

April
2009

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

THE PRO



Treasure Coast
FPRA members at the
25th anniversary reception take
a Behind-the-scenes tour of the
Sunrise Theatre in Fort Pierce.
Pictured left to right (standing):
Robin Delgado, Earle Kirkbride,
Bev Paris, Krista Garofalo, Martin
Paris, Karen Brown, APR, Justin and
Kelly Beard, Lisa Swyrn; (kneel-
ing): Glenn Henderson, Suzanne
Sparling, APR, Linette Trabulsy.



SEE MORE PHOTOS ON PAGE 2

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Putting Your Image Together

Join us in celebrating 25 years as a chapter and in honoring the
professionals of public relations at the 2009 Image Awards and
Communicator of the Year Awards

Tuesday, April 21, 2009

Cocktails and Hors d'oeuvres 4:00 - 5:00 p.m.
Dinner and awards presentation 5:00 - 7:00 p.m.
Silent Auction, credit cards, checks and cash accepted

Schreiber Conference Center
Indian River State College St. Lucie West Campus
500 N.W. California, Port St. Lucie, FL 34986



Treasure Coast Chapter

Make your reservations and payment on-line at
www.fpratreasurecoast.com

or print and return the reservation form below by April 10
with a check made payable to:

FPRA Treasure Coast Chapter
Send to: Lisa Swyrn, FPRA Treasurer
CommuniGraphics, 8668 SW Tropical Avenue, Stuart, FL 34997

\$40 per person, complimentary glass of wine or beer
Cash bar

Name: _____ Guest's Name: _____
 Guest: _____ Guest: _____
 Phone: _____ Email: _____
 Address: _____
 City & Zip: _____
 Number of Attendees: _____ Check#: _____

Thanks to our sponsors:
Yates & Associates, Public Relations & Marketing;
Dessert Sponsor: Mariner Sands Country Club



President's Message

Dear Members,

April is an exciting month for our Treasure Coast Chapter. This is the month when we celebrate our Champions! Our annual Local Image Awards Dinner and Ceremony is scheduled for Tuesday, April 21 from 4-7 p.m. at the Schreiber Center in St. Lucie West. This is an event you won't want to

*Continued P.3 —
See PRESIDENT*



FPRA



Treasure Coast FPRA Board at 25th anniversary reception, pictured left to right: Adrienne Moore, APR, CPRC, Bryan Beaty, Linette Trabulsky, Nancy McCarthy, APR, Cara Perry, Lisa Swyrn, Robin Delgado, Laura Kelley, APR.

Celebrates 25 Years on the Treasure Coast

LEFT: Wardrobe box for the show Footloose: The Musical



LEFT TO RIGHT: Martin and Bev Paris, Justin Beard and Krista Garofalo



LEFT TO RIGHT: Suzanne Sparling, APR, Space Coast Chapter member and State Immediate Past President, Earle Kirkbride and Joyce Levi, APR



LEFT TO RIGHT: Karen Brown, APR and Lisa Swyrn



Suzanne Sparling, APR, making a toast to our 25th anniversary, Space Coast Chapter member and State Immediate Past President



Behind-the-scenes tour of the Sunrise Theatre, pictured left to right: Earle Kirkbride, Suzanne Sparling, APR, Glenn Henderson, Lisa Swyrn, Kelly Beard, Robin Delgado and Justin Beard



Submit Your Stuff!

The deadline for submitting information for the May newsletter is April 8, 2009. Please submit to **Sarah Starr**, Childcare Resources of Indian River, ssarr@childcareresourcesir.org.

Checkout Linette's Blog

Weekly updates from **President Trabulsy** on events, happenings and news about the Treasure Coast Chapter of the Florida Public Relations Association. Click [HERE](#) or enter <http://www.fpratreaurecoast.blogspot.com/> in your web browser.

