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President's Message



New Beginnings Bring New Opportunity

*Sheridan Becht, APR
2009-2010 FPRA State President*

There was no Olympic torch to hand off. It wasn't breaking news. No one got up, or stayed up until midnight, hoping to see it happen. But quietly, on September 1, without so much as a tweet, the responsibility for the nation's oldest professional association for public relations practitioners shifted from Jacksonville to Orlando.

The transition marks the start of a new fiscal year for FPRA, our 72nd. And with 2010 just around the corner, we'll soon see the beginning of a new decade. New beginnings create excitement. They bring hope for a bright future. But best of all, new beginnings bring opportunity.

From Pensacola to South West Florida, Jacksonville to the Treasure Coast and everywhere in between, FPRA members are embracing opportunities to help lead their chapters. In the past month, I've had the pleasure of installing the officers of five chapter boards. Each event has been a rewarding experience for me. I've been impressed by the enthusiasm of our members who are stepping up to help lead their chapters and energized to see the excitement of members giving and receiving well deserved recognition for contributing to their chapter's success. Excitement like this is contagious and it makes you feel good to be a part of FPRA.

At our Annual Conference last month the 2009-2010 Executive Committee was installed, as were the chapter presidents and presidents elect who make up the State Board. So now, with all our leaders in place, we are getting to work.

The legacy of Past President Lanette Hart, APR, CPRC, is a healthy and robust FPRA that provides exceptional value to our members. For that we can all be thankful. But these days, change comes so quickly we must already begin looking forward to anticipate the challenges we may soon face. Where can we increase the support we provide to our chapter leaders? What opportunities are there to better meet your needs?

Members tell us that they are finding it more difficult to receive financial support as their organizations struggle with tighter budgets. FPRA, too, is feeling the squeeze. What will it take to keep our revenues up and expenses in check so

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Sheridan Becht, APR, gives his acceptance speech as 2009-2010 FPRA State President with outgoing FPRA State President Lanette Hart, APR, CPRC, looking on.

that we can continue to offer the outstanding value that you have grown to expect?

The answers to questions like these will help us create a map to follow over the coming year. Of course, we won't be successful without you, so look for our paths to cross many times as we travel down the road together.

On my recent chapter visits, I've told this story about baking a birthday cake for my wife. First my son offered to help. Initially he was very excited and dove in with enthusiasm. But after awhile he

lost interest and was off to something else. My daughter seized the opportunity and gladly took his spot at the kitchen counter. It soon became apparent that her heart just wasn't in it. She stayed just long enough to lick the spoon. Despite the fact that I was left to finish alone, the cake turned out great.

FPRA has a big kitchen. Come on in, put on an apron and mix it up with us. Next August, when we serve the cake at our state conference in Naples, how much better it will taste knowing that you had a part in its creation.

Don't just settle for a taste from the spoon.

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Past-President's Message



Lanette Hart, APR, CPRC
2009-2010 FPRA Immediate Past-President

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Every year, September is an exciting time; it marks the end and the beginning here at FPRA. As we end this FPRA year, I am enthused at what a year it has been. It's been incredible in so many ways and, as my term as your president comes to a close, I can't help but feel pleased and excited with the collective efforts of many individuals and the progress we've made as an Association.

In this current economic environment, many might be wondering how FPRA is doing. How are we standing up during these times and what are we doing to secure our future? I'm very pleased to assure you FPRA is sound and financially healthy, building on the success and growth we've seen over the past several years. Also per policy, this year's annual report will be provided in the next issue of **e-facts**, which will detail all of the highlights of our year.

At the beginning of the year, with a determined look at our current environment, our leadership team challenged ourselves to find new ways to increase the value of your FPRA membership, and what a ride we had! At annual conference we were able to recognize so many of the individuals who had a hand in our success. If you weren't there, be sure to check out our blog at www.fprablog.org to catch up on all the great happenings at conference. FPRA did bring the F.I.R.E. to Boca!

