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President's Message

President's Message

Lanette Hart, APR, CPRC
2008-2009 FPRA President

The year was 2000. The scene was the FPRA 62nd Annual Conference, held in Ponte Vedra. As state president Rick Oppenheim, APR, CPRC was just coming to an end of a successful year leading FPRA into the new millennium. Having joined FPRA less than a year before, this was my first annual conference. As those of us in FPRA leadership know, conference signals the end of our term year. It's funny how life goes. How sometimes, the end of something is really just the beginning of something else. That year, with a nod to the 2000 Summer Olympics, Rick started conference with a video of his now infamous "Olympic" torch run on the beach – in true "Rick" style (you had to be there). However, little did he know the torch he held would spark a little FPRA fire in me. I'm sure many fires were lit that day.

Fast forward nine years later. We are in the final days before the 71st FPRA Annual Conference in Boca Raton. The theme, PR on F.I.R.E. could not resonate any more with me and my first FPRA conference experience. FPRA is hot and our PR is definitely on fire. Have you seen the line-up?

VP Annual Conference Karen Smittle, APR and her team are working on what is shaping up to be one of the best conferences possible. There is literally something for everyone – no matter your expertise, years of experience or the corner of the PR world

you happen to live in. Starting with real research, the conference team diligently addressed all feedback from our members and put together a team of members throughout the state dedicated to give you what you asked for and then some. There are many new features this year and many old favorites too.

Come closer and let me whisper a secret in your ear... "You really don't want to miss out this year. It's gonna be hot!"

The Boca Raton Resort and Club couldn't be a better venue for such a fantastic conference experience. The schedule is packed with professional development sessions, nationally recognized speakers and networking opportunities to make sure you get what **YOU** need out of conference. Senior members will be delighted with the focus on high-level topics and those newer in the field will have a smorgasbord of entrees to partake. There are resources and sessions for those experiencing the pain of a downturn job market, or those of you ready to spring out on your own. Students will gain the attention and focus they need from PR professionals to help jump start their careers.



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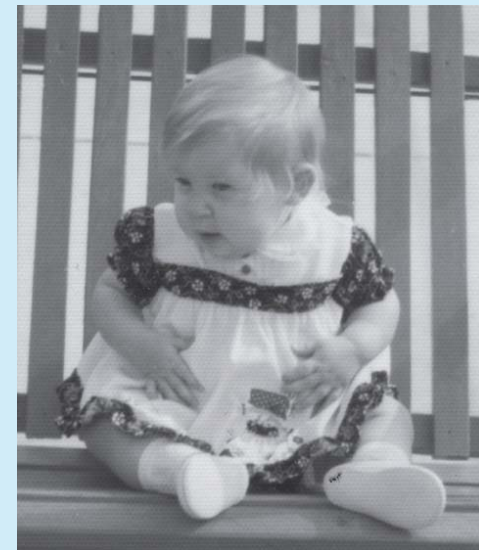
Have you heard the conference team is going green this year? You will be delighted to see some of the great new enhancements. Other new benefits this year include a Cyber Café with free WiFi so you can stay in touch with your office throughout the conference and a "social media" social, which promises to be hot. If professional recognition is on your radar, you will be in for a treat. Chapter leaders and members alike will get to participate in a state-wide celebration of the excellent work that FPRA and our members have come to expect as our highest standard. The blog team is getting bigger and better, with representatives from each chapter participating in the live coverage. The list of reasons why conference is a "must-do" goes on and on.

We know times are tough but it's during these uncertain economic times when you really can't afford to miss the opportunity to make yourself more informed, more educated and more marketable. It's an investment in your future and yourself. Check out www.fpra.org for more information about annual conference and the Golden Image Awards gala held during conference. You can also learn about conference scholarship opportunities with FPRA. Don't forget to check with your local leadership for chapter scholarship opportunities. If there's a will, there's a way.

Plan to join us. Who knows the **F.I.R.E.** that will be lit in you? I know I plan to get a piece while it's hot.

Now, for my personal incentive... the first 10 conference attendees who introduce themselves to me and mention this article at the president's reception on Sunday night, August 9, 2009 at conference in Boca Raton, will receive a special gift from me. How's that to get the party started?

See you at conference in August!



**Who is
this
FPRA
Executive
Committee
member?**

Turn to page 15
to find out.

