



## President's Message - January 2010



The decorations are back in their boxes and put away for another year. The memories of time spent renewing bonds of friendship and celebrating time-honored holiday traditions still bring smiles to our faces. But ready or not a new decade has arrived and it's back to business.

First, let me say thank you for renewing your membership in FPRA for another year. More than 750 members recognize the value of our Association and have made the commitment to continue their active participation in our organization.

And welcome to our new members, too. I hope that you have already begun to take advantage of all that FPRA has to offer. Please don't hesitate to call upon me, the state board or your chapter's leadership team if you have questions on how to get the most from your membership.

As you read this, the Arctic air that has been gripping Florida since the start of the year is finally loosening its hold and temperatures are returning to normal. Not all of us suffered the extremes of our members in the northern part of the state, but I think it is safe to say we were all out of our comfort zones for a while.

As we charge into the year ahead, I encourage you to embrace those times when you find yourself pushed or pulled out of your comfort zone. Have confidence in yourself and your ability as a professional to overcome each new challenge. And for the ones that can't be overcome, accept them as opportunities for growth.

One final note. A special thank you to all our members and friends who participated in chapter holiday food and toy drives or found other ways to give back to disadvantaged members of our communities. Often it's the little things that matter most.

Sheridan Becht, APR, FPRA President

## FPRA Annual Report 2008 - 2009

With 71 years of experience under its belt, the Florida Public Relations Association has seen many tough times. But through it all, FPRA has demonstrated a solid history of innovation and creative ideas. With this inspiration and a look at our current environment, our focus for the 2008 -2009 year was the Birth of New Ideas: Increasing the Value of FPRA. To review our Association's past year's Annual Report, please [click here](#) for your personal copy of FPRA's 2008 -2009 Annual Report.

## Are You Invaluable?

Public relations professionals illustrate their value by seeing The Big Picture. How do you measure up?

Attend the 72nd FPRA Annual Conference to see The Big Picture: Bringing Public Relations Strategy and Leadership into Focus. We will have speakers and topics to hone your strategic thinking, develop your business acumen and enhance your leadership skills, such as:

- Jim Lukaszewski, The Lukaszewski Group – Developing a Strategic Mindset: How To Become a Trusted, Strategic Advisor
- Lisa Malone, NASA – PR strategy around sunsetting of the Space Shuttle program
- Deirdre Breckenridge, PFS Marketwyse – Putting The Public Back In Public Relations
- Peter Hollister, Hollister, Trubow and Associates – Building a Strategic Plan
- Thomas Smith, Disney – Case Study: Launch of the Disney parks blog
- Douglas Cherry – How PR Pros Avoid Legal Woes
- Debbie Mason, Strategists Inc. – What Your Boss REALLY Wants But Hasn't Told You
- Molly Kellogg – Polishing Your Professional Reputation



MARK YOUR CALENDAR: August 8 – 11, 2010 at the beautiful Naples Grande in Naples, Fla.

RESERVE YOUR HOTEL ROOM NOW: Reservation link is up at [www.fpra.org](http://www.fpra.org)

REGISTER NOW: Registration forms are ready! Not sure if you'll have the budget for AC next year? Have some \$\$ left over in your 2009 budget?

Take care of it now and relax!

## New Year, New Credentials

By Jeff Nall, APR, CPRC  
*VP of Accreditation & Certification*

With each New Year typically come resolutions. Among the most popular are those related to health and wellness. The usual laundry list includes goals for physical, lifestyle, relationship and/or financial improvements. However, what about the health and wellness of your professional career?

With growing concerns about the economy and job market, there is no better time than now to stand out in the crowd. FPRA offers its members many opportunities for professional development, which include sitting for the APR and CPRC exams. Either would make a great way to get your professional New Year off to a rocking start.

As there is no years of practice requirement to sit for the APR exam, even our newest practitioners are eligible..... as well as other members who have just not gotten around to taking the plunge. With all the information and tools available at [www.praccreditation.org](http://www.praccreditation.org) and [www.fpra.org](http://www.fpra.org), as well as from our local Accreditation & Certification Chairs and State VP of Accreditation & Certification, there is certainly no mystery here. A video, FAQs, a demo exam, study resources, and Readiness Review information are just a sample of what is available.