Looking back at all we've achieved together, I feel confident that FPRA is poised to weather the storms of time and continue to succeed in our mission to be the premier organization for public relations professionals here in Florida. All year, I've been impressed at the creative ideas that our leadership team has been able to conceptualize and have put into action – all this to benefit you: our FPRA members and the communities and markets in which we do business. But what stands out most to me is the innovation I've seen in so many of you all year. We know times are tough right now, but for FPRA this just meant it was time to strengthen our resolve, rely more on our network and to quite frankly, get smarter. And, we have set actions in place so that we will continue to look at ways to reinvent ourselves, remain flexible and stay one step ahead.

On behalf of FPRA, I extend a heartfelt thank you to our Co-Executive Directors, Cheray Keyes-Shima, APR, CPRC and Christopher Carroll, APR, CPRC, and their fabulous team at KSC Advertising

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Past-President's Message

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and Public Relations. FPRA continues to benefit from the high level of support and commitment from this team. I am also very proud of our Executive Committee, State Board of Directors, Past-presidents' Council, and chapter leaders whose enthusiastic, collective efforts have made this a phenomenal year for FPRA.

I know our new President Sheridan Becht, APR, will continue to take our Association to the next level and I look forward to being a part of his team.

As I realize this will be one of the last times I have the opportunity to address our Association – as a whole – as your State President, I just want to thank you again for making this year memorable. I thank you for your strong support and for believing in my vision this year.

When I took on the helm, I promised to do my best, with God's help, to serve you all to the best of my abilities. I promised to serve you all with strength, warmth and even with love; I trust you feel I have lived up to this promise. And, as I take my leave I'd like to encourage you all to continue to think and

work on new ways to make FPRA work for our members. Never stop learning and never stop growing.

Wishing FPRA and all of our members a bright future!



President-elect Sheridan Becht, APR, presents a gavel plaque to President Lanette Hart, APR, CPRC, in appreciation for her leadership of FPRA.

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2009 FPRA Annual Conference Wrap Up

Karen Smittle, APR, CPRC

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Conference

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

It's hard to believe the 2009 FPRA Annual Conference has come and gone. Everyone who joined us for the professional development, recognition, and networking offered at the conference would agree that the speakers and topics were hot, the recognition awards were glowing, and the networking opportunities sizzled! Here's a quick recap:

🔥 We had more than 200 people in attendance at this year's conference

🔥 We offered 23 professional development sessions

featuring 22 different speakers

🔥 We raised \$8,300 for our Florida Public Relations Education Foundation from our scholarship fundraiser and golf outing

🔥 Our state president, Lanette Hart, APR, CPRC, presented 117 awards at the 52nd Golden Image Awards banquet

🔥 We had 22 students representing universities throughout the state of Florida who made some good

professional connections and started their own student network

🔥 We had our first "green" conference and our conference bags were sustainable, as well as all of the items included in our bags

🔥 Our conference notebook was replaced by a thumb drive made from bamboo (members can still download conference presentations from the FPRA Web site www.fpra.org – you'll need your user ID and password)

🔥 Our Cyber Café was available with free WiFi to check in with the office or print a presentation

Thank you again to all of the [committee members](#) who spent the year planning this conference and to KSC Advertising and Public Relations (Cheray, Chris, Seana, Jillian, and Emily) for your incredible event coordination!

Wendy Crites Wacker, APR, picked up the torch as your 2010 VP of Annual Conference. Wendy and her committee are already planning another fantastic conference just for you! Get the conference on your calendar and in your budget now – you won't want to miss it!

JOIN US FOR THE 72ND FPRA ANNUAL CONFERENCE

Location: [Naples Grand Beach Resort](#),
Naples, FL

Date: August 8 – 11, 2010

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Governor Charlie Crist recognized the Florida Public Relations Association and congratulated us on our 71st Annual Conference.



The 71st FPRA Annual Conference kicked off with a general session lead by Peter Shankman, founder of *Help a Reporter Out* (HARO).



2008-09 Executive Committee says goodbye at the FPRA Conference.

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Chapter Awards

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Chapter Newsletter Winner

by Melanie Mowry Etters, APR, CPRC

Chapters have been doing a great job communicating with members and the public this year. My job as Vice President of Communications and Public Relations was to select the best newsletter for 2009. I gathered a team of three communications veterans, and asked for their sage review of the entries.