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2009 FPRA Annual Conference Update

from your Annual Conference Committee

Annual
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PR on F.I.R.E. Foundation, Innovation, Reputation, Education

Only one month until our FPRA Annual Conference – have you registered? Good news, you still have until July 19 to register and take advantage of the early registration rate. We know this conference will enhance your skills and help you develop new ones. Take a look at the [annual conference brochure](#) – it will help convince you and your employer that this conference is definitely worth your time!

Make sure you take advantage of the professional development, networking, and recognition opportunities offered every year at the annual conference. With our current economic challenges, it's more important than ever to know what's going on in the ever changing world of communications and in the PR profession.

And remember, the annual conference is a great way to reconnect, or begin connecting, with your PR colleagues. With the reductions in workforce that continue to happen, make sure you're renewing those long-term relationships you've developed over the years at our annual conference. Haven't attended a conference yet? There's no time like the present to start building those relationships.



On Tuesday afternoon, August 11, we'll hold a panel session you won't want to miss: "PR Under Fire." What do you do when your employer, or you personally, are suddenly the focus of the community's and the media's attention? Hear from public relations professionals as they talk candidly about their experiences in addressing



As part of Business Wire's annual conference sponsorship, they are offering full conference registrants a 10% discount on Business Wire services!

Register [here](#) for the conference!

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challenges they've faced in their respective industries, how they have responded to those challenges, and how they continue to demonstrate the value of public relations and the bottom line return to their employers. Moderated by Suzanne Sparling, APR, FPRA Past President, panel members are Jack Levine, 4Generations Institute (non-profit); Lauri-Ellen Smith, APR, PIO for Jacksonville Sheriff's Department (government); and Deirdre Breakenridge, President, PFS Marketwyse (agency).

Following the panel discussion, each panelist will hold a breakout session for a more focused discussion on his/her specific industry.

Students, there is also a [student track](#) developed just for you! On Tuesday afternoon, join your peers for a case study review of an all-viral campaign for Joffrey's Coffee and Tea Company. Followed by a panel discussion on "The Difference Between Agency, Corporate, and Non-profit PR," PR professionals will provide a "day-in-the-life-of" description of their job to give you a snapshot of

each industry. We'll wrap up the student session with a resume building and interviewing workshop, conducted by the Florida Atlantic University (FAU) Career Center. You won't want to miss this professional development and networking opportunity! Student rates are available and are included with the [student track](#) information.

JOIN US FOR THE 71ST FPRA ANNUAL CONFERENCE

Location: Boca Raton Resort and Club, Boca Raton, FL

Date: August 9 – 12, 2009

Registration Fee: \$595/person

[Register now](#) and make your [hotel reservations](#). The deadline for early registration is July 19, 2009. Reserve your room by July 9, 2009, to receive the FPRA conference rate, starting as low as \$145/night. We look forward to seeing you in Boca in August!

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Membership

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A Wise Investment

*Trista Wallace, APR
VP Member Services*

Do you know someone who could benefit from joining FPRA, but hasn't joined yet because of the cost of membership? We've said it before and we'll say it again, FPRA membership is an investment in yourself. In tough economic times like now, there's no better time to make that investment. Plus, it's the safest investment you can make with a guaranteed return (unfortunately, the same can't be said about the stock market right now).

So, how do you convince your peers and coworkers that FPRA is well-worth the investment? You all know the basic benefits of FPRA membership, but have you considered sharing the following benefits with them?

- There are few better ways to show your commitment to the field than to be involved in a professional association.
- Employers appreciate knowing that you are interested in keeping abreast of current issues and trends.
- The more you know about what's happening in the industry and profession, the more professional knowledge and credibility you will have.
- People more often want to hire people they know and people who are recommended by people they know. Professional associations offer consistent and ongoing opportunities for you to become known in your field.

- Continually expand your professional network. Our contacts become stale and limiting if we have a narrow circle of peers.
- Increase others' awareness of your company
- Gets you to think outside of the box (you can develop tunnel vision if you never venture outside your industry or job)
- Discover what other companies are doing

Financially, the cost of membership in FPRA is minor, especially compared to other professional PR organizations that cost more than twice as much to join. At only \$185 (\$150 annual dues plus the \$35 processing fee for new members), FPRA membership is a mere .51 cents per day. That's way less than a daily coffee and does a lot more for your career!

And sure, PR professionals can attend chapter meetings without actually joining FPRA, but don't forget the money they can save by being a member. Most chapters charge \$5 to \$10 more for non-members to attend their monthly meetings than members. So they're paying an extra \$60 to \$120 per year for nothing, when that money could be going towards their membership; which gives them so many more benefits!