PRESIDENT, continued from P.1

miss! In addition to the lovely reception and dinner, a new part of the event this year is a spectacular silent auction with fabulous gifts. Plus, you will want to be there to cheer on the Image Awards winners and the Communicator of the Year winners – it might just be you! Image Awards Committee Co-Chairs Dorothy Kamm and Robin Delgado have given me a sneak peek at some of the marvelous items up for auction, including:

- Two gift certificates for three aesthetic laser treatments and 4 “Rainforest Collection” facials from the Aesthetic Beauty & Laser Center at Women’s Health Specialists, Jensen Beach. Value: \$900
- Cocktail Cruise for two on board The Challenge, a 51’ Bertram, leaving from Hutchinson Island Marriott Resort & Marina, donated by Fogel Capital Management, Inc. <http://challengesportfishing.com>. Value: \$500
- Autographed bat and ball from the American League champion Tampa Bay Rays; 4 tickets to a Florida Marlins Game; 4 Season Tickets to the St. Lucie Mets, plus throwing out the 1st ball at Tradition Field, donated by WPSL/WSTU. Value: \$1,200
- Two tickets to The 10 Tenors, Friday, May 1, 8:00 p.m., Sunrise Theatre, Ft. Pierce. Australia’s most famous musical export, The Ten Tenors, continues to enthrall audiences across North America! The Ten Tenors continue to sell out shows and win heats with their unmistakable charm, camaraderie and vocal power in opera, pop, rock, and more. Value: \$100
- Coffee basket with \$25 gift card from Starbucks and other coffee related goodies. Value: \$50

You can now make your reservation online at www.fpratreaurecoast.com or call Cara Perry at (772) 873-3339 to reserve by phone.

Also at the Annual Image Awards Ceremony, it’s my honor to announce the Communicator of the Year Awards. The Communicator of the Year award is given to a public relations professional, whether a member of FPRA or not, who demonstrates outstanding skills in one of the following four categories:

- Communicator for a Nonprofit Organization
- Communicator for a For-Profit Organization
- Public Relations for a Special Event
- Crisis Communicator

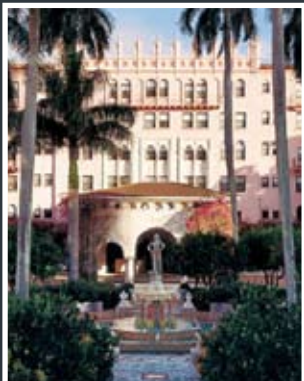
We have some wonderful nominations and some outstanding communicators this year! I can’t wait to announce the winners.

Last month, we celebrated our 25th Anniversary at a wonderful reception, tour and show at the Sunrise Theatre for the Performing Arts in historic downtown Fort Pierce. This unique event, highlighted by “Footloose: The Musical,” featured a special behind-the-scenes tour of the theatre, stage and dressing rooms, fantastic hors d’oeuvres by Brewers’ Café, a historical rundown of past presidents by Adrienne Moore, APR, CPRC and a toast by our Chapter Liaison and State Immediate Past President, Suzanne Sparling, APR, of the Space Coast Chapter. The Sunrise Theatre for the Performing Arts, especially FPRA member Renee Page, Sharon Engle and Executive Director John Wilkes, provided a beautiful reception area as well as exceptional hospitality. If you haven’t had a chance to visit this magnificent venue, please call them for a tour or buy a ticket to one of their fabulous events. The Theatre also has rental space available for that special event you are planning. Be sure to visit their website at www.sunrisetheatre.com for all the information. A special Thank You to Bryan Beaty, President-Elect, and Adrienne Moore, APR, CPRC, for their help in coordinating this special and unique event. If you missed it, you really missed out!!

Linette



2009 FPRA Annual Conference



LOCATION

Boca Raton Resort and Club, Boca Raton, FL

DATE

August 9-12, 2009

REGISTRATION FEE

\$595/person

ROOM RATE

Tiered, starting as low as \$145/night

RESERVATIONS

See link at www.fpra.org

SPEAKERS

Peter Shankman, creator of HARO (Help a Reporter Out)

If you have a testimonial about how the annual conference has benefited you and your employer, please e-mail it to ksmittle@ch2m.com. Remember, you can register now and make your hotel reservations. We look forward to seeing you at the conference in August 2009!

All Fired Up!

The FPRA Annual Conference

2009 FPRA Annual Conference Update

Annual Conference Committee

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

Your Annual Conference Committee is FIRED up about the line-up of conference speakers that will be featured this year. But even more so is this terrific opportunity that will be available to all conference attendees:

Business Wire is sponsoring one of our social media breakout sessions and is offering a 10 percent discount to all FPRA members and conference attendees who register for the annual conference at the full conference rate. Gainesville Chapter member, Wendy Crites Wacker, APR said that this discount has saved her company thousands of dollars. This opportunity is only available to FPRA full conference attendees and Business Wire will be available at the conference to talk to attendees about this opportunity.

