

August 2009

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

THE PRO

this issue

Chapter News P. 1

Conference Update P. 7

APR Accreditation &
Certified PR Counselor (CPRC) P. 8

Member Profiles P. 9

SAVE THE DATE!

AUGUST 9-12, 2009
71st FPRA ANNUAL
CONFERENCE

WHERE
Boca Raton Resort and Club,
Boca Raton, FL

REGISTRATION
\$675 per person

www.fpra.org

WEDNESDAY
SEPTEMBER 2, 2009
12:00 Noon

WHAT
2009-2010 Officers and
Board Installation; Awards
for Outstanding Chapter
Participation

WHERE
Indian River State College
Kight Center, Room 309



Media conference co-chair Beverly Bevis Jones, APR (second from left) with Scripps Treasure Coast Newspapers staff Mike Canan and Adam Neal, and one of the day's keynote speakers Alex de Carvalho.

PRESIDENT'S MESSAGE

Putting All the Pieces Together

By Linette Trabulsy



Dear Members,

Many years ago, my grandmother taught me her trick to putting puzzles together. She liked to start with the edges and work her way towards the middle pieces. Throughout this past year, the edges of our FPRA Treasure Coast Chapter pieces have been put together and there are only

a couple of pieces missing in the middle to complete our puzzle this year. Our Chapter theme, "Putting All the Pieces Together," has been a great way to illustrate how no one person can make a Chapter successful. Our members are an essential part of accomplishing the goals established by the chapter.

One of the corner pieces of our Chapter's puzzle was the annual Media Conference. On June 12, the Treasure Coast Chapter held its annual Media

Continued P.2--See PRESIDENT'S LETTER

Chapter News



New Monthly Meeting Day

During the 2009-10 membership year, our meeting "days" will change. Please note the new meeting days will be the 2nd Wednesday of each month. At the Board's Strategic Planning meeting in September, the times and locations will be finalized. We know it's never been done this way in the past, but we've never had **Bryan Beaty** as President, either. His real work schedule prevents us from having Tuesday meetings and so something had to give! A full

Continued P.4--See CHAPTER NEWS

PRESIDENT'S LETTER, continued from P.2

Conference with about 150 people from the public relations and media fields taking part in the "Digital Conversion!" "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.

The keynote speaker, **Jay Berkowitz**, was fantastic and an enthusiastic proponent of "trying just one new thing today!" He encouraged attendees to open a Twitter account, start a

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 community engagement. 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. The Media Mix and Mingle at the end of the day transformed the Wolf Center into a little piece of paradise complete with a Tiki Bar, surfboards, leis, sand and tropical music.

As part of the conference registration, attendees received the ever-popular Media

Directory – this year on CD.

If you missed out on the opportunity to attend this event, you can still purchase your Directory by contacting **Lisa Swyrn** at Lisa@communigraphics.biz and she will make sure you get a copy. Copies cost \$25.

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! Thanks to Media Conference Co-Chairs, **Beverly Bevis Jones, APR** and **Adrienne Moore, APR, CPRC** for

Continued P.3--See PRESIDENT'S LETTER

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.fpratreasurecoast.blogspot.com/> in your web browser.

Facebook page or at least participate in the social media revolution that is changing the world as we know it. Jay is a senior online marketing professional and the author of *The Ten Golden Rules of Online Marketing Workbook*. He is the Founder and CEO of www.TenGoldenRules.com which is a strategic online marketing consulting business. In honor of the Jay's request for us to "try one thing," I started an FPRATC Twitter Account... follow us at **FPRATC!**

PRESIDENT'S LETTER, continued from P.3

their dedication and leadership of this event. They had many committee members and volunteers to assist them...so a BIG THANK YOU goes to **Justin Beard** and **Denise Belizar**, as well as volunteers **Bryan Beaty**, **Robert Lane**, **Karen Brown**, **Lisa Sywyrn**, **Lauren Anderson**, **Robin Delgado**, **Inez Frid**, **Erick Gill**, **Felonice Margasak**, **Diane Charette**, **Linda Probst**, **Stacy Ranieri**, **Gina Golina**, **Nancy McCarthy, APR**, **Larry Schultz** and **Laurie K. Blandford** who helped put this wonderful event together.