The findings were that the chapter newsletter competition was extremely close. Some of the comments from the judges in selecting our winner included, that this chapter's newsletter had outstanding graphics which increased its readability. It was visually attractive. It contained lots of information about a variety of subjects. And, It was consistently of high quality.

The 2009 winner for the Best FPRA Chapter Newsletter was: The Pro Newsletter from the Treasure Coast Chapter-President: Linette Trabulsky, and Newsletter Editor: Sarah Starr. Congratulations to the Treasure Coast!



FPRA President Lanette Hart, APR, CPRC, Treasure Coast Chapter-President Linette Trabulsky, and VP of Communications and PR Melanie Mowry Etters, APR, CPRC.

Central West Coast Wins Best Web Site Award

by Melanie Mowry Etters, APR, CPRC

The Central West Coast Chapter received the FPRA 2009 Best Chapter Web Site Award. Chapter President Debby Steele and Webmaster Susie Bowie accepted the award during the Presidents' Luncheon at annual conference from FPRA VP of Technology Paul Ramey, APR.

"The judges were unanimous in their decision and highly complimentary in their comments," Ramey said. "The Central West Coast site was recognized for its clean, fresh, colorful design, its easy-to-use navigation system and up-to-date content, as well as for its focus on three primary areas: membership, accreditation/certification and professional development."



(L to R) FPRA State President Lanette Hart, APR, CPRC, congratulates the winners of the Best Web Site Award, the Central West Coast chapter. Central West Coast Chapter President Debby Steele and Webmaster Susie Bowie are recognized by Vice President of Technology Paul Ramey, APR.

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2008-2009 FPRA Chapter Awards

Chapter of the Year
Chapter President of the Year
Most Improved Chapter

Chapter Administration
Technology
Communications
Financial Management

Fundraising
Community Service
Membership
Member Services
Professional Development
Accreditation & Certification
Promoting the Profession
Marketing FPRA

Professional Recognition
Image Awards
Leadership Development
Senior Member Development
Student Development
Spirit of FPRA

Treasure Coast Chapter
Joe Chabus, APR
Ocala Chapter

Orlando Area Chapter
Southwest Florida Chapter
Southwest Florida Chapter
Treasure Coast Chapter
Dick Pope/Polk County Chapter
Pensacola Chapter
Capital Chapter
Space Coast Chapter
Ocala Chapter
Volusia/Flagler Chapter
Central West Coast Chapter
Gainesville Chapter
Southwest Florida Chapter
Orlando Area Chapter
Nature Coast Chapter
Northwest Florida Coast Chapter
Jacksonville Chapter
Capital Chapter
Gainesville Chapter
Capital Chapter
Volusia/Flagler Chapter
Central West Coast Chapter

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FPRA State President Lanette Hart, APR, CPRC, presents the Chapter President of the Year to Joe Chabus, APR.



FPRA State President Lanette Hart, APR, CPRC, presents the Chapter of the Year award to the Treasure Coast and President Linette Trubulsky.



FPRA State President Lanette Hart, APR, CPRC, presents the Most Improved Chapter award to the Ocala Chapter and President Tina Banner, APR.

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Past President's Award

Immediate Past President Suzanne Sparling, APR, presented this year's Past President's Award during the President's Luncheon.

The recognition is for a senior member who has repeatedly served the Association – either on the local chapter level or at the state level – and who continues to step up to the plate when called upon.

Sparling said during the ceremony, "For more than 35 years, this seasoned public relations professional has worked diligently to ensure that his clients' best interests were met. He co-founded a highly - successful firm that, to this day, has an impeccable reputation. He has been a member of FPRA for many years, working up through the ranks of leadership at the Orlando Area Chapter before stepping into the State Presidency."

This year's 2009 Past President's Award honoree was Joe Curley, APR, CPRC. He was recognized for his longstanding efforts to support FPRA and his work last year in having the CPRC designation a criteria for Counselor's Network membership. Congratulations, Joe!



