOan who either has retired or plans to retire in 1998? If you do, the Association would like to know in order to celebrate each retiree’s contribution to the profession at our annual conference in Palm Springs. Simply forward the person’s name, title and institution on to past past president, Janet Ward, Dean of Enrollment Services, Seattle Pacific University, Seattle, WA 98118. E-mail: jward@spu.edu. Please get this information to Janet before October 1.

1997 PACRAO Conference Proceedings

The 1997 PACRAO conference proceedings are now available on the PACRAO homepage at www.reguci.edu/PACRAO/index.html.

This is an excellent opportunity for members to access information presented at the 1997 conference in Vancouver, British Columbia. The proceedings have summaries from all featured speakers, including the keynote speaker, Dr. Martin Collis, as well as all program sessions. PACRAO produces several hard copies of the conference proceedings for the Executive Board members and the archives but no longer produces hard copies for the membership.

Proceedings from the 1995 and 1996 PACRAO Conferences are also available through the PACRAO homepage. If you have any questions about the conference proceedings, please contact Nancy T. Youlde at youlde@vancouver.wsu.edu.
**Extend Your Stay at PACRAO '98 For a Special Post-Conference Workshop**

The PACRAO Diversity Development Committee is excited to look forward to having you join us for a number of special events during PACRAO '98 in Palm Springs. The workshop will be facilitated by Dr. Lawrence Flores, founder of Promotion Track and creator of The Multicultural Promotion Track Game. Developing the game and teaching it at California State University - Fresno, Dr. Flores has been conducting research into the dynamics of how and why people move up and down the organizational ladder. Does a person's ethnic background have anything to do with his or her potential for upward mobility? What about one's gender? How much of a factor does education play in the promotion game? These and many other questions will be examined in an afternoon that will give you an opportunity to play The Multicultural Promotion Track Game. Developing a way for corporations, institutions, and organizations to address diversity issues and help grow and develop the game, the game has been steadily growing in popularity and use among corporations, government agencies, and educational institutions such as Stanford University.

Current plans call for the workshop to be taped for later distribution as a commercial workshop video. Here's your chance to test out this video format for your own institutional opportunities while at the same time representing PACRAO in what could very well be our first commercial video appearance.

Don't miss this exciting workshop - a bargain at $49 per person! Check your PACRAO '98 Conference Program for more details and consider extending your stay just one more night in Palm Springs. The workshop also makes a wonderful staff development opportunity for your staff who may only be able to attend a single conference event. We have arranged with Celebrity Tours to offer a special package of Palm Springs - details are in the program and on the Web. This is a great way to get a sense of the area, and the rich opportunities for exploration and discovery it affords. You shouldn't miss the aerial tramway or hot air balloon ride! While you're at it, bring an extra suitcase to fill at the outlet mall down the road. The Palm Springs Local Arrangements Committee is delighted to host the 1998 PACRAO meeting and we encourage your participation and welcome your questions and suggestions. We believe in working hard and having fun. We look forward to sharing the excitement with you.

- Nore McLaughin
PACRAO '98 Publicity Chair

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**PACRAO Shines in Palm Springs**

Check your mail, because resting in that overfull mailbox is your PACRAO Program for our annual meeting, to be held at the Palm Springs Riviera Resort and Racquet Club, California from November 1 - 4, 1998. If the program hasn't arrived, it should do so shortly. More information on the meeting can be found at the PACRAO web site http://www.pacrao.edu/PACRAO for all the vital information. Registration will be accepted via paper, fax, or Web this year, so please make sure your PACRAOers know to what promises to be an invigorating opportunity to attend and learn from these events and workshops. The vendors have been responsive to our invitation to participate, so you will be able to speak with a number of representatives in higher education products and technology.

Parsons the 20th, but because November is high season in the desert (all those people in cold, wet, gray-skies, states flock to the blue skies and balmy temperatures of Palm Springs), the hotel reservation deadline and conference deadline are both September 30 - so don't delay, or rooms may not be available. The room rate is $110 single or double, so find a PACRAO buddy, bring your spouse, or enjoy some time to yourself at the beautiful Riviera Resort.

