

**December
2008**

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

THE **PRO**

this issue

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SAVE THE DATE!

**TUESDAY,
DECEMBER 9**

4:00 p.m. -7:00 p.m.

WHAT

Holiday Fundraiser in
partnership with the
AdFed and Association of
Fundraising Professionals.
Don't forget to RSVP!

WHERE

Port St. Lucie Civic Center

**TUESDAY
JANUARY 13, 2009**

11:30 a.m.-1 p.m.

WHAT

Monthly Business Meeting
Effective PR Campaigns &
Image Award Information

WHERE

SFWMD Martin/St. Lucie
Service Center, Stuart

**TUESDAY
FEBRUARY 10, 2009**

11:30 a.m.-1 p.m.

WHAT

Crisis Communications
Monthly Business Meeting

WHERE

Schreiber Center, IRSC
Campus, St. Lucie West



The Treasure Coast's Ultimate Holiday Mixer will be held at the new Port St. Lucie Civic Center Tuesday, December 9th from 4-7 p.m.

December Holiday Mixer

Ring in the Holiday Season at the Treasure Coast's Ultimate Holiday Mixer on Tuesday, December 9th from 4-7 p.m. at the NEW Port St. Lucie Civic Center. FPPRA will join forces with the Treasure Coast Advertising Federation and the Indian River and Treasure Coast Association of Fundraising Professionals to co-host this networking event. Tours of the new Civic Center will be available and Center staff will also be on hand to answer questions about how you can have your next event in this beautiful new facility.

We will also take this opportunity to raise funds for the Treasure Coast Food Bank to assist them in serving those in need during this Holiday Season. Staff from the Food Bank will also be on hand to accept a "BIG CHECK." The media will also be invited to cover this event.

Invitations have already been emailed, so RSVP now by clicking: <http://www.fpratransurecoast.com/index.php?template=events&nav=4&event=25>

Also make your contribution to the Treasure Coast Food Bank online by clicking: <http://www.fpratransurecoast.com/index.php?template=events&nav=4&event=26> then "RSVP HERE."



President's Message

Dear Members,

I'm so excited that the holiday season is upon us. During this special season of giving, I am honored and pleased to let you know that our Chapter, along with the Treasure Coast AdFed, the Treasure Coast and the Indian River County Chapters of Association of Fundraising Professionals (AFP), will

*Continued P.7 —
See PRESIDENT*



State News '08 Annual Meeting Update

Conference Comments and Photo Book 2008 *Beverly Bevis Jones, APR*

It was great to be able to attend this year's FPRA Annual Conference as a scholarship recipient. I've always enjoyed going to conference to gain exposure to new ideas beyond our zip code, hang out with chapter members and attend The Golden Image Awards.

For those of you who have not yet attended, I highly recommend making it a part of your summer break plans. After all, it is a business trip and the hotels we stay at are always great



Sunday night's welcome reception featured desserts and champagne in the hotel's beautiful atrium. Seen here are Karen Brown, Beverly Jones, Diane Rafaels and Pat Williams.

Continued P.3 — See CONFERENCE



The Golden Image Awards are always "dress to impress" and the décor is amazing. This year's pyramid theme was very Egyptian with shifting "sands" of light and quite magical.





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)

CONFERENCE, continued from P. 2

resorts; this year, we had some downtime to totally relax which was wonderful. In fact, I wanted to share some of the photos from conference with you in this newsletter for three reasons:

- Everybody loves to see great pictures.
- You won't really read all the copy anyway.
- You may be inspired to come to conference next year if you think it looks cool. (check out the 2009 FPRA Annual Conference details to the right).



Our conference "class" photo: Front left to right: Nancy McCarthy, Linette Trabulsky, Adrienne Moore, Kherri Anderson, back row, Diane Rafaels, Bryan Beaty, Karen Brown, Pat Williams, Beverly Jones and Stacy Ranieri.



This year's scholarship function was a 70's celebration and we all dressed up and boogied down. There were also silent and live auctions and a trivia contest.

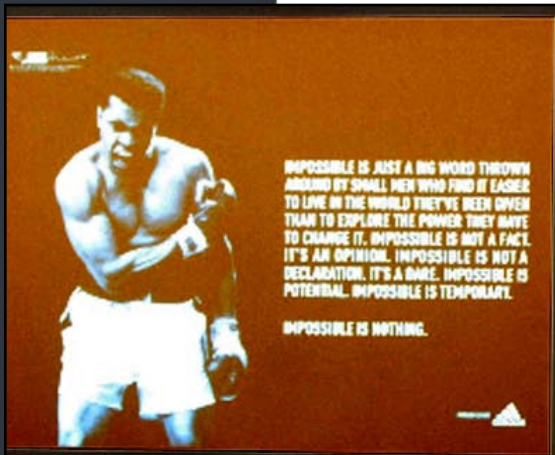




State News '08 Annual Meeting Update

Conference Comments 2008

Beverly Bevis Jones, APR



WOW!