As part of our Education component, Wendy Cobrda and Amy Hebard, founding partners of Earthsense, LLC will educate us on Green Public Relations and Marketing. With a mission of making sense of our world by providing "must-have" consumer knowledge that would make cause-related product, marketing and strategy efforts more effective, Cobrda and Hebard founded Earthsense, an applied marketing company that addresses

the green marketing challenge facing all businesses today. Recognized for presenting marketing data in creative and humorous ways, Cobrda and Hebard will "make sense" of the environmental, behavioral, social and attitudinal issues that impact household decisions while addressing the phenomena of greenwashing and green fatigue. Break out sessions on other sustainability topics will include green practices in the print and paper industries.

Share your best practices. Many of you have incorporated sustainability into your workplace. Tell us what you're doing and we'll pass along your best practices to the FPRA membership. Be sure to include any obstacles or lessons learned. Email your best practices to jsfrey@dcp.ufl.edu.

And Lisa Varner, Community Outreach Coordinator for Hospice of Marion County of the Ocala Chapter said:

At my first Annual Conference, I learned a methodology for calculating media impressions using circulation figures. Knowing that managers love charts and numbers, I have used this formula at two different jobs to report quarterly, semi-annual, and annual media impressions based on FREE publicity. Management is always impressed with these reports.



Learn All About Aging

Indian River Council Update

Laura Kelley, APR

Don't miss this professional development opportunity! Dr. Cohen's message is specifically meaningful news you can use for those of us in the fields of aging, education, healthcare, faith-based services, museum education, care giving, social services, and the arts.

Indian River Council/Treasure Coast Chapter, FPRA will provide an enlightening professional development opportunity on Thursday, April 16 in Vero Beach.

Gene D. Cohen, M.D., Ph.D., the

director of the Center on Aging, Health & Humanities professor of Health Care Sciences and professor of Psychiatry & Behavioral Sciences at George Washington University, will present "Mirror, Mirror on the Wall What is Aging After All? A New Understanding About Creativity & Psychological Growth With Aging."

Dr. Cohen is a keynote speaker later this month at The 'NCCA-MetLife Foundation Creativity Matters: Health, Wellness, and the Arts Symposium,' to be held in Washington, D.C. The National Center for Creative Aging (NCCA) was founded in 2001 and is dedicated to

fostering and understanding of the vital relationship between creative expression and healthy aging and to developing programs that build on this understanding. Based in Washington, D.C., NCCA is a nonprofit with 2,500 members and is affiliated with The George Washington University. www.creativeaging.org

New research on aging has identified a number of positive brain and behavioral changes in the second half of life that set the stage for psychological growth and creative expression. Scientists now recognize positive developments among middle-age and older adults. The New Senior Moment.



MIRROR, MIRROR on the WALL WHAT is AGING after ALL?

NEW UNDERSTANDING ABOUT CREATIVITY & PSYCHOLOGICAL GROWTH WITH AGING

PRESENTED BY:

GENE D. COHEN, M.D., PH.D.

Director Center on Aging, Health & Humanities, Professor of Healthcare Sciences, Psychiatry & Behavioral Sciences at George Washington University

RICHARDSON CENTER

MUELLER CAMPUS INDIAN RIVER STATE COLLEGE

THURSDAY, APRIL 16, 2009 9:30-11:30AM

TO RESERVE YOUR SEATS CONTACT

LLI AT IRSC 772 462-7880 OR

THE CULTURAL COUNCIL AT 772 770-4857

\$25 PER PERSON, LIMITED SEATING.

Be prepared to witness the dismantling of a number of long held negative myths and stereotypes about aging.

New research on aging has identified a number of positive brain and behavioral changes in the second half of life that set the stage for psychological growth and creative expression.

Thank you to our sponsors: Lifelong Learning Institute at IRSC, Cultural Council of Indian River County, Vero Beach Magazine and the Treasure Coast Chapter of FPRA



PR for the Next Generation

Community Service Committee Update

Debra Banta, APR

“What Is Public Relations...and What Are the Career Options for PR?”

Several members of the Treasure Coast Chapter of the Florida Public Relations Association conducted a panel discussion at Martin County High School on Tuesday, February 24. Debra Banta, APR, and a committee of seven FPRA members presented the organization’s Community Service Project: “What Is Public Relations/PR Career Opportunities” to more than 100 career tech students at Martin County High School.