(R to L) FPRA Immediate Past President Suzanne Sparling, APR, presented this year's Past President Award to the winner Joe Curley, APR, CPRC, shown with FPRA State President Lanette Hart, APR, CPRC.



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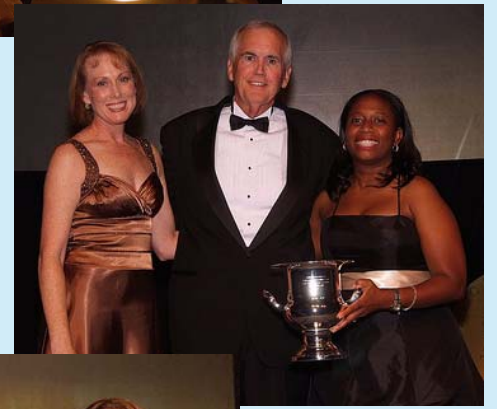
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A Night of Recognition

The Golden Images Awards were a huge success this year with a Golden Safari theme. The elegant atmosphere was filled with the excitement of more than 100 Image Award winners. The biggest winner of the evening was Ron Sachs Communications claiming its first Dick Pope Grand All Florida Golden Image Award for the Best Public Relations program in the state for its campaign "Yes on Amendment 4 for Conservation."

Past President Suzanne Sparling, APR, presented both the John W. Dillin Professional Award and the Doris Fleischman Award at the end of the evening. The John W. Dillin Professional Award for service to the Florida Public Relations Association is the highest, most prestigious award of the Association. The award honors the spirit and dedication of FPRA's first president and founder, Lt. Col. John W. Dillin. The purpose of the award is to recognize an FPRA member for his or her outstanding contribution to the Association and the field of public relations. The winner of the 2009 John W. Dillin Award was **Roger Pynn, APR**, with Curley & Pynn PR & Marketing Communications of the *Orlando Area Chapter*. Though the bulk of Pynn's service has been to and through the Orlando Area Chapter of FPRA, for which he served as Chapter President, he also has served over the years in various roles on the State Executive Committee, and continues to offer up his services as a speaker to chapters throughout the state, as well as to students considering careers in the public relations profession.

The Doris Fleischman Award honors unrecognized contributions an individual FPRA member has made to the public relations profession and to FPRA. In essence, this is an "unsung hero" award intended to reward that individual who consistently provides support and assistance to the association.



Ivette Marques and Erica Villanueva accepting the Dick Pope Grand All Golden Image Award from State President Lanette Hart, APR, CPRC, on behalf of Ron Sachs Communications.

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The award was established to honor the achievements and contributions of Doris Fleischman, business partner and wife of Edward L. Bernays, the "father" of public relations. It honors those FPRA members who, like Fleischman, make contributions to the field of public relations through consistent, tireless efforts. It is meant to honor a member for his or her "behind the scenes" work and FPRA volunteer efforts that go unnoticed by chapter members and are not recognized by other awards programs.

This year's recipient of the 2009 Doris Fleischman Award was **Toni James, APR**, with Toni James & Associates Strategic PR of the *Ocala Chapter*. James has been a member of FPRA for 28 years. She served as her chapter President – not once, but twice. She also served on the State Executive Committee, creating an Image Awards Tip Kit that was used by local chapters for nearly 10 years. James most recently, served as chapter chair of its Accreditation and Certification efforts – breathing new life into this important area.

President Lanette Hart, APR, CPRC, selected and presented the 2009 Member of the Year Awards. This year, two very deserving individuals were honored: **Jeff Nail, APR, CPRC**, with the Council on Aging of West Florida, Inc., who is a member of the *Pensacola Chapter*. The Other winner was **Karen Smittle, APR, CPRC**, who works for CH2M Hill, Inc., and is a member of the *Gainesville Chapter*.



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What a Year!

by Jeff Nall, APR, CPRC

It has been a true pleasure to serve as VP of Accreditation & Certification this year. It was a great opportunity to not only serve our candidates but also to work with all of those who came together to make this a record setting year. At Annual Conference, we recognized 33 newly credentialed members, the largest number of newly credentialed members in the Association's 71 year history!