For more information about FPRA membership benefits, contact your chapter Membership Chair and visit the "Member's Area" on www.fpra.org.

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Welcome on Shore

The Northwest Florida Coast Chapter welcomed the members of the FPRA State Board to a fabulous venue for a reception on Friday evening, May 15. Finz Beachside Grille was located on the Gulf of Mexico beach. The group was able to watch and hear the waves coming into shore. Northwest FL President Kara Stallings, President-elect Angela Triplett, and Treasurer Jami Anderson were among the chapter members who greeted the out-of-towners.



Northwest Florida Coast Chapter members Jami Anderson, President-elect Angela Triplett, and President Kara Stallings at Finz.



Counselors' Network Chair Carole Savage, APR, CPRC, FPRA President Lanette Hart, APR, CPRC, and Melanie Mowry Etters, APR, CPRC, greet each other.



The FPRA Executive Committee members pose on a boardwalk to the beach.

Co-Executive Directors Cheray Keyes-Shima, APR, CPRC, and Christopher Carroll, APR, CPRC, share a hug with FPRA President Lanette Hart, APR, CPRC.



FPRA President-elect Sheridan Becht, APR, and Orlando President Joe Chabus, APR, chat in Destin.

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Chapter Best Practices

At the FPRA State Board Meeting in Destin on May 16, chapter presidents shared innovative and best practices with their fellow board members. Contact the chapter's president if you would like more information. Here are the highlights:

Ocala – President Tina Banner, APR, shared how they created a social media promotion of annual conference called “Behind the scenes” on their local blog. Newsletter Editor Michelle DeFilipp copied pictures from last year's conference blog and then uploaded them to their local blog. The chapter has also had success with its new member orientation this year. Ten of 13 new members have attended P.R.I.M.E. (Public Relations Introductory Member Experience) Classes.

Treasure Coast – Adrienne Moore, APR, CPRC, talked about some recent activities in the Treasure Coast. In April, the Indian River Council of the Treasure Coast Chapter, chaired by Laura Kelley, APR, co-hosted a professional development workshop in Vero Beach called: Mirror, Mirror on the Wall – What is Aging After All? Geared towards professionals in the fields of public relations, aging, education, healthcare, social services or the arts, this unique event gave seasoned professionals a chance to learn more about aging and the creative process. Gene Cohen, M.D., Ph.D., the director of the Center on Aging, Health & Humanities at George Washington University spoke on research about positive brain and behavioral changes in the second half of life that sets the stage for psychological growth and creative expression, called “the New Senior Moment!” The event was sponsored by the Lifelong Learning Institute at Indian River State College, the Cultural Council of Indian River County, Vero Beach Magazine, and the Treasure Coast Chapter of the Florida Public Relations Association.

Orlando – Joe Chabus, APR, said the chapter offered its first-ever career workshop “Recession Rescue,” where senior-level practitioners provided helpful hints to those professionals who are job hunting in today's environment. The University of Central Florida invited chapter members to participate in a Swine Flu Communication Best Practices Webinar led by Dr. Robert C. Chandler, Ph.D., Director of the Nicholson School of Communication. He discussed swine flu communication challenges and the important role message mapping plays in getting your communication right. His presentation included the do's and don'ts of communicating in a pandemic, how to control rumors and misinformation, and how to proactively communicate to your audience to protect them.

S.W. FL Chapter – President Ginny Cooper announced the chapter held its inaugural PR Pro Bono Day for Non-Profits. Twenty-one professionals from the chapter lent their time and expertise throughout the four-hour workshop and over 50 representatives from the non-profit community attended. Twenty-two surveys were returned and the majority of comments were extremely positive. On May 1 the chapter held the first of a series of workshops on social media, collectively called Social Media Café. The Appetizer course was offered for \$10 and the registration was filled within a week of announcing it, with 50 percent of the 49 attendees being non-members, many of whom were introduced to FPRA for the first time. The three hour workshop helped guests to determine which social media platform was right for their intended purposes and walked guests through establishing Facebook, LinkedIn, and Twitter accounts.