Though there are eligibility requirements for the CPRC exam, APR and ten or more years of experience, there is no mystery here as well. Detailed information is available at [www.fpra.org](http://www.fpra.org), including a video FAQs, a fact sheet, a PowerPoint presentation and sample test questions with sample answers.

FPRA's mission is to enhance the profession, which includes the careers of its members. Both the APR and CPRC credential can do just that by affirming your commitment to professional development, the profession and to its ethical practice as well as the broad knowledge, experience and professional judgment necessary for today's public relations executive or manager.

As you start off the New Year with goals for love, habits, budgets and yes, even the quintessential Florida beach body, I encourage you to include your career in your resolutions for 2010.

For more information on APR or CPRC, visit [www.praccreditation.org](http://www.praccreditation.org), [www.fpra.org](http://www.fpra.org) or contact your local Accreditation & Certification Chair, FPRA VP of Accreditation & Certification Jeff Nall APR, CPRC at [jnall@coawfla.org](mailto:jnall@coawfla.org) or 850-342-1475 ext 130 or the State Office at [state@fpra.org](mailto:state@fpra.org) or 941-3665-2135.

## Counselors' Network Mid-year Meeting

Save the dates March 18th through the 20th for the annual Counselors' Network Mid-year Meeting and join your colleagues from around the state for fellowship, productive idea sharing and stimulating dialogue with seasoned PR professionals. Stay tuned for the exciting announcement of the 2010 panel of speakers. For more information contact [CN Chair Tricia Ridgway-Kapustka, APR, CPRC](#).  
[2010 CN Mid Year Save the Date Flyer](#)

## 2010 FPRA Student Scholarship

Through the [FPRE Foundation](#), scholarships are available to students currently enrolled in a Florida college or university seeking a degree in Public Relations. This year's application deadline is February 26, 2010. Membership in FPRA or an FPRA Student chapter is required.

Students who wish to apply and are not FPRA members, may apply for membership when submitting their applications. For more information on eligibility and the application process, [click here](#).

[Download Scholarship Application](#)

## Trust Agents Book Review

There's no question that the Internet has changed the way we do business – especially when it comes to marketing. Consumer environments are short on trust and populated by consumers who are cynical, savvy and informed. Though it's easier than ever to reach your customers, it's less likely that they'll listen. Today the most valuable online currency isn't the dollar, but trust itself. Unlike the one-way, traditional forms of media, television, radio and print, the new social media is two-way – it extends human relationships. Because of Twitter, YouTube, Facebook and many others, McLuhan's vision of media as an extension of ourselves is truer than ever. We've chosen to make the next media ours, and we've shaped our own media to be an extension of our own views, our own businesses and our tribes. This is why the communicators of today need a new title: that of Trust Agents.

Between quoting Wayne Gretzky "I skate to where the puck is going, not to where it has been" to comparing building trust to Pac-Man, the authors of this book apply all the rules we've learned to the new community of active two-way communicators.

This book points to the way to power of the web and social networks and how to use them for your business now. Trust Agents gives you all the tools and strategies you need to do it the right way – honestly, effectively and profitably.

To purchase this book please click the link below.

[www.book-van.com](http://www.book-van.com)



THE "VAN" IN BOOK-VAN ... VANESSA HAMMILL

Her passion for books, combined with twenty-two years experience as a bookseller and early career roots in public relations has given her a

unique perspective and intuitive ability to put PR professionals in touch with just the right books. Vanessa's in-depth knowledge and genuine enthusiasm for authors and their books provides a much-needed harbor of confidence and clarity in today's massive sea of overflowing information. Vanessa has been a fixture at state FPRA conferences since 1993 selling business and public relations books to FPRA members at a discount. FPRA members have access to the books at the same discount year-round by going to her website [www.book-van.com](http://www.book-van.com).

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