2009-2009 APRs

- Jackie Benton, APR
- Allison Fogt, APR
- Veronique Kaiser, APR
- Lisa Nason, APR
- Ryan Ray, APR
- Kathy Richardson, APR
- Kelly Robertson, APR
- Nanette Schimpf, APR
- Jay Schleuning, APR
- Margaret Shannon, APR
- Melissa Sheets, APR
- Kathleen Taylor, APR
- Mandy Taylor, APR
- Ann Marie Varga, APR
- Jennifer Wakefield, APR
- Terry Welch, APR
- Amanda Wettstein, APR

2008-2009 CPRCs

- David Byron, APR, CPRC
- Joe Curley, APR, CPRC
- Phyllis Ershowsky, APR, CPRC
- Julie Frey, APR, CPRC
- Joe Hice, APR, CPRC
- Pat Keuhn, APR, CPRC
- Jan Luongo, APR, CPRC
- Jennifer Moss, APR, CPRC
- Pamela Nulman, APR, CPRC
- Vickie Pleus, APR, CPRC
- Tricia Ridgway-Kapustka, APR, CPRC
- Carolyn Rogers, APR, CPRC
- Karen Ryan, APR, CPRC
- Karen Smittle, APR, CPRC
- Shelly Szafranec, APR, CPRC

Many thanks to all the local Accreditation & Certification Chairs and everyone who served as APR study session coaches, APR Readiness Review panelists, the Counselors' Network CPRC Champions, CPRC coaches, CPRC written exam proctors and graders and CPRC oral presentation panelists. These mentors have set a great example of how the FPRA family comes together to help our fellow members achieve their professional goals, and as a result, enhance our Association, and our profession. You all rock!



Former FPRA President Tricia Ridgway-Kapustka celebrates receiving her CPRC at conference.



Karen Smittle gains her CPRC while also planning the FPRA conference and her daughter's wedding - amazing.

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Capital Chapter Learns Crisis Communication

The Capital Chapter recently had a first-of-its-kind opportunity to learn crisis communications skills from experts in disaster management. The chapter hosted a dynamic workshop entitled "Crisis Communications: What's Your Message?" which focused on learning and improving message strategies in a time of disaster. Moderator Thomas Preston, Executive Director of the Kentucky Office of Homeland Security, led a panel that included Scott McAllister, Special Agent in Charge from the Florida Department of Law Enforcement (FDLE), Debbie Carver with Tallahassee Memorial Hospital's Emergency Management Planner, Mike Vasilinda who is the CEO of Capital News Service, Gwen Keenan who is the Director of the State's Bureau of Preparedness, and Tallahassee Police Department's Public Information Officer David McCranie. The panel and audience members worked through a scenario, designed specifically for Tallahassee by experts on domestic security, which highlighted everyone's communication crisis roles. Throughout the scenario, a terrorist attack on the Capitol during the Governor's State of the State address, panelists and audience members alike were challenged to consider how the messages were developing, changing, and being manipulated by a variety of factors, including law enforcement concerns, public safety issues, and the influence of local, state, and national media.

After the scenario concluded and everyone's pulse slowed back down, the participants broke into groups to discuss what they had learned from the experience. The panelists also worked with the groups to identify, develop, and apply techniques and strategies for crisis communications, applicable for any situation. Each group reported back that communication was essential

in a time of crisis, as was having a plan ahead of time and practicing good communication skills on a regular basis.

A special thanks to the City of Tallahassee, as well as to our Moderator and Panelists:

- Thomas Preston, Executive Director of the Kentucky Office of Homeland Security
- Scott McAllister, FDLE's Deputy Homeland Security Advisor
- Debbie Carver, Emergency Management Planner, Tallahassee Memorial Hospital
- Mike Vasilinda, CEO, Capital News Service
- Gwen Keenan, Chief of the Bureau of Preparedness, Florida Division of Emergency Management
- David McCranie, Public Information Officer, Tallahassee Police Department



(L to R): Thomas Preston, Eric Yopp (assisting FDLE's Scott McAllister), Gwen Keenan, Debbie Carver, Mike Vasilinda, and David McCranie.