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Chapter Best Practices

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Gainesville – As an alternative to the annual leadership luncheon, this year the Gainesville chapter is hosting its first *Ice Cream Leadership Social* to encourage members to get more involved. Lisa Jessen, Director of Leadership and Organizational Development at RTI Biologics, presented ways to transition from good leaders to great leaders and how to fine tune your leadership skill set to add to your talent portfolio. In addition, the current chapter leadership provided details on how to get more involved in the chapter. This was held immediately following their monthly luncheon program in May. The chapter's Community Relations Committee is working on several projects, including a statewide webinar for the 4H Program, a media list for the St. Patrick's Interparish School, and a food drive for the spring.

Central West Coast – President-Elect Emily Sperling reported an important change the chapter has made over the past quarter is to shift its focus. They have adopted a back to basics approach. The chapter is posting on blog topics that directly deal with the material in their professional development meetings. The chapter marketing has developed to include the following: 1) provide rich content, and 2) drive traffic thru in-house means such as the website, newsletter, e-blasts, and professional development meetings. Recently the chapter has expanded their marketing efforts to Facebook, LinkedIn, and Twitter. Discussions on Twitter tripled their traffic with the inclusion of these social media sites. An important membership effort implemented is an outreach to employers who have eliminated their PR position in hopes they will give the membership back to the person they laid off so they can still use it.

Volusia/Flagler – President-Elect Mary Dorn, APR spoke on the inclusion of Associated Press Style tips in their chapter newsletter. Pat Kuehn, APR, took on the

role of producing the newsletter in addition to her duties as immediate past president and added this valuable addition.

Northwest Florida Coast – President Kara Stallings shared that the chapter has become established as a local source of information for professionals in the marketing and public relations field who relocate to the Destin area. They regularly receive contact from individuals who wish to network with local professionals. The chapter has also become a source employers seek out for circulating their PR and marketing job announcements.

Capital – The Capital Chapter had the most local Image Award submissions in the entire state—a whopping 61 entries. The event was covered by the *Tallahassee Democrat*, and the ABC affiliate. Among the more than 100 guests were Leon County officials. More than 40 awards were presented to winners who demonstrated the very best examples of innovation, planning and design. Additionally, the Stanley Tait Professional Award for Service was presented to April Salter, APR, CPRC, President and COO of Salter>Mitchell for her outstanding contribution to the chapter and the field of public relations.

Pensacola – This year the chapter offered a one-day course in May for nonprofit and small business organizations on the basics of good public relations. The University of West Florida sponsored the event. Ten local communication professionals instructed the sessions for this two-track seminar including:

- How to deliver compelling messages to the media

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- Branding & its relationship to design
- Fundraising in a tough economy
- Crisis communication
- Tips for localizing a national marketing campaign
- Creating a successful event
- Social media for nonprofits
- Writing effective news releases for print and online
- Packaging sponsorships
- Media relations
- And a working lunch media panel with representatives from radio, TV and two print outlets

This is the fifth year the Pensacola Chapter partnered with the Northwest Florida Coast Chapter for its Image Awards competition. The two chapters submitted 35 entries. They had their largest attendance ever for an Image event – 105. Following other chapters' lead, they incorporated the Communicator of the Year Awards into the program.

Five chapters submitted their best practices in their quarterly reports.

The Dick Pope/Polk County Chapter helped clear land for a Peace River Park as part of its chapter's community relations project. This event was a lot of hard work, but very rewarding and involved trimming trees, clearing brush and hauling away debris. The work was done to prepare for a community-wide event in May that was a "ribbon cutting" for the canoe launch that will be built in the very near future. In the future, the chapter will build the picnic tables for the launch site and also help with construction of the actual canoe launch. They wanted to be able to truly do something for the community in the name of FPRA. It is a very ambitious project but one that has already been extremely rewarding.

Nature Coast – President Amy Kingery and President Elect Heather Yates are sending thank you letters to speakers using the FPRA letterhead which helps promote the brand with the monthly professional development speakers. They are also enclosing additional information about FPRA.

Space Coast – The chapter's senior members have participated in the article development for a local business publication, as well as on a public service project for Cynet House which includes writing a public relations plan for the capital campaign for a local foster home. The weekly email communication called "Friday Afternoon Fodder" is designed to include more "senior" level material and has been well received.

Tampa Bay – This quarter the chapter embarked on two additional forms of Web 2.0 communications: LinkedIn group and Twitter. Both forms of communication are part of the chapter's ongoing social media communications plan and hope to see increased participation and communication from members. The chapter also held its Ultimate Mega Mixer in April. It was a huge success with over 350 people in attendance from the local chapters of FPRA, PRSA, TBAF, IABC and Ad2. All of the feedback from this event was positive and the participating organizations decided to hold a similar event in the fall.

