



## A Note from the President ...

**Adrienne Moore, APR, CPRC**  
*Chapter President*



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Since 2000, the Treasure Coast Chapter of the Florida Public Relations has recognized community leaders in the public relations arena, both members and non-members. They have included media relations specialists, public information officers, community relations specialists, lobbyists, crisis communicators and more. They have come from for-profit and non-profit organizations, from special events and crisis communications areas.

The Communicator of the Year Awards mark the accomplishments of these professionals who day-after-day use PR tactics and strategies, media contacts, research and evaluation as their daily tools in representing clients and organizations. Please think about the community activities of the last year and nominate one of these achievers.

In the past, the Treasure Coast chapter has recognized a number of its own members – Linette Trabulsy, Beverly Bevis Jones, APR, Lt. Jenell Atlas, Millie Wood Goldsby, Mark Weinberg and others. We have also recognized community leaders, such as Barbara Kaufmann, Doug Bournique, Elizabeth Robinson, Clear Channel and WQCS Radio Stations, the Gifford Youth Activities Center, the IRCC Marketing Department and the Martin Memorial Marketing Department, Core Communities and many more. An email will be provided with the application forms for members to complete and send to me at [mooreadrienne@mac.com](mailto:mooreadrienne@mac.com). The deadline is March 27, 2008.

### *State Association Activities . . .*

The FPRA State Association is working on its two major professional development and networking projects – Annual Conference and Golden Image Awards. Melanie Etters, APR, CPRC, Vice President / Annual Conference, reports that all speakers are on board and Rachel Smith, APR, CPRC, Vice President / Golden Image, says most FPRA chapters are participating in Image Awards programs this year.

Our chapter has already responded to a plea for items for the conference goodie bags. Thanks to Debi Malcomson for providing a jar opener item from Riverside National Bank. Anyone else who would like to provide 250 items should contact me for pick up and distribution to the State Office. This is all part of the Conference Challenge where chapters vie for additional scholarship support by the number of points each chapter earns. I asked for extra credit since we were the first to respond and six months early.

With conference already on our minds, please put aside those dates – August 3 – 6 at the Gaylord Palms in Orlando. If you need to get a requisition approved at work or add some funds into the '08 – '09 budget year, then now's the time to get that started. You won't want to miss the outstanding speakers, roundtable discussions and special events of this premier professional development and networking event for the State Association.

Registration is \$535 per person for the full conference, with the hotel rate at \$169 per person. In a few weeks, the Treasure Coast Chapter will be asking members to apply for its annual scholarships – one full and two partial – to attend the conference. You will receive the application forms via email.

# More “Tips” for Preparing Image Award Entries



*Image Chair Dorothy Kamm, left and Chapter President Adrienne Moore, APR, CPRC, right, welcome guest speaker Chris Gent to the Treasure Coast. He provided members with "tips" on how to prepare an Image Award.*

Our thanks to long-time FPRA member Chris Gent, VP of Corporation Communications for the Kissimmee Utility Authority, for providing our members with “tips” on preparing Image Awards. He has earned many awards for his company and for his work through FPRA, as evidenced by the Dick Pope / All Florida Grand Image Award he brought along to show our members.

Our thanks to Image Awards co-chairs Dorothy Kamm and Robin Delgado for their many hours of preparing deadlines, mailings, printing, and judging for this annual event. Chapter members should have received the entry booklet in the mail and can always review the information on the chapter website at [fpratreasurecoast.com](http://fpratreasurecoast.com). The following are items that Gent talked about in his presentation:

1. Follow the rules. That includes the one inch margins, type not less than 10 pt. double spaced, a 50-word summary of your project, a brief organizational overview and a list of those who worked on the project, plus an image of the project. The entry must have occurred between January 1, 2007 and March 17, 2008.
2. The judges have criteria to be used for review of each entry. Most specifically, the two-page summary should include the following categories: Research / Situation Analysis, Objectives, Implementation, Evaluation and Budget. If one of these categories is missing, the entry may be disqualified. The two-page summary should also be in a narrative form, not bullets.
3. If you haven't entered in a number of years, there is a new requirement for each entry. Include a CD with the two-page summary in text format, the 50-word summary in text format, and a jpeg or tif image representing your entry.
4. Select a category in Divisions A, B, or C that best fits your project. The judges have the right to move your project to another category without disqualifying your entry. Remember that several categories are popular and have a lot of entries, such as Community Relations, Promotions / Marketing, Special Events, Newsletters, and now websites. Locally, this may not apply as much as at the state level, but it is something to consider in reviewing your projects.
5. If you have never entered Image Awards or not been a winner, consider entering maybe just one phase of your project rather than a complete Public Relations Campaign in Division A. Sometimes, it's difficult to provide enough evaluation for a full campaign, which includes more than two public relations tools. Enter a newsletter from a larger project, or a public service announcement, or a photo. You may have great results that relate to one phase of the project.
6. Good Luck to all!!