Another final piece of the puzzle this year was our last monthly business meeting on July 14. **Aileen Izquierdo, Vice President of Communication, Florida Atlantic University** presented: "Brand New. FAU's Journey Through the World of Visual Identity." Nearly 30 members and guests heard first-hand how to effectively and efficiently launch and coordinate an organizational re-branding and image initiative. Ms. Izquierdo showed how the branding initiative was conducted to allow FAU to revise their institutional image through visual identifiers such as their academic logo, athletic logo and official seal. Aileen stated that organizational brands tend to take a life of their own and that it's important to maintain a brand's integrity through proper procedures for its usage.

Also at the July meeting, your 2009-10 FPRA Treasure Coast Board of Directors

Slate of Officers was approved. The Chapter's **President-Elect, Bryan Beaty**, will be officially installed at the August 10th President's Luncheon at the State Annual Conference and a local Installation Ceremony will be held on the afternoon of Wednesday, September 2 in Fort Pierce. Please make plans to join us for this special ceremony when



we hand out awards for outstanding Chapter participation and swear-in the new Board of Directors.

Henry Ford once said, "Coming together is a beginning. Keeping together is progress. Working together is success!" By realizing the essential part each member of the Chapter plays, let's complete the puzzle together and make this year the most successful one yet for the Treasure Coast Chapter. ☺

Linette Trabulsy.



CHAPTER NEWS, continued from P.1

calendar of events will be available to you and on the website in September. ☪

FPRA Media Conference Photo Gallery

The 2009 Annual Media Conference, "Successful Media Strategies: Digital PR and Marketing Power Tools," celebrated the Digital Conversion of public relations and journalism on June 12th in Stuart. ☪



TOP: Media Conference volunteers: Lauren Anderson, Denise Belizar, Diane Charrette and Lisa Swyrn. **MIDDLE:** Co-Chairs, Beverly Bevis Jones, APR (L) and Adrienne Moore, APR, CPRC (R) with President Linette Trabulsy (center). **BOTTOM:** The annual Media Conference has always been an excellent networking opportunity. This year, approximately 150 people from the public relations and media fields attended to learn more about digital PR and marketing power tools. **FAR LEFT:** Keynote speaker Jay Berkowitz.

CHAPTER NEWS, continued**FPRA 2009-10 Treasure Coast Chapter Board of Directors Slate of Officers Set**

The 2009 The 2009-10 FPRA Treasure Coast Chapter Board of Directors Slate of Officers was approved at the July 14th Monthly Business Meeting. The Slate is as follows:

**Executive Committee:**

- President – **Bryan Beaty**, Indian River State College
- Immediate Past President – **Linette Trabulsy**, St. Anastasia Catholic School
- 1st Vice President, President-Elect – TBD
- 2nd Vice President, Membership – **Kathryn Treadwell**, ARC of Martin County
- Treasurer – **Lisa Swyrn**, Communigraphics

- Secretary – **Samantha Kayser**, inVision Brand Partners, Inc.

Directors:*Image Awards*

Chair: **Louise Murtaugh**, APR, Molly's House;
Committee Members: **Robin Delgado**, Attorney Philip DeBerard, **Adrienne Moore**, APR, CPRC, A. Moore Communications Strategies; **Kherri Anderson**, Martin County Supervisor of Elections

Professional Development (Includes Media Conference, High School presentation, etc.)

Co-Chairs: **Krista Garofalo**, United Way of St. Lucie County and **Lauren Anderson**, Stuart Cardiology

Associates; Media Conference Committee Members: **Beverly Bevis Jones**, APR, BBJones Communications; **Adrienne Moore**, APR, CPRC; other committee members: TBD

Communications

Chair: **Erick Gill**, St. Lucie County;
Committee Members: Newsletter Writer – **Sue-Ellen Sanders**; Newsletter Layout – **Robert Lane**, IRSC; Website – **Mark Weinberg**, St. Lucie County Sheriff's Office

Programs

Chair: **Cara Perry**, FAU Treasure Coast Campus; Committee Members: TBD (need 3-4)

Accreditation & Certification

Chair: **Nancy McCarthy**, APR, The Firefly Group

Indian River Council

Co-Chairs: **Sarah Starr**, Childcare Resources of Indian River County and **Elizabeth Thomason**, St. Edward's School

Please join us on Wednesday, September 2nd when we officially swear-in the 2009-10 Board of Directors. ☺

About the 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.