Jacksonville – The chapter focused on promoting the FPRA brand during its Image Awards event. Chapter President Jackie Green did a special presentation to "Pin" Image Co-Chairs with FPRA pins for the yeoman's job they did in organizing the event.

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Expanding FPRA Ranks

The chapter winners for increasing membership for the third quarter were announced at the state board meeting. The winners were:

- 1st – Ocala
- 2nd – Volusia/Flagler
- 3rd – Southwest



(L to R) Mary Dorn, APR, Tina Banner, APR, Ryan Gerd, APR, Kathleen Taylor, Ginny Cooper, and FPRA President Lanette Hart, APR, CPRC, celebrate with chocolate cigars.

Conference Chapter Challenge Concludes

The winners of the annual conference chapter challenge are:

1. The Gainesville Chapter won a full conference scholarship
2. The Southwest Florida Chapter won a half conference scholarship
3. The Treasure Coast won a front table reserved for the chapter at the Golden Image Awards banquet with a complimentary bottle of wine, and

4. The Ocala Chapter won a front table reserved for the chapter at the President's luncheon

Honorable mention - These presidents received FPRA travel mugs: Capital, Orlando and Central West Coast



Conference VP Karen Smittle, APR, presented the big prize to Gainesville Chapter President Courtney Holmes at the May State Board meeting.



Conference VP Karen Smittle, APR, recognized the other winning chapters. Pictured are: Southwest Florida's Ginny Cooper, Ocala's Tina Banner, APR, and Treasure Coast's Adrienne Moore, APR, CPRC.

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Welcome to the Digital Conversion! The 2009 FPRA Treasure Coast Chapter Annual Media Conference

By Linette Trabulsy and Laurie Blandford

The Treasure Coast Chapter held its annual Media Conference in June. About 150 people from the public relations and media fields took part in the conference with the theme of a "Welcome to the Digital Conversion" on the same day of the switch to digital TV, June 12, in Stuart. "Successful Media Strategies: Digital PR and Marketing Power Tools," the title of this year's annual Media Conference, assembled professionals from all media outlets including newspaper, magazine, radio, television, Internet and more.



Keynote speaker Jay Berkowitz talks about Web 2010, all the while creating a podcast during the presentation!



Attendees settle in the main auditorium before keynote speaker Jay Berkowitz presents.

The keynote speaker, Jay Berkowitz, a senior online marketing professional for more than 20 years, is the author of *The Ten Golden Rules of Online Marketing Workbook*, the Founder and CEO of www.TenGoldenRules.com, a strategic online marketing consulting business. Berkowitz has also managed marketing departments for Fortune 500 brands: Coca Cola, Sprint and McDonald's Restaurants, and has

developed online and offline strategies for AT&T and leading health and fitness Web site eDiets.com. He presented his latest topic, "Web 2010," and provided 10 strategies defining business futures.

Another presenter was Alex de Carvalho. A social media strategist and avid user of social networks, Carvalho works at the intersection of online social interaction, Web site user experience and marketing programs, specializing in the practical application of social media platforms, culture and ethics for external and internal

Media Conference Co-Chair Beverly Jones, APR, Chapter President Linette Trabulsy and Media Conference Co-Chair Adrienne Moore, APR, CPRC before the conference.



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community engagement. He is the co-founder of StartPR, an online service for reputation management, blogger relations, and brand monitoring. He noted that social media is changing marketing, public relations and journalism.

Other sessions during the day included Communications for Non-profits, presented by **Suzanne Sparling, APR**, United Way of Brevard County, Photography and Videography 101, Meet the Press Roundtables and PR 101.

As part of the conference registration, attendees received the ever-popular Media Directory – this year on CD. The conference has always been an excellent networking vehicle assembling the Treasure Coast's media professionals with their public relations counterparts in the community and this year was no exception!



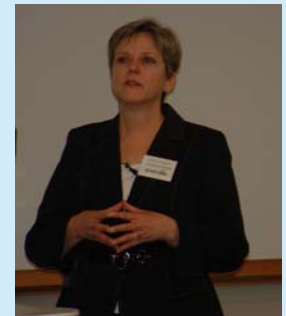
Scripps Treasure Coast Newspapers editor Mike Canan, Beverly Jones, APR, Scripps Treasure Coast Newspapers editor Adam Neal and presenter Alex de Carvalho enjoy the Media Mix & Mingle after the conference.