As part of a panel discussion, local FPRA professionals, representing the diversity of career opportunities in the public relations industry, presented an overview of the field. Each student also received a Tool Kit of resource information regarding career opportunities in Public Relations.

Panelists discussed what their job is as public relations professional, how they got into their career, and their unique career niche as a PR practitioner. They also offered students advice for entering the public relations field.

The panel included: Linette Trabulsy with South Florida Water Management District, Kherri Anderson with the Martin County Supervisor of Elections, Kendall Clifford with the Firefly Group, Erick Gill with the St. Lucie County Board of County Commissioners, Robin Delgado with the Law Firm of Philip DeBerard, Cara Perry with Florida Atlantic University and Sam Yates with Yates and Associates.

The talented professionals who participated on the panel are among the brightest stars in the Treasure Coast PR industry today. As reflected in the variety of their jobs, the panelists represent the spectrum of experience and potential within the field of public relations.

The goal of the Community Service Committee was to introduce students in Career Technical Education programs to the broad and varied aspects of the PR profession and to



Sam Yates gets interactive with the students.



PANEL FROM LEFT TO RIGHT: Cara Perry, Sam Yates, Linette Trabulsy, Debra Banta, APR, Kherri Anderson, Kendall Clifford, Robin Delgado, Erick Gill

the diverse career opportunities available within the field of Public Relations. The committee achieved its goal for the presentation, and is also partnering with the students of the MCHS TV Production Program and teacher Jeff Younglove, to produce a video of the activity.

On a broader scale, the panel conveyed to these future professionals the vital role that public relations plays in the success of every business!

This month we're beginning a new feature on our member profiles where we will meet a member from each of our three counties. This month's members are Michael Gardner, Director of Community Relations for the

Visiting Nurse Association of the Treasure Coast; Krista Garofalo, Director of Communications and Marketing at the United Way of St. Lucie County; and Louise Murtaugh, Executive Director for Molly's House in Stuart.

Louise Murtaugh

Executive Director of Molly's House in Stuart



Louise Murtaugh wanted to do," says Louise. "I liked special events and marketing and so I began my journey." Louise attended community college while taking care of her two children and then enrolled at Florida Southern College where she majored in Journalism.

Her first job in public relations and media was at the Lakeland Civic Center. There Louise established her affiliation with the Florida Public Relations Association. She later worked for the Lakeland Mall and went on to coordinate public relations for Florida Cypress Gardens, working her way to Vice President of Marketing and overseeing a department of 26. After six years at Cypress Gardens, the park was going to be sold and executive management was undergoing major changes. Louise took this opportunity to make some changes of her own and she and her family moved to Titusville, where she took a job as a Marketing Manager. It was in 1994 that Louise moved to Jupiter to fill the role of President of the Jupiter Tequesta Juno Beach Chamber of Commerce, where she worked for 14 years. Louise remarried 5 years ago to a wonderful man, Walter and currently lives in Jupiter.

Louise currently serves as the Executive Director of Molly's House, a hospital hospitality house that welcomes guests and their families who are receiving medical care on the Treasure Coast. "My responsibilities include running the day to day operations, marketing, public relations, fund development and acting as the chief financial officer," Louise says of her multi-faceted job. "This is a wonderful place for helping those in need. I love the diversity of the position and how

Like many FPRA Treasure Coast members, Louise Murtaugh's story began a few miles away from the Treasure Coast. Louise was born in Batavia, New York and moved with her family to Lakeland, FL where she spent most of her time growing up.

After graduating high school, Louise married her husband Ken and they started a family of their own. "This gave me time to see what I really

Five Questions in Five Minutes with Louise

1. Where's your favorite vacation spot and why? California wine country.

2. What do you want to do when you retire? My husband and I were thinking of opening a Bed & Breakfast after retiring, but I found one here in Stuart that truly fits what I was looking for.

3. Are you a homebody or do you like to go out? I love entertaining guests at my home.

4. Who is someone that you look up to/respect? I have much respect for fellow public relations professionals, because I know the work they do is so important, but sometimes overlooked. My husband, Walter is great and has given me inspiration and ideas all along the way.