## FPRA Member Benefit!

*Does your headshot look like a 1980s driver's license photo?*

*Have you changed hair styles six times, or even worse...become a candidate for the Hair Club for Men since your last headshot?*

If you relate to any of these, the Treasure Coast Chapter is here to save you! Custom headshots will be taken at the Image Awards Ceremony on April 22nd and at the May 8th chapter meeting. You will be given the opportunity to preview your headshot and decide whether to purchase them for personal use. In addition, the photos will be used to develop our 2008 membership directory. ***Please come to one of these two events and take advantage of this great membership benefit!***



*Need a new headshot? It's obvious she does!  
Get yours taken on April 22nd or May 8th  
at the FPRA chapter meeting!*

# FPRA Member Profile

## **Beverly Paris, Co-Owner/Operator**

*Paris Productions in Vero Beach*

This month's FPRA Member Profile gives us a wonderful opportunity to meet Beverly Paris, Co-Owner/Operator of Paris Productions in Vero Beach. Paris Productions specializes in public relations, advertising and promotions and with Beverly's expertise in all aspects of marketing, she has made quite an impression on businesses owners on the Treasure Coast. There have even been times when the media calls upon Beverly as a resource for news articles.

In 1983, Beverly was Co-Owner/Operator of The Media Group and TV Facts Magazine in Ashland, MA. The work entailed the coordination of public relations and advertising for a variety of businesses and composing articles, as well as selling advertisements for a weekly franchised-owned entertainment-based publication. Then in 1989, Beverly moved to beautiful Vero Beach, Florida and began working for At My Service writing professional resumes and educating individuals on tips and tricks for job interviews.

In 1992, Beverly decided to go back to the field of advertising and joined the Sun Newspapers as Marketing Director. After realizing a need in the public relations area in Vero Beach, Beverly created Paris Productions in 1994 and was the sole proprietor. She also took on roles of Publicist/Co-Chair for Downtown Friday and Hibiscus Festival, both held in Vero Beach. For a two-year span from 2005 until 2007, Beverly also wrote Talk of the Town, which, at the time, was the Press Journal Society Page. Beverly's husband, Marty retired from his job of 30 years at George E. Warren Corporation and in 2007 joined Paris Productions as Co-Owner/Operator.

I was quite impressed with a quote from one of Beverly's Paris Productions clients that is posted on her website [www.parisproductions.net](http://www.parisproductions.net) and I would like to share it. "When it comes to the 'who, what, when, where, why, and how' of PR and local events, Bev Paris is the 'Go To' person in Vero Beach." "Bev has a bias towards action and really cares about getting things done. While there are many great thinkers and planners in PR...there are far too few 'Doers'. Fortunately, Bev Paris is one of those people who can get it done...on time, under budget, and that's what really counts!" What a great testimonial for Bev and the work that she does! She truly lives up to her business motto of "Making Things Happen". We are proud to have Beverly as a fellow FPRA member...what a great mentor for our group!

With the upcoming Image Awards, our choice for this month's Member Profile is a shining example for each of us. Beverly received an Addy award for the writing of a brochure for The Post Chapel at Indian River Memorial, the FPRA Award of Distinction in 2006 for her work on the Turtle Trax 2006 public relations. Most recently, she earned the FPRA Award of Distinction for Communicator of the Year in 2007 for The Emerson Center public relations work. Bev's creativity and partnerships with the local print media have also helped her earn a number of media awards.

Beverly is very proud of her two children, Stacy age 28 and Eric age 31. Stacy is in L.A. working in the music industry as a marketing manager. Eric is married to actress Danielle Ferretti and is in business and Theatre management. They have recently "produced" a new grandson for Beverly, Dylan Scott. Congratulations to all!