CHAPTER NEWS, *continued*

Member News

Congratulations to **Nancy McCarthy, APR**, Glowing Results Director of The Firefly Group, on being awarded the 2009 Treasure Coast Chapter Annual Conference Scholarship. In her first year of being a member of the Treasure Coast Chapter, Nancy currently serves as Membership Director for the Chapter as well as participating on many committees. Next year, Nancy will serve as the Accreditation and Certification Chair for the Chapter.

Congratulations to Communications Chair, **Erick Gill**, and his fellow Media Relations Staff for winning several national awards! For the third consecutive year, the St. Lucie County's Media Relations staff earned recognition from the National Association of County Information Officers' (NACIO) Annual Awards of Excellence competition, winning six awards in three different categories. The Media Relations staff, including Erick Gill, Shane DeWitt, Andrew Wise and former staff member James Kraybill, won the following awards:

- Video Public Service Announcement – Superior: Drowning Prevention
- Video Public Service Announcement – Excellence: Watch Out For Me
- Video Public Service Announcement – Excellence: County Auction
- Video Public Service Announcement – Meritorious: Frontier Fest 2008
- Special Projects: Ceremonies – Excellence: Lawnwood Skate Park Opening
- Special Projects: Citizen Education Projects – Meritorious: Watch Out For Me Campaign



Nancy McCarthy, APR, Erick Gill, and Catherine Chaney.

The Watch Out For Me campaign was a collaborative effort with the St. Lucie County School District to improve pedestrian safety, while the Drowning Prevention PSA was project produced for the St. Lucie County Fire District. Another FPR member, **Catherine Chaney**, of the St. Lucie County Fire District, assisted with this project.

The NACIO award winners were presented at the group's annual meeting July 24 in Nashville, TN. The NACIO Awards of Excellence are given in various categories with rankings of "Superior," "Excellence" or "Meritorious." Entries are broken into two divisions based on the county's population.

The National Association of County Information Officers was formed in 1966 with the goal to bring together communications professionals who wanted to share information with other counties across the United States. For more information visit: www.nacio.org.

Congratulations to **Earle Kirkbride**, an FPR Treasure Coast Member from Indian River County. Earle recently published a book titled *Letters Home*. The book is based on the letters his late wife, Norma Jean Cone, wrote to her mother, sister and brother while she was the first American woman on the team inventorying the assets of the Bank of Japan in Tokyo right after the Japanese surrender in 1945.

Through *Letters Home*, the reader gets a personal view of what life was like for a young American woman who was a civilian employee with General Douglas MacArthur's occupying force of 200,000 G.I's. At the same

Continued P.7



2008-2009
FPRA TREASURE COAST
CHAPTER EXECUTIVE BOARD

President

Linette Trubulsky
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1st Vice President / President Elect

Bryan Beaty
Indian River State College
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2nd Vice President / Membership

Nancy McCarthy, APR
Public Relations Consultant
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Secretary

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Treasurer

Lisa Swyrn
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**Immediate Past President & Media
Conference Co-Chair**

Adrienne Moore, APR, CPRC
Adrienne Moore Communication
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CHAPTER NEWS, continued from P.6

time that her team was finding paper bags of diamonds in the vaults, she was learning a little about Japanese culture, sightseeing, attending dances, and developing a deep friendship, which ended tragically. Some of these activities are documented in the book

with photos she took.

Letters Home is available online from Amazon and Barnes & Noble. Local book stores can also order it from the publisher iuniverse. Earle also donated an autographed copy for the FPRA Education Foundation fundraiser at the Annual Conference! Congratulations! ☺

STATE NEWS -- APRIL / MAY 2009 FROM THE ANNUAL CONFERENCE COMMITTEE

2009 FPRA Annual Conference Update

Conference is this month and the Wednesday lineup is sure to get you **FIRED UP** and leave you with ideas and strategies that you can't wait to implement once you get back to your organization. Check out the Annual Conference brochure now available on the State Association Web site at www.fpra.org, and thank you to all of you Chapter Champions (aka presidents) who have already downloaded the brochure to your chapter Web site – we appreciate it!