Communications in a Digital World



The Gainesville Chapter of FPRA partnered with the University of Florida College of Journalism and Communications to present a one-day professional development seminar on the University of Florida campus on May 8. Netroots Rising-Grassroots Communication in a Digital World had four top quality speakers to talk about the changing technology that is being used to reach audiences.

UF's Vice President for University Relations Jane Adams discussed a new grassroots effort to get UF alumni to contact legislators about cuts to the university's budget. Adams said they launched the program in February and already are seeing the benefit of the grassroots communication.



Jane Adams

Ron Sachs, who is president of his own communications firm in Tallahassee, spoke about the dark side of digital communications. Sachs

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Ron Sachs

said people are taking things too far and are not willing to expend a little effort to add some personal communications even with the ones they love.

Boxed lunches were served in the historic Keene Faculty Center. The interior reminded some people of the inside of buildings used in the Harry Potter movies with fabulous wood carving and furniture.

After the break, Justin Sayfie spoke about how and why he launched the Sayfie Review Web site. Sayfie said he created the site because of his love for Florida politics and wanted to have all the information in one place. He says today reporters are calling him asking that their stories be placed first on his site.



Rich Mintz

The final speaker was Rich Mintz, with Blue State Digital. The company was responsible for the digital communications during the Obama presidential campaign. Mintz said they made it easy for people to participate on-line, and collected 13 million e-mail addresses. The digital efforts raised \$500 million dollars for the Obama campaign.

Breakenridge Visits Capital

Deidre Breakenridge, author of PR 2.0 New Media, New Tools, New Adventures, was a special guest of the Capital Chapter in Tallahassee on May 20 and 21. On May 20, the chapter held a senior member social hour with Breakenridge at the Moore Consulting office. Karen

Moore, APR, CPRC, welcomed everyone and introduced the visitor. About 20 veteran members enjoyed hearing from the author about utilizing social media and benefits and drawbacks. Breakenridge autographed copies of her new book for those that purchased them.

The following afternoon, the PR industry veteran was the guest for the Capital Chapter's monthly meeting. Breakenridge covered topics on how to:

- Build the relationships that matter, and reach a new generation of influencers
- Leverage social media platforms ranging from Twitter to Facebook to blogs
- Immerse yourself in the communities that are shaping the future - becoming a digital sociologist or cultural anthropologist
- Transform your organization into a proactive communication powerhouse with new, intelligent, and socially rooted PR

For those who were not able to hear Breakenridge in Tallahassee, she will be a speaker at the FPRA Annual Conference in Boca Raton in August.

Senior members share a photo with Deidre Breakenridge. (L to R) Back Row: Jim Hunt, Meg Shannon, Terrie Ard, APR, CPRC, Karen Moore, APR, CPRC, Rick Oppenheim, APR, CPRC, Kristen Knapp, APR, Heidi Otway, APR, Robby Cunningham. Front Row: Lisette Mariner, APR, Melanie Mowry Ethers, APR, CPRC, Breakenridge, Rachel Smith, APR, CPRC, LaRae Donellen, APR, CPRC.



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Nominating Committee Recommends 2009-2010 Executive Committee Slate

The proposed slate for the 2009-2010 Florida Public Relations Association Executive Committee, as recommended by the Nominating Committee, is listed below. In accordance with FPRA Bylaws and policy, any other member nominated by a petition of 20 voting members shall be placed on the ballot, with the exception of the office of the President, Immediate Past President and Counselors' Network Chair. No nominations will be accepted after 10 days prior to the annual meeting. Any petitions must be submitted to the State Office by July 31, 2009. The election will be during the annual meeting, which will be held from 8:30 - 8:45 a.m. on Monday, August 10, 2009 at Annual Conference. The ballot shall indicate those nominees recommended by the Nominating Committee and those recommended by petition. For further information on election of officers, please see the following sections in the Bylaws section of the membership directory: Article VII, Article VIII, Article X, and Article XI.