5. What is your favorite ride at Disney World? I don't do Disney, but I loved my Ride in the SeaWorld Blimp when I worked in the Theme Park industry. It was a great ride!!!!

rewarding it is to me to help others who are ill, or who have lost loved ones, as I have lost my son, Ben, eight years ago."

Louise's career has spanned over 23 years and she says she has enjoyed every minute. She has accomplished numerous achievements, including becoming an APR in 1987 and serving as President of the Dick Pope Chapter of FPRA in 1986. She is a graduate of Leadership Palm Beach, and was a member of the Palm Beach Country Convention Bureau Board when they opened the Convention Center. One of her proudest moments was getting the U.S. 1 bridge over the Jupiter Inlet named in honor of one of Jupiter's pioneers (former Mayor) Carlin White in August 2007.

Louise is truly a public relations icon in the Treasure Coast community and we are fortunate to have such a valuable professional in the FPRA Treasure Coast Chapter!

Michael Gardner

Director of Community Relations for the Visiting Nurse Association of the Treasure Coast



Michael Gardner

If the idea of getting married, selling a house, quitting a perfectly good job, and moving to parts unknown all in a period of three months sounds exciting, just ask Michael Gardner, Director of Community Relations at the Visiting Nurse Association of the Treasure Coast. But before this adventure began, Michael grew up in York, Pennsylvania about 25 miles south of Harrisburg, Pennsylvania's Capital City. He

earned his BA in English and a technical writing minor from Penn State University ("Go Nittany Lions!"), and his MA in Publications Design from the University of Baltimore.

Michael spent his first few years out of college doing proposal and RFP writing for a consulting engineering/architecture firm in York, Pennsylvania. He then went to work for the State of Maryland's Department of General Services running a printing/graphic design/micrographics in-plant. After that was a three-year stint at a manufacturer of water-quality testing equipment, also in Maryland, which Michael describes as his first true public relations job.

"I wish I could say I decided to pursue a career in public relations, but, frankly, it often feels more like the profession pursued me," says Michael of his career path. "I've kept my eyes open for interesting opportunities, usually ones that involve challenging communication, lots of writing, and print publications. A close friend and mentor of mine always referred to opportunities like this as "threads," and for me, the most rewarding professional experiences I've had have come from finding an interesting thread and seeing where it leads me."

Michael's thread to Florida began to unravel when he and his wife Britt decided they wanted to relocate after they were married. They had family living in Stuart, Boca, and Tampa at the time, so they started looking in central Florida. After a bit of searching, the newlyweds ended up in Sebastian, Florida. "My wife and I had been working for the same company in Maryland," Michael recalls. "We gave two or

Five Questions in Five Minutes with Michael

1. If you could retire anywhere in the world, where would you go? I'd buy a 40-foot sailboat and go wherever I darn-well pleased.

2. How do you like to relax? Running, mountain biking, kayaking, sailing, and competitive shooting, though I haven't done most of these in ages. Now that I have a daughter, it's going to the park, watching Elmo, and taking frequent naps.

3. What is your favorite band? That's a tough one to answer because I enjoy many genres of music, though I've been listening to bluegrass lately..

4. Do you believe in aliens? Yes. Ghosts, too.

5. What's your favorite season and why?

Definitely spring because of the coming change you can feel in the air.



Michael enjoys spending with his wife, Britt, and their nineteen month old daughter, Nora. The family will soon be expanding, as Michael and Britt are expecting their second child, a baby boy, in late June!

Continued P.10 — See Michael

Krista Garafalo

Director of Communications and Marketing at the United Way of St. Lucie County



Krista Garafalo

Krista Garafalo likes variety, which is a good thing for the Director of Communications and Marketing at the United Way of St. Lucie County. Krista develops all of the marketing and sponsorship materials for the United Way of St. Lucie's annual campaign, writes and distributes press releases, pitches stories to the media, updates and develops content for their website, produces quarterly newsletters and monthly

e-newsletters, and helps plan special events. "I get to be a writer, photographer, event planner, designer, sales person and volunteer coordinator all in one job!" Krista says.

Krista's experience with the United Way began in her home state of New Jersey when she discovered an internship opportunity for her graduate program in the marketing department of her local United Way. There Krista learned the ropes, spending most of her time assisting the Vice President with the special event planning. Things began to change during the biggest event of the summer when her boss asked her to create a media alert to send out to the press to get event coverage. "I have always enjoyed writing and had some experience creating press releases, but I had never spoken with the media before or pitched a story for coverage," Krista remembers. "As intimidating as it was, it was very gratifying when my efforts produced coverage on three different news networks and a front page story in our local daily paper the next day."