Following our Power Networking Breakfast, **Tom Hoof**, Director of Marketing and Community Relations for the Tampa Bay Rays, will share his experience about rebranding a professional baseball team. The rebranding campaign re-energized fans and made everyone in the Tampa Bay area feel like they had ownership of the Rays. This session will surely demonstrate how **Innovation** and **Reputation** can work together to make an organization successful.

As conference comes to a close, **Carolyn Shaffer**, Vice President of Organizational Development and Human Resources from RTI Biologics will share her experiences gained from her role as a leader of human resources, where she spent several years facilitating the Company's transformation

to a strength-based organization. She will speak on several key topics, and **Educate** you on how to truly identify your own strengths and how you can effectively apply them (and continue to build them) in the real world.

With more sessions and networking opportunities than ever before, this year's 71st Florida Public Relations Association's Annual Conference titled **PR On F.I.R.E.** is guaranteed to heat things up for Florida's best of the best PR practitioners.

More means more value and definitely more fun. So don't miss the excitement at this year's conference when FPRA honors and



Continued P.8--See CONFERENCE

CONFERENCE, continued from P.7

recognizes more PR professionals through the Association's credentialing program and Golden Image Awards competition.

This year's conference will be green in more ways than one. Not only is the Association setting an example by using less paper as well as being hosted at a property that is a member of the Florida Green Lodging Program, this year's conference attendees will hear from environmental marketing leaders on why and how the country's green thinking has public relations professionals and marketing experts rethinking their "go-to" market strategies.

Speaking of "going to the market," shopping for your professional development has just been made easier with conference sponsor discounts like Business Wire's 10% off on its services for all FPRA full conference registrants and Books, Books, Books pre-conference 5% discount on any book purchased from their Web site at <http://stores.book-van.com>.

This is a great deal considering that several of this year's speakers' books are available online at this site. These books include:

- *Putting the Public Back in Public Relations* by Deirdre Breakenridge
- *PR 2.0: New Media, New Tools, New Audiences* by Deirdre Breakenridge
- *Can We Do That?* by Peter Shankman

Register now at www.fpra.org.

So get ready to ...Set Your Career On Fire!

AT THE 71ST FPRA ANNUAL CONFERENCE

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

Date: August 9 – 12, 2009

Registration Fee: \$675/person

PROFESSIONAL DEVELOPMENT

CPRC Video Now Available and APR News

New CPRC Video - CPRC – Your Future, Your Career, Your Leadership Opportunity, is now available on the FPRA blog at <http://fprablog.com> The video covers what CPRC is, the application, preparation, the written exam and the oral presentation as well as tips.

APR Retakes at Discounted Rate – Those who have taken the APR exam and not passed may retake the exam for \$200 providing they take it within six months of the original attempt. This is a great opportunity to jump back in the saddle while study efforts are still fresh and save some money. To take advantage of this opportunity, contact Kathy Mulvihill, UAB Accreditation Manager, at 212-460-1436 or kathy.mulvihill@prsa.org. ☺



FPRA member Jennifer Trefelner of John Carroll High School and WPSL 1590 AM radio station owner/president Greg Wyatt at the Media Conference.

2008-2009 FPRA TREASURE COAST CHAPTER COMMITTEE CHAIRS

Programs Chair

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Accreditation & Community Service Chair

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Editor's Note:

This month's profiles feature members who are accredited and one who has her CPRC.

Member Profile

Michelle Abaldo, APR

Director of Institutional Advancement, Indian River State College

Michelle Abaldo, APR, has come full circle when it comes to the education profession. Michelle obtained her degree in Education at Fairleigh Dickinson University in Teaneck, N.J in 1972, where her father was a history professor for 34 years.



After building a successful career in cable television in the years after college graduation, today Michelle is back in the education field as the Director of Institutional Advancement at Indian River State College.

Michelle spent her childhood in New York City and the nearby New Jersey suburbs. Her parents are from Germany and Michelle

says she grew up in the ethnic neighborhoods of New York. Earlier in her career in cable television, she received the Cable TV Ace Award in 1985 for community programming, which, Michelle explains, "is like an Emmy Award in the cable television industry." She also worked on the cable television team that helped establish MTV in 1984.

How did she delve into the public relations field? "I was an administrative assistant at UA-Columbia Cablevision and the PR Director retired. He had played the "rich kid" on the old Our Gang comedies, for those who can remember that series. I told the General Manager, 'Hey, I can do that job!' and I was promoted into PR."