President	Sheridan Becht, APR	Orlando*
President-Elect	Jennifer Moss, APR	CWC
Immediate Past President	Lanette Hart, APR, CPRC	Jacksonville*
VP Annual Conference	Wendy Crites Wacker, APR	Gainesville
VP Golden Image	Rebeca Searcey, APR	Tampa Bay
VP Coms/PR	Vivian Myrtetus, APR	Capital
VP Chapter Services	Kristin Knapp, APR	Capital
VP Accreditation & Certification	Jeff Nall, APR, CPRC	Pensacola
VP Finance	Linda Herridge	Space Coast
VP Member Services	Debby Steele	CWC
VP Planning & Research	Kris Keprios	Dick Pope/Polk County
VP Professional Development	Mary Briggs, APR, CPRC	SW Florida
VP Technology	Chris Gent	Orlando
FPRE Foundation	Adrienne Moore, APR, CPRC	Treasure Coast
Counselors Network	Tricia Ridgway-Kapustska, APR	Jacksonville * (selected by CN)

*Already determined by policy



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Trista Wallace, APR



FPRA Position
VP of Membership

Alma mater
BS in PR, '93, University of Florida (Go Gators!)

History of FPRA involvement
I got involved with FPRA right after graduation from college. I served on the local board for a few years before serving as Jacksonville chapter president in 2001. Since then, I've served in various roles on the Executive Committee during the past 6 years including VP conference, Golden Image, communications and my current role with membership.

Real Job or Paying Position
Communications Manager for Kemper, A Unitrin Business, in Jacksonville

Family
My boyfriend Jamie and I live in Jacksonville Beach with our two pugs (Emma & Bailey) and our two cats (Gator & Pixie)

Hobbies
Traveling (we just returned from Italy), Scrapbooking (I have to do something with all those travel pictures), relaxing at the beach, shopping, spending time with our pets and family

Favorite Indulgence
Trash TV (I'm currently sucked into The Real Housewives of New Jersey!)



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Melanie Mowry Etters, APR, CPRC

FPRA Position

Vice President of Communications and Public Relations

Hometown

Jacksonville, Florida, and now live in Tallahassee

Alma maters

University of Florida with B. S. in Broadcasting (Go Gators!) and Florida State University with Masters in Communication

History of FPRA involvement

I joined the Florida Public Relations Association in December 1996. State President Frank Polito presented me with my APRP certificate at the 1997 Annual Conference.

I served on the Florida Public Relations Association Capital Chapter Board from 1997 to 2003. In 2000, I received my CPRC for which I am extremely proud.

Here are the chapter offices I held:

- 1998-99 served as Secretary;
- 1999-2000 served as Treasurer and Professional Development Chair;
- 2000-01 served as President-Elect and Professional Development Chair;
- 2001-02 served as Chapter President; and,
- 2002-03 served as Immediate Past President.

During the 2002 Annual Conference, the Capital Chapter under my leadership captured four president's awards, including **Outstanding Chapter of the Year**.

I joined the FPRA State Board in 2000. During 2002-2003, I joined the Executive Committee as Vice President of Finance. In 2006, I served as the Vice President of Accreditation and Certification. In 2007, I accepted the responsibility to lead FPRA's 70th Annual Conference. In 2008-09, I am serving as Vice President of Communications and Public Relations.



Melanie, son Titus
and Governor
Charlie Crist



Dan Marino and
Melanie

I have also been a longtime Counselor's Network member.

Real Job or Paying Position

Communications Director for the Florida Agency for Persons with Disabilities

Family/Hobbies

Married to Eric, an Engineer, with a wonderful son, Titus. I enjoy traveling, history, and being around horses.

Favorite Indulgence

Milk chocolate with caramel

Perfect Day

A spring day with everything in bloom in North Florida riding a horse on a leisurely trail while enjoying the wildlife.

Something People may Never Guess about You

In 2004-05, I served as President of the University of Florida Alumni Association which is an international group and one of the largest alumni associations in the country with more than 50,000 members.

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Dan McLean, APR

FPRA Position

VP of Professional Development (State)
Immediate Past President (Tampa Bay Chapter)

Hometown

St. Petersburg, FL

Alma maters

University of South Florida

History of FPRA involvement

This is my first year participating at the state level. I've been a member of FPRA for six years now and have served a variety of board positions at the local level including a two year presidency.

Real Job or Paying Position

I'm a Marketing Specialist for Transitions Optical. Working from the organization's global headquarters based in Pinellas Park, I manage the consumer advertising, marketing, and public relations efforts for the US.

Family/Hobbies

I am married and we have a dog. We enjoy spending time outdoors and being active by running and participating in triathlons and relaxing by going camping and boating.

Perfect Day

My perfect day would start with a 6 mile run on a clear Florida fall morning.



Something People would Never Guess about You
I have the USF Bulls logo tattooed on my right shoulder.