Polarize to Magnetize



Carrie Zimmerman presents "Wow! Polarize to Magnetize." The agency created a campaign for Adidas for the Beijing Olympics "Nothing is impossible."

There were several excellent sessions but I really connected with the comments in the breakout session "Wow! Polarize to Magnetize" led by Carrie Zimmerman whose title is an "awesomeologist" with The Zimmerman Agency in Tallahassee, FL. (www.zimmerman.com)

The Zimmerman Agency is the largest PR firm in the south and "among the most respected firms in North America providing strategic council and tactical initiatives to leading brands."

Agency accounts include The Norton Museum in West Palm Beach, Costa del Mar sunglasses (outstanding website in retail by the Web Marketing Association), Tobacco Free Florida's "I care. I quit." Campaign and currently they are re-energizing the Florida Prepaid College Plan brand.

Carrie placed posters with big red letters inviting attendees to "Come in and see the World of Wow!" in the conference area – defying hotel policy, I am sure. Her PR premise is to stand apart, to be different, to be noticed, to participate in the revolution of the media arts.

Media Arts. What a great term to describe the merging of the written word, photos, websites, video and advertising. She challenged everyone to go beyond our everyday thinking and routine actions and to:

Continued P.6 — See WOW!

Member Profile

Sarah Starr

They say it's hard to find a true "Florida native," these days but Sarah Starr is proud to admit she is among the few. Born and raised in Vero Beach, this local FPRA member is as authentic as they come. "I can't imagine ever calling another place 'home,'" she says.

world" job at the Visiting Nurse Association of the Treasure Coast as the executive assistant in the Foundation. In her three years time at the VNA, Sarah also held the roles of Fund Development Specialist and Community Relations Specialist. She says she met an incredible group of people both at the VNA and in the community, and learned a great deal about the world of fundraising, public relations and special events. "I was lucky enough to be able to learn from some of the most experienced and knowledgeable people in this profession," she says.

Today, Sarah, who has been a member of FPRA for nearly a year, recently joined Childcare Resources of Indian River in Vero Beach as Community Relations Director. Childcare Resources is a 501c(3) organization with the mission to ensure the availability and affordability of high quality early childhood and family support programs for children of income eligible working families in Indian River County. In her new role, she is responsible for the management of the organization's community relations, special events and fund development efforts. She is also a member of the Association of Fundraising Professional Indian River Chapter.

When she's not working, Sarah loves spending time with her husband of six months, Rick, and together they love traveling, boating, cooking and catching up with family and new & old friends. They are looking forward to the upcoming holidays and planning an anniversary trip to Napa in the summer.

After graduating from Vero Beach High School, Sarah attended the University of Central Florida where she majored in Advertising/Public Relations. "I enjoyed my first advertising and public relations classes so much, I knew I had made the right career decision," Sarah says. "I couldn't wait to start working in the 'real world!'"

Her desire to work led her to take internships in the marketing department at Orlando Regional Health in Orlando and in the special events department at the Winter Park Chamber of Commerce in Winter Park, Florida. After graduating in 2005, Sarah took her first "real



Continued P.6 — See SARAH STARR

SARAH STARR, continued from P. 5



Five Questions in Five Minutes with Sarah

1. What is your favorite movie? I have so many favorites, depending on my mood, but growing up my favorite movie was Dirty Dancing. I know every line!

2. What is your favorite book? Most recently, Marley & Me. I'm excited to see the movie! My favorite more classic book would have to be A Land Remembered.

3. What is your favorite quote? *"I just want to live happily ever after, every now and then."* Jimmy Buffett

4. Who do you most admire? And why? I admire both my parents because they have a way of making every single person they meet feel welcome, no matter where they are. They are just fantastic people.

5. What is one thing that people might not know about you? I used to raise steers for the 4-H club.

WOW!, continued from P. 4

- Challenge convention
- Celebrate creativity
- Embrace chaos
- Ooze confidence
- Explode with enthusiasm

We recognize that sending a press release and photo can no longer be the only way to get our message out when newspaper readership is evolving. We need to really understand where our target audience lives in the media world. We need to find ways to tap into multiple media markets – Internet, radio, TV, - with creative expressions that will get our message noticed and define our brand in the process.