After receiving her Masters degree in Public Administration with concentrations in Women's Studies and Non-Profit Management at the University of Georgia, Krista returned home to New Jersey to a full time job offer from the United Way where she interned. There Krista managed special events and coordinated all public relations efforts of the organization.

Krista's descent to Florida began when her sister got married and moved here with her husband. Then her parents both retired and came down permanently about 3 years ago. The combination of missing them and getting

Five Questions in Five Minutes with Krista

- 1. Are you related to Janeane Garofalo, the actress?** Not that I am aware of, but we are both Sicilian so she could be a very distant relative.
- 2. Describe the perfect Saturday.** Any Saturday that involves me sleeping late and spending time with my sister.
- 3. Do you believe in aliens?** No.
- 4. What's the furthest you've ever traveled?** England. I went there for Spring Break with my high school during my junior year. It was great to be able to experience all of the art, theatre, architecture, and history that it has to offer.
- 5. What is your favorite ice cream flavor?** Haagen Daaz Coffee.



Krista attended the Inauguration of President Obama in with her friends.

sick and tired of shoveling snow brought her to Florida to join the family. "Needless to say, I did manage to find a job in the middle of Gator Nation even with my Bulldog credentials!" Krista jokes. Today she is working on the United Way's annual Day of Caring event slated to take place on Saturday May 2nd.

Continued P.10 — See KRISTA



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Michael, continued from P. 8

three months notice, told them we'd help train our replacements, sold a house, and hit the road for Sebastian four days after we returned home from our honeymoon." Michael also adds that they wouldn't recommend this plan to anyone!

Once they moved to Florida, Michael started out working for a small engineering start-up, which he says was very exciting, but more suited for a single twenty-something, not a thirty-something newlywed with plans for a family. "When I saw a Community Relations position advertised at the VNA of the Treasure Coast, I jumped at the chance, and that's how I ended up where I am today. As it turns out, that was a great thread to follow."

It is clear that Michael is pleased with the thread he followed to the VNA. "My favorite part of my job is the team of people I work with," he says. "Our team is responsible for all internal and external communication at our organization, including advertising, media relations, promotion of programs and services, and corporate communications. The great thing about our team is having multiple people involved in the creative process. I really consider myself fortunate to be part of this team because everyone is so enthusiastic, and we all have varied backgrounds, so when

we're conceptualizing projects, we often see interesting perspectives and ideas as a result."

One of Michael's favorite projects since joining the VNA was the "Art of Hospice" project in 2007, which partnered the VNA with the Vero Beach Museum of Art to pair a group of local artists with hospice patients and their families for four months. The artists spent time in patients' homes, in bereavement support groups, and at the VNA Hospice House to learn about hospice care and each patient's individual journey. The artists (and several patients) then created a body of work based on their experiences, and that artwork was displayed as "The Art of Hospice" for several months at the Vero Beach Museum of Art. "To me, the amazing thing was how the art was able to help make a potentially uncomfortable subject like end-of-life care approachable to so many people. This was a great example of why it's almost always more effective to show people what you're trying to communicate, rather than simply telling them...a great reminder for all of us who work in Public Relations." Spoken like a true Public Relations professional!

Outside of work, Michael enjoys spending time with his wife, Britt, and their nineteen month old daughter, Nora. The family will soon be expanding, as Michael and Britt are expecting their second child, a baby boy, in late June!

Krista, continued from P. 9

"Three years ago our United Way realized there was a growing need to provide more opportunities for volunteer work for our supporters," Krista explains of her most recent project. "Often times, projects like refurbishing landscaping or putting a fresh coat of paint on a facility are wish list items

for local nonprofit agencies because they are focusing their financial and staff resources first and foremost on providing their front-line services. Day of Caring helps these local organizations accomplish these projects on one day with minimal or no cost to them."

Krista also adds that the projects are great team

building activities and the volunteer groups get a chance to learn about the work that non-profit organizations are doing in their community to make a difference in people's lives. Krista's experience, education and passion for her job shines through the dedication she puts forth in her work. "Way" to go, Krista!