Recent good read, favorite film, interesting music discovery, etc...
Recently I've been parting from the professional development books and reading Christopher Moore and Carl Hiason

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**New Members
New APRs/CPRCs**

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FPRA welcomes its newest members.

<u>NAME</u>	<u>CHAPTER</u>	<u>NAME</u>	<u>CHAPTER</u>
Amanda Doumanian	Capital	Angela Gomez	Treasure Coast
Patricia Harrison	Capital	Mary Kindel	Treasure Coast
Erin VanSickle	Capital	Thondra Lanese	Treasure Coast
		John Mallow	Treasure Coast
Georgann Nugent	Central West Coast	Audra Shaneman	Treasure Coast
Sheila Hollowell	Dick Pope/Polk County	Meredith Rodriguez	Volusia/Flagler
Kathy Manry	Dick Pope/Polk County		
Bradley Ruhmann	Dick Pope/Polk County		
Kimberly Faenza	Gainesville		
Christine Velasquez	Gainesville		
Stephanie Gibson	Jacksonville		
Brooks Terry	Jacksonville		
Lanse Fero	Nature Coast		
Thomas Becker	Southwest Florida		
Carolyn Hudson	Southwest Florida		
Allison Spencer	Southwest Florida		

New CPRCs and APRs

Congratulations to FPRA's newest certified and accredited members:

- Phyllis Ershowsky, APR, CPRC - SW Florida Chapter
- Jan Luongo, APR, CPRC - Tampa Bay Chapter
- Pamela Nulman, APR, CPRC - SW Florida Chapter
- Carolyn Rogers, APR, CPRC - SW Florida Chapter
- Karen Ryan, APR, CPRC - SW Florida Chapter

- Allison Fogt, APR - Capital Chapter
- Melissa Sheets, APR - Volusia/Flagler Chapter
- Kathleen Taylor, APR - SW Florida Chapter



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2008/2009 Executive Committee

President

Lanette Hart, APR, CPRC
Bank of America
Jacksonville Chapter
lanette.hart@bankofamerica.com

President-Elect

Sheridan Becht, APR
OUC - The Reliable One
Orlando Area Chapter
sbecht@ouc.com

VP of Accreditation/Certification

Jeff Nall, APR, CPRC
Council on Aging of West Florida
Pensacola Chapter
jnall@coawfla.org

VP of Annual Conference

Karen Smittle, APR
CH2M HILL
Gainesville Chapter
ksmittle@ch2m.com

VP of Chapter Services

Becky Murphy
Lakeland Regional Medical Center
Dick Pope/Polk County Chapter
rebecca.murphy@lrmc.com

VP of Communications and Public Relations

Melanie Mowry-Etters, APR, CPRC
Agency for Persons with Disabilities
Capital Chapter
Melanie_Etters@apd.state.fl.us

VP of Finance

Jennifer Moss, APR
Silverstein Institute
Central West Coast Chapter
JenniferMossAPR@yahoo.com

VP of Golden Image

Rachel Smith, APR, CPRC
Div. of Vocational Rehabilitation
Capital Chapter
Rachel.Smith@vr.fldoe.org

VP of Membership

Trista Wallace, APR
Kemper
Jacksonville Chapter
twallace@eKemper.com

VP of Planning & Research

Chris Gent
Kissimmee Utility Authority
Orlando Area Chapter
cgent@kua.com

VP of Professional Development

Daniel McLean, APR
Transitions Optical
Tampa Bay Chapter
dmclean@transitions.com

VP of Technology

Paul Ramey, APR
Florida Museum of Natural History
Gainesville Chapter
pramey@ufl.edu

Counselors' Network Chair

Carole Savage, APR, CPRC
Public Education Foundation
of Marion County
Ocala Chapter
carole.savage@marion.k12.fl.us

Immediate Past President

Suzanne Sparling, APR
United Way of Brevard County, Inc.
Space Coast Chapter
ssparling@uwbrevard.org

Florida Public Relations Education Foundation Chair

Jay Wilson, APR
USF Foundation
Tampa Bay Chapter
JayWilson@admin.usf.edu

Submit articles, information or comments regarding e-facts to:
Melanie Mowry-Etters, APR, CPRC
Melanie_etters@apd.state.fl.us
850-488-4257

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For more information visit:
www.fpra.org

Co-Executive Directors

Christopher Carroll, APR, CPRC
carroll@kscadvpr.com



Cheray Keyes-Shima, APR, CPRC
shima@kscadvpr.com

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