



2009 Chapter Member Awards

Rising Star Award

The recipient of the Rising Star Award

- Is involved energetically and enthusiastically in many chapter projects
- Seizes opportunities to develop professional career
- Exhibits a desire to pursue leadership opportunities in FPRA
- Is supportive of fellow public relations professionals
- Displays a professional attitude and exercises professional conduct

2009 Rising Star: Carla Ulakovic

Carla Ulakovic is energetic and enthusiastic. A year ago at PRU she patiently showed me her Facebook page and explained social media. She took that beginning understanding and ran with it – she is now organizing three short courses in social media. These are hands-on efforts which might be called “Social Media for the Clueless.” This takes courage, hard work and commitment, oh yes and talent! That combination will bode her well in the future.

Carla ushered the chapter into the world of social media as our Emerging Communications Chair, establishing and maintaining our blog, Facebook and Twitter accounts. When tasked with chairing the Social Media Café committee, Carla competently and professionally led her committee members to the production of some of the most valuable education our chapter has enjoyed.



2009 Chapter Member Awards

Chapter Member of the Year

The recipient of the Chapter Member of the Year Award

- Gave time and energy in the areas of creative thinking and actual participation in chapter projects
- Supported the chapter to help raise the level of professionalism in our community
- Exemplifies a professional attitude and standard of conduct
- Is supportive of fellow public relations professionals

2009 Chapter Member of the Year: Laura Puerto

Laura always says “yes” to any task asked of her and puts 100 percent into everything she does for FPRA. This year, Laura has taken on a multitude of tasks, including:

- Forming hospitality committee that developed a phone tree to pre-welcome/get-to-know guests and gather guest information through a monthly business card drawing.
- Stepping into VP of community relations role. In this position she took on the responsibility of being the representative/leader/advisor for Special Projects and Hospitality. In this role, she worked with *Cindy Burgess* to put on first ever FPRA Pro Bono Day which was a huge success. Pro-Bono Day received GREAT survey results and it has been mentioned as a “best practice” for the year. She also assisted Cindy Burgess by sharing ideas for her development of a digital history of FPRA.
- Created FPRA table top display which was an action item in the strategic plan. Board will be used at all meetings and FPRA functions
- Took on role as resident FPRA photographer
- Created name badges, secured hospitality staff for all FPRA events.
- Assisted on the venue-change task force.

Laura has been an unwavering source of support and encouragement this board year. She was the inspiration for The President’s ROCKing Chair Award as well as its first recipient. Two words say it all: WOO HOO!



2009 Chapter Member Awards

PR Professional of the Year

The recipient of the PR Professional of the Year Award

- Displays a professional attitude and exercises professional conduct
- Is cooperative and supportive of fellow public relations professionals
- Concerned with raising the professional standing of FPRA

2009 PR Professional of the Year: Tina Haisman, APR, CPRC

In January 2008, Gooderham & Associates retained Tina Haisman to be the media relations consultant for the nonprofit American Shore & Beach Preservation Association (ASBPA). The concept for the media relations program was a different one, and the budget was limited. Not only did Tina have to put together a national media list of weekly newspapers, but she had to learn about coastal science, technology and policy. She jumped in with great enthusiasm and professionalism.

As a public relations professional, she has earned the respect of both policy makers and scientists involved in the coastal management field. She has had to work independently, fielding media calls and generating information often without critical resources immediately at hand. Most important, she has come into her own. She researches topics ranging from blogs to climate change and has worked with journalists from small weekly newspapers to the *London Times*! And ASBPA is not her only client.

Part of being a professional is to be able to negotiate with clients. This she has learned. She has also proven herself through gaining her CPRC in the past year. She is a member of Counselor's Network, and she co-chaired PR University this year, as well as preparing an Image Award entry.

And if you are involved at all in social media, you have read about Tina's success with the "Million Dollar Coupon" Campaign, which ultimately landed her client on Neil Cavuto's *Your World* show on FOX News.