In 1986, Michelle followed her then husband-to-be, Steve, to Vero Beach. He had been transferred to the Treasure Coast by the cable television company he was working for in 1983. Michelle has worked at IRSC for almost 20 years, overseeing the marketing and public relations efforts for the College. "It's a very interesting job with many new programs, buildings, and events that need to be promoted throughout the year," says Michelle. "The most rewarding aspect is helping people obtain an education and improve their lives. The thing I enjoy most is working with a great team of co-workers."

Michelle joined the Treasure Coast Chapter of FPR in 1986 and earned her APR in August, 1992. "I have the certificate on the wall of my office!" she says. "I display it along with my Baccalaureate degree to attest to the fact that I have verifiable credentials. The accreditation

Continued P.10--See MICHELLE ABALDO, APR

MICHELLE ABALDO, APR
continued from P.9

demonstrates that public relations is a professional practice with principles and a body of knowledge. This is important for our profession.”

Michelle also received the Communicator of the Year Award from the Treasure Coast FPRA chapter in 2004. In her spare time, Michelle says she is an avid reader and loves to travel. In fact, she and her husband just returned from Cairo, Egypt! They are also the proud grandparents of Stephen, 11, and Jessica 8.

The FPRA Treasure Coast Chapter is fortunate that this hardworking PR professional calls the Treasure Coast home! ☺

Five Questions in Five Minutes with Michelle Abaldo, APR

1. Are you going on a summer vacation this year?
My husband and I visited friends in Cairo, Egypt in May. It was fascinating to see the antiquities and learn more about the culture.

2. What is your favorite summer activity?
Travel!

3. Do you prefer the pool or the beach?
Actually, I prefer the mountains and forests.

4. What is the first summer vacation you remember growing up?
I remember going to the Jersey shore and getting very sunburned.

5. What is the perfect length of a summer vacation?
A week, two weeks, more....? Two weeks can be very pleasant. ☺

At the Media Conference, the Treasure Coast Chapter of FPRA honored retired Scripps Treasure Coast Newspapers Editor Tom Weber with a painting of Ernie Lyons fishing on the St. Lucie River. In the picture: Tom Weber, Beverly Bevis Jones, APR, and Adrienne Moore, APR, CPRC.



Member Profile

Pat Austin, APR

Public Relations Consultant

When Pat Austin, APR isn't contributing her valuable knowledge and skills as a public relations consultant, you can usually find her surrounded by her much-loved grandchildren or donating her time for a good cause. The self-described "voracious



reader" also loves walking on the beach and exploring the local area. "I spend an inordinate time in volunteer work according to my husband," she adds, "and I keep the economy going by buying gifts for grandchildren!"

Pat grew up in Pittsburgh, PA "with a long stop in Vermont and Northern New York." She received her bachelor's degree in 1968 from Marywood University in Scranton, Pennsylvania and her Masters from Southern Illinois University in 1970. It

wasn't until 1990 that she decided to move to Florida.

It was snowing again in April 1990 in northern New York, and I decided that I needed to move south within six months for a change of weather," says Pat. "I saw a job opening in Stuart, Florida, and made one of the best decisions of my life to move here and work for Martin Memorial Health Systems."

While at Martin Memorial, Pat says she was privileged to be able to help people in the community learn more about their health care providers while also acting as a liaison between the community and the providers of service. "This atmosphere of mutual benefit made lives better," Pat says of her time there. "Now that I am working as a consultant with several groups including The Pine School, I continue to learn more about the world in which I live and to enhance communication among people who very much need to understand each other."

Pat's optimism toward her career seems like it was in her plan from the beginning. However, Pat begs to differ. "How I wish I could tell you this was a passion of mine from the earliest days," she reveals, "but the truth is that I took a job one mile from my house after almost being killed on the highway a couple of times as I traveled through Vermont's Green Mountains to

Continued P.12--See PAT AUSTIN, APR

PAT AUSTIN, APR

continued from P.11

an administrative job with the Department of Education. The local job was Public Relations Director for a hospital. I met my passion.”

Pat’s passion for public relations has brought her much success and respect in the profession, including earning her APR in 1992. “The preparation for the APR exam made me realize more fully the importance of grounding our practice in theory and research and the power of presenting Public Relations as a distinct profession.”