Details of PACRAO discounts with Alaska Airlines and Budget Car Rental are in the program and on the Web. Remember to fly to Palm Springs to fly into any of the greater Los Angeles area airports, but the hotel shuttle will pick you up directly at the most convenient (and least crazed). Amtrak services Palm Springs and the train station is walking distance. Directions to the resort by car are found in the program.

Because this is a wonderful time to be in the desert, we encourage you to come early and stay late to enjoy the beauty of southern California in the fall. Jim Blackman (CSU Bakersfield) will continue the conference in Palm Springs, California from November 1998. In the event that an elected member is not able to serve, an alternate will be designated by the group who will present a list of candidates to serve on the Association Executive Board for the year 1999-2000. To encourage diversity on our Association's Executive Board, the Nominations and Elections Committee will also recommend candidates for PACRAO's membership fee break, as will be presented to the PACRAO Board of Directors at its October meeting.

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**Nominations and Elections Committee 1998-99**

With this newsletter is the official ballot for the 1998-99 Nominations and Elections Committee. This is your opportunity to vote for the group who will present a list of candidates to serve on the Association Executive Board in 1999-2000 and to encourage diversity on our Association's Executive Board. To encourage diversity on our Association's Executive Board, the Nominations and Elections Committee will also recommend candidates for PACRAO's membership fee break, as will be presented to the PACRAO Board of Directors at its October meeting. Pacific Association of Collegiate Registrars and Admissions Officers (PACRAO)

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**As you pack for the trip, be sure to choose your costume for our Monday "Night of the Stars." PACRAO loves a good party, and where else but in the city Hollywood made famous? That's a Golden Age of Hollywood, Jack Nicholson, Alfred Hitchcock, Brigitte Bardot and Marilyn Monroe. In the crowd - who knows, you might find your Hollywood co-star at the party! You can be subtle or outrageous, or something in between, but be sure to dress for the evening and enjoy your night to shine.**

If you haven't caught the flavor already, be assured this is a casual conference - pack your comfortable clothes, walking shoes, golf clubs and tennis racquet. The program committee will be sponsoring recreation opportunities both early and late in the day to get us out before and after those sessions, into the fresh air to renew our energy and let the good times roll. While you're at it, bring an extra suitcase to fill at the outlet mall down the road.

- Ronald Heath
PACRAO President

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**Membership News**

PACRAO has 1,373 members representing 279 colleges and universities throughout the United States. Each institution is given four individual memberships included in the $75 dues, but each can list more individuals for $15 per member. Our membership runs from January 1 through December 31 of each year. If dues are received, for instance, in November, which is common, as many people join for the conference membership fee break, then those dues cover the year in which the college joined the PACRAO. The next year's membership dues will be collected in January, only two months after the conference. This has been a continuing issue for member institutions. Billing is generally sent out to all members (two-year and four-year, public and private) in April each year, with a first collection date of May 15th. Reminders go out in June and dues will continue to be collected all year. Thank you to everyone for making this a banner year for membership dues collections! I especially appreciate the work our data base manager, Jeff Tannen of Brigham Young University, has done for our organization. He keeps this accurate and current for us. To mail our requests, run labels on request, and is very responsive to our questions.

**Membership Information**

We have had three new members join this year, so far. Several more are in process, as well. Please remember to carry the PACRAO membership card with you to your area workshops, state professional organizations, conferences, and any contacts with colleges and universities. For membership information, please ask them to mail me at Memberships@PACRAO.com or at (909) 395-7711, and I will be happy to tell them about PACRAO and mail them an application form.

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**Welcome to our newest members:**

- University for Humanities Studies College of Oceanoering
  - Linda L. Littman, Librarian
- Santa "Sunny" Burns
  - PACRAO VP - 2 Year Institutions
# PACRAO EXECUTIVE BOARD

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<tr>
<th>Position</th>
<th>Name</th>
<th>Institution</th>
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<th>Phone</th>
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