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Cheray Keyes-Shima, APR, CPRC

FPRA Position
Co-Executive Director

Hometown
Don't really have one. Moved a lot while growing up. First due to the military and then corporate America. Spent the most time in Rockland County, New York (6th through 1st year of College).

Alma mater
Florida State University

History of FPRA involvement
Started as a student member at Florida State University in 1990.

Real Job or Paying Position
Co-owner of KSC Public Relations in Sarasota

Family/Hobbies
I am married with two boys (6 and 12). My hobby is photo documentation.

Favorite Indulgence
Clothes shopping for myself and pedicures

Recent good read, favorite film, interesting music discovery, etc...
Close Encounters of the Third Kind

Childhood Ambition
To be an archeologist



Perfect Day
When I don't have a care in the world and I'm relaxing with my family.

Something People would Never Guess about You
I'm a Star Wars fan.

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Christopher Carroll, APR, CPRC

FPRA Position
Co-Executive Director

Hometown
Kansas City, Missouri

Alma maters
University of Missouri - Columbia

History of FPRA involvement
Central West Coast Chapter President-Elect, 1996-97;
Central West Coast Chapter President, 1997-98; VP
Member Service, FPRA Executive Committee, 1998-99;
FPRA Co-Executive Director, 1999-present

Real Job or Paying Position
KSC Advertising & Public Relations, Sarasota, FL

Family/Hobbies
Married, two children, one fabulous granddaughter.
Hobbies include flying, foreign language, reading and
exercise.

Childhood Ambition
Up until I was married with a child, I always expected
that I would become a doctor. Now, if I weren't involved
in my present career, I suspect that I would be an
entomologist studying insects in Costa Rica.

Recent good read
For a time, thanks to Jay Rayburn, Ph.D., APR, CPRC, I
was addicted to Clive Cussler's Dirk Pitt series of
adventures.



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2009/2010 Executive Committee

President

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

President-Elect

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

VP of Accreditation/Certification

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

VP of Annual Conference

Wendy Crites Wacker
RTI Biologics, Inc.
Gainesville Chapter
wwacker@rtix.com

VP of Chapter Services

Kristen Knapp, APR
Florida Health Care Association
Captial Chapter
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VP of Communications and Public Relations

Vivian Myrtetus, APR
CoreMessage, Inc.
Capital Chapter
vivian@coremessage.com

VP of Finance

Linda Herridge
Abacus Technology Corp.
Space Coast Chapter
smhls@aol.com

VP of Golden Image

Rebeca Mueller, APR
One-Eighty Marketing
Tampa Bay Chapter
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VP of Membership

Debby Steele
Selby Botanical Gardens
Central West Coast Chapter
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VP of Planning & Research

Kris Keprios
Central Fla. Tourism & Sports Mktng.
Dick Pope/Polk County Chapter
kris@centralfloridasports.com

VP of Professional Development

Mary Briggs, APR, CPRC
Briggs & Rogers
Southwest Florida Chapter
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VP of Technology

Chris Gent
Kissimmee Utility Authority
Orlando Area Chapter
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Counselors' Network Chair

Trish Ridgway-Kapustka, APR, CPRC
U.S. Preventive Medicine, Inc.
Jacksonville Chapter
TKapustka@USPreventiveMedicine.com

Immediate Past President

Lanette Hart, APR, CPRC
Bank of America
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Florida Public Relations Education Foundation Chair

Adrienne Moore, APR, CPRC
A. Moore Communications Strategies
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For more information visit:

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Editor's Note

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Editor's Note

by *Melanie Mowry Etters, APR, CPRC*

I hope you have felt this newsletter has been a true benefit of your membership in FPRA this past year. I have enjoyed gathering, editing, and writing about all the activities that have been going on throughout the state. I appreciate all the challenging work that has been occurring to keep our FPRA chapters strong. That hard work includes new and improved communication with members. Congratulations to all of you for your efforts.

My current three-year term on the FPRA Executive Committee has ended. I have truly enjoyed working with all of you to move the Association forward.

Best of luck in the future!