Other achievements include being honored as Communicator of the Year for the FPRA Treasure Coast chapter and the Woman of Distinction award for Martin County. “I love and respect the members of our chapter, and their approval means a great deal,” says Pat. ☺

Five Questions in Five Minutes with Pat Austin, APR

1. Describe your perfect summer vacation.

Going to places I love with grandchildren in tow.

2. What do you do to cool off when it’s so hot out?

Drink way too much iced tea.

3. What’s your favorite summer meal?

A salad, preferably the strawberry and poppyseed salad at Panera.

4. Have you ever built a sandcastle?

We have 10 energetic and imaginative grandchildren, so I’ve spent lots of time on sandcastles. My most important job is to bring snacks to their construction site

5. When you were little, what did you want to be when you grew up?

I think of Lily Tomlin’s line: “I always knew I wanted to be somebody when I grew up; I just wish I had been more specific.” I am blessed and got more than I could have imagined out of life. ☺



Pat with several of her 10 grandchildren at Disney World!

Member Profile

Anne Satterlee, APR, CPRC

Communications & Marketing Manager, City of Fort Pierce

Born and raised in Norcross, Georgia, just 20 miles north of Downtown Atlanta, Anne Satterlee, APR, CPRC received her Bachelor's degree in Political Science from Georgia State University in 1982. Satterlee completed some graduate work in Public

Administration at Georgia State prior to moving to Vero Beach, Florida in 1989. The move to Florida in November 1989 was for "a man," her former husband, who worked for the City of Vero Beach. Today Anne works for the City of Fort Pierce as Communications & Marketing Manager and certainly made a positive impact south of her hometown.

It was her interest in politics that got her on the public relations path. "My political experience with numerous political campaigns my mother was involved with when I was in college

(the former mayor of Norcross for about 30 years and chairman of the Gwinnett County Commission) had a significant impact on me," says Anne. "My mother always said that her children were the best campaign workers she could ever have!"

After college I worked for United States Representative Doug Barnard and was involved with the constituent services and managing the local district office." Prior, she worked as marketing coordinator for the Georgia Housing Finance Authority prior to moving to Florida. "Not until I moved and worked for Harbor Federal Savings Bank as the PR & Investor Relations Coordinator (now National City) did I consider Accreditation in Public Relations. I am accredited in our profession with the APR and CPRC designations."

Anne says that after 12 years, she continues to wear many hats in Fort Pierce City government. This past year she has served as acting city manager for over a month and continues to do so in his absence. "Every day is different and work in the public sector is challenging and rewarding. The City of Fort Pierce has achieved great, time-enduring projects and cultural assets for residents and visitors to enjoy for years to come," Anne says of her time there. From the historic restoration of the Sunrise Theatre by Main Street Fort Pierce, where she serves on the board and the City of Fort Pierce now manages and operates, to the wonderful displays of public art throughout the City,

Continued P.14--See ANNE SATTERLEE, APR, CPRC



ANNE SATTERLEE, APR, CPRC

continued from P.13

Fort Pierce has certainly changed for the better. “Preservation of historically significant buildings and the redevelopment of the downtown waterfront is really something to talk about and I am proud to have had a role in changing Fort Pierce.”

Anne should also be proud of receiving the Fort Pierce City Manager’s Award, serving as Main Street Fort Pierce’s President for the past 3 years and having her hand in many City projects in Fort Pierce—all which she says are a team effort. “Every day is an achievement and accomplishment at work!”

Anne’s other fun hats include gardening at home, traveling and snow skiing. ☺

Anne Satterlee, APR, CPRC (right) with friends
Jon Ward (middle) and Joan Steel (left).

**Five Questions in Five Minutes
with Anne Satterlee, APR, CPRC****1. What is your favorite theme park?**

Tampa’s Busch Gardens.

2. Do you enjoy water sports?

Scuba Diving.

3. What’s your favorite thing about daylight savings time?

More time outdoors after work

4. What did you do for the 4th of July?

Viewed the City of Fort Pierce’s fireworks over the river from the new 4 story downtown parking garage. Best seat in town!

5. Do you have any big summer projects?

Not as of yet. Last year was housing redecorating and painting. Relax. ☺

