

June
2010

A monthly publication
for members and colleagues of the
Treasure Coast Chapter of the
Florida Public Relations Association

THE PRO



MARK YOUR CALENDARS :

JULY MONTHLY MEETING – SOCIAL MEDIA SOCIAL

July 21st 8:30 a.m.
Treasure Coast Public
Safety Training
Complex, IRSC Main
Campus, Fort Pierce
Members: \$15
Non-Members: \$20
Students: \$15
RSVP online at
www.fpratransurecoast.com

SUBMIT YOUR STUFF!

The deadline
for submitting information
for the July newsletter
is July 23, 2010. Please
submit to Bryan Beaty at
bbeaty@irsc.edu

this issue

Member Profile P. 4

Annual Conference News P. 5

Beverly Jones, APR, and Adrienne Moore APR, CPRC stand with keynote speakers Louie Fernandez of Miami Dade Fire Department and Laura Vann of Lynn University who spoke about their involvement with the Haitian earthquake. **See P. 2 & 3 for photos from the day.**

President's Message

Wow! The 2010 chapter year is almost over. It has been a busy year and our Chapter has accomplished much. As we enter the mid-summer months, we can hopefully all take a deep breath and enjoy some much needed relaxation time.

Speaking of accomplishments, I would like to thank and congratulate Beverly Jones, APR, Adrienne Moore, APR, CPRC and their team of hard working members for the excellent Treasure Coast Media Conference v.2010 held on June 11th. The event was one of the most professional and educational events I have attended. The venue was perfect and the speakers were highly qualified subject matter experts that provided a vast amount of information on topics ranging from crisis communications to photojournalism to PR basics to social media. If you missed out on this great event, plan now to attend next year. And if you didn't get your copy of the 2010 Media Guide and Resource Directory, contact Beverly at beverly@bbjonespr.com

Since I mentioned social media, plan now to attend our July monthly meeting on July 21st. This event will feature a "social media social" and provide round-robin learning opportunities on Facebook, Blogging, Photo Sharing using services such as Flickr, and Constant Contact. The meeting



will be held at the Treasure Coast Public Safety Training Complex on the IRSC Main Campus in Fort Pierce. RSVP online at www.fpratransurecoast.com Breakfast will be provided.

The slate of officers for the 2010-11 Chapter year will be presented to you for a vote at the July 21st meeting. Please plan to attend that meeting to take part in voting our new leadership team in so we can begin to plan for the 2010-11 year. President-Elect Cara Perry has some great ideas planned for next year, so you won't want to miss out.

Finally, the 2010 FPRA Annual Conference is fast approaching. If you plan to attend this event, please let me know so we can look for you at the various sessions. The Conference is packed full of great speakers and professional development opportunities, so I encourage you to review the conference program by clicking [HERE](#) Enjoy the dog-days of summer!

Bryan



Treasure Coast Media Conference v. 2010



Camille Yates and Kathryn Treadwell



Denise Belizar, Laurie Blandford



Michelle Abaldo, APR, and Sue-Ellen Sanders



Jennifer Trefelner, Samantha Kayser, Debra Banta, APR



Linette Trabulsy, Beverly Bevis Jones, APR, Lisa Swyryn



Adrienne Moore, APR, Allen H. Moore, APR, Elyn Angelotti

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Gift of gab helps VNA's Kendrick in her career

By Sue-Ellen Sanders

When Tracey Kendrick was little, her mom used to tell her that she could get a tree to talk back to her. Laughs Tracey, "I guess she meant that people naturally open up to me and feel comfortable around me."

"I knew I possessed the gift of gab and wanted to find a career where I could utilize my talent in both talking and writing, so communications seemed a natural fit, says the Community Relations Specialist for the Visiting Nurse Association (VNA), where she handles both internal and external community relations. "I've been with the VNA for 3 years and work with a great team. I enjoy using my writing ability on a daily basis and meeting new people while I am out in the community. I also really enjoy putting together community relations plans for specific events. I'm a stickler for deadlines."

Originally from the New England area, Tracey's family moved to Vero when she was 12 and she attended both middle school and high school here. After graduating Vero Beach High in 1991, she attended East Carolina University on a swimming scholarship, majoring in



Justin and Lauren Kendrick

Communications with a concentration in Public Relations and a minor in Psychology. "Of course, I swore I would never move back to Vero Beach, which we called Zero Beach, after college. But Vero is a great place to raise a family, it's clean, quiet and safe," says Tracey.

Tracey considers her biggest personal achievement to be raising her two wonderful kids, who "make my job as a mother very easy." She is also currently studying for her APR, and plans to take her readiness review in July and the exam in October. In addition, she is the project manager for VNA's first 3.5 mile run/walk, which will be held in November, recognizing the VNA's 35th anniversary, as well as National Home Care and Hospice Month. Tracey attributes her strong teamwork skills to her years of being captain of the swim team in both high school and college.

Kendrick shares, "I always pictured myself working for a large corporation and wearing suits and heels and carrying a brief case to work every day. I have the best of both worlds, I just get to wear skirts and sandals instead of panty hose."

Tracey spends most of her free time with her children and their extracurricular activities. Daughter Lauren is 8 and is involved with gymnastics and competition cheerleading and son, Justin, who is 12, plays both football and basketball. "When I am not driving them to their practices, I like to scrapbook and run," says Tracey. "I'm training for the Space Coast half-marathon in November." Which, by the way, leaves no time for talking to trees!

5 QUESTIONS 5 MINUTES

1 What's your favorite book?
Anything by James Patterson, I love mystery novels.

2 Best summer memory?
Anything outdoors, I'm a tomboy at heart, don't let the skirt fool you.

3 Favorite thing about the Treasure Coast?
The weather.

4 Favorite sports hero?
Michael Phelps, he has such amazing natural talent.

5 What did you want to be when you were a kid?
I wanted to be a veterinarian when I was young. My grandfather and my aunt and uncle are both vets, so I figured it was in my blood, but quickly realized I didn't have the stomach for it.



Sign Up for APR Study Sessions Today

Nancy McCarthy, APR

Thinking about taking the plunge? Want to find out more about the examination for accreditation in public relations? Here is your chance! The Treasure Coast Chapter is hosting accreditation study sessions facilitated by Nancy McCarthy, APR. For more information or to sign up, email nancy@fireflyforyou.com

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GREAT SPEAKERS CONFIRMED:

Confirmed general session speakers include Jim Lukaszewski, The Lukaszewski Group– Developing a Strategic Mindset: How To Become a Trusted, Strategic Advisor; Lisa Malone, NASA– PR strategy around sun setting of the Space Shuttle program; Deirdre Breckenridge, PFS Marketwyse – Putting The Public Back In Public Relations as well as several breakout session speakers on topics regarding:

- Building a Strategic Plan
- Launch of the Disney Parks Blog
- How PR Pros Avoid Legal Woes
- What Your Boss REALLY Wants But Hasn't Told You
- Polishing Your Professional Reputation

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of St. Lucie County

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