**2008-2009
FPRA TREASURE COAST
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Chapter News

Crisis Communications: "The Good, The Bad and the Sound Bite"

Join the Florida Public Relations Association's Treasure Coast Chapter on Tuesday, May 12 at 11:30 a.m. when Carl Fowler, Emergency Management Area Coordinator for the Seminole Tribe of Florida Brighton Reservation, leads us on a journey of what to do, or more importantly, what to say to the media when a crisis hits. The monthly business meeting takes place at the Indian River State College's Schreiber Center on the St. Lucie West Campus in Port St. Lucie.

The Treasure Coast Chapter invites all interested first responders, public relations practitioners and anyone responsible for handling media relations during an emergency to attend the luncheon. The cost is \$15 for FPRA members and \$20 for non-members. Reservations may be made online now at www.fpratransurecoast.com or by calling Programs Chairman Cara Perry, Director of University Relations at FAU Treasure Coast Campus, at (772) 873-3339 or e-mail at ccarlton@fau.edu.

Carl's responsibilities for the Seminole Tribe include managing and conducting emergency preparedness programs for a community that covers over 30,000 acres and includes a resident population of more than 700. Carl joined the Seminole Tribe in February 2009 after serving for more than eight years as the Public Information Officer and Training Coordinator for Broward County Emergency Management Division in South Florida. He managed media relations and served as the principal spokesman during numerous disasters and emergencies that included Hurricanes Frances, Jeanne and Wilma. He has appeared on local, national and international news networks that include CNN, MSNBC, Fox News and The Weather Channel. Carl also managed the Division's Training Program and has taught classes throughout Florida for public information officers and on incident command for first responders and other public safety officials.

Carl is a frequent contributing teacher and presenter at the Florida Governor's Hurricane Conference where he teaches beginning and advanced PIO classes. He'll share television clips showing "The Good, The Bad and The Sound Bite," on handling media interviews. Attendees will also have the opportunity to participate in mock interviews and scenarios.

Founded in 1984, the Treasure Coast Chapter of Florida Public Relations Association (FPRA) serves the needs of public relations professionals in Martin, St. Lucie and Indian River counties with the goal to advance the profession of public relations, promote high professional and ethical standards and build the reputation of the profession on the Treasure Coast.

Indian River State College's Schreiber Center is located on the St. Lucie West Campus, 500 N.W. California Blvd., Port St. Lucie, Fla. For more information, please visit www.fpratransurecoast.com.

Florida Public Relations Association

- The Florida Public Relations Association (FPRA) is a statewide organization of nearly 1,500 public relations professionals dedicated to:
- Enhancing the professional development of its members,
- Providing a forum for personal growth through interaction and resource exchange,
- Serving as the "united voice" of the public relations profession in Florida,
- Fostering the highest professional standards and ethics of its members, and
- Gaining understanding and support for the performance of its members and the profession as a whole on behalf of all practitioners within the state of Florida.
- Chartered in 1984, the Treasure Coast Chapter of the FPRA serves PR professionals in Indian River, St. Lucie and Martin Counties. The Treasure Coast Chapter affords PR opportunities for professional development through seminars, accreditation and certification, networking, local and state annual PR competitions, leadership and an annual state conference.

HOT STUFF

Be Cool!! Donate HOT STUFF!!

Support the Florida Public Relations Education Foundation with a gift from your chapter or from individual members . . .

We're searching for silent auction items, LIVE auction items, vintage items and more.

Suggested gifts:

- Gift basket of lotions and creams
- Wine and cheese
- Travel items
- Ipods, Itunes and other new technology
- Art work
- An old typewriter and maybe toss in carbon paper
- Tickets to Florida attractions
- Sports paraphernalia
- Hotel stays
- Gift Cards to restaurants, office supplies, home repair, food stores
- and much more...



We'll leave it to your imagination!!

Our Goal: To find 50+ Hot items for the FPR Education Fundraiser at the 71st Annual Cool Conference
Our Objectives: To find HOT bidders ready to spend Cool Cash
Our Evaluation: To provide HOT scholarships to student members, chapter members and CN members for COOL professional development opportunities.

We need your assistance!

Please contact Adrienne Moore, APR, CPRC, with auction item information - gift description and value - by email at adrienne.moore7@gmail.com or (772) 341-3845.

Be Hot! Support FPR Education Fundraiser!!

COOL CASH