Another powerful point that Carrie made was to inspire our audiences by getting past their minds, to their hearts. Many major companies now create ads specifically designed for youtube.com

and often find they are able to reach a different audience with a low budget video.

Most of us are faced with working with small budgets but often creativity can make even a small budget very effective. "For example, an Australian lingerie company was turned down by numerous agencies due to its measly budget of \$15,000. The only thing it wanted was for the brand to be recognized by the NYC community. The firm that undertook the project decided to do something slightly illegal (\$8,000 of the campaign went to pay city fines) however, 200 million impressions were made worldwide. What did they do? Used the rest of the money in the budget to hire college kids to spray-stencil chalk "From here it looks like you could use new underwear" across major high-end New York sidewalks and streets such as Madison and Fifth Ave."

Now there is a concept that can be adapted to our very own downtowns and I bet the fine would be a lot less.



Submit Your Stuff!

The deadline for submitting information for the January newsletter is December 5, 2008. Please submit to **Sarah Starr**, Childcare Resources of Indian River, [sstarr@childcareresourcesir.org](mailto:ss Starr@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.fpratresurecoast.blogspot.com/> in your web browser.

What is CPRC?

Accreditation and Certification – Debra Banta, APR

The CPRC certification program is designed to recognize professional growth and achievement of senior members. The CPRC credential is an opportunity, and member benefit, exclusively available to FPRA members who have earned their APR and have a minimum of 10 years experience in the

field of public relations. CPRC certification enables candidates to challenge their personal knowledge, skills and abilities and demonstrate proven expertise to current and future employers, clients and peers as one of fewer than 75 Certified Public Relations Counselors in the state of Florida.

CPRC is our second tier credential. However, it is not APR 2.0. Where the APR exam is an objective exam based on textbook and study guide preparation, the CPRC exam is

Continued P.8 — See CPRC

PRESIDENT, continued from P.1

raise needed cash for the Treasure Coast Food Bank at our Ultimate Holiday Mixer on December 9th. What better way to celebrate the holidays than to give to those in need, especially this year with the tough economic times everyone is experiencing!

The wonderful thing about membership in FPRA is that it is a gift to yourself that keeps on giving all year round. Consider your membership an investment and gift of professional development to yourself, as well as an opportunity to make life-long friends. FPRA is a statewide family of public relations professionals that you can count on for advice, mentoring, networking and support. In times where budgets are being cut left and right, now is the time to reach out to our network of colleagues to share ideas and thoughts on doing our work smarter, leaner and more creatively! It's an old cliché, but it's so true... never, never reinvent the wheel! And our fellow public relations professionals – around the state and within our own Chapter – are eager to share what has worked for them and you can rely on any one of us for help and support.

Congratulations to the winners of the \$10 gift certificate for FPRA lunches. The winners were the first 10 people to renew their membership this year. And the winners are: Judy Cruz, Michelle Abaldo, APR, Joyce

Levi, APR, Linda Probst, Robin Delgado, Steven Schmoyer, Debi Malcomson, Bryan Beaty, Audria Moore and Cara Perry. Thanks to Nancy McCarthy, APR, for her awesome membership incentive and thanks to the winners, for your quick response to renewing!

Just because you weren't the first to send in your renewal, you don't have to be the last! There is still time to renew your FPRA membership! The membership renewal period officially ended on October 31. If you have not renewed your membership by the end of November, you will no longer receive member services. On December 31, 2008, your name will officially be removed from the rolls and you will incur a \$25 late fee to reinstate your membership. As incentive to retain members this year, the State launched a promotion called "Invest in Yourself." There is no better time to "Invest in Yourself" than during a tough economy. And now FPRA is going to reward you for renewing your FPRA membership and "Investing in Yourself!" By renewing now, you will be eligible to win Travelocity dollars, FPRA "bucks" and Visa "cash."

Thank you all for the opportunity to serve as your Chapter's President. I appreciate all the hard work and continued support and excitement. I wish you all a blessed holiday season with your family and friends.

Linette



CPRC, continued from P.7

a subjective exam that requires candidates to draw from their 10 or more years of solid public relations planning and experience in using the principles of R.A.C.E. to solve problems and present solutions. Though no two candidates' answers will be alike, all answers must demonstrate a strategic R.A.C.E. approach to a solution and include addressing of the key elements presented in each scenario.

The CPRC exam consists of two portions, a written exam and an oral exam. Both exams must be passed to earn the CPRC credential.

If you are interested about learning more or to see if you are ready for either the APR exam or the CPRC, please contact Debra Banta, APR. She has more information and sample questions and answers for the CPRC exam. Debra can be reached at (772) 219-1200 ext 30412 or bantad@martin.k12.fl.us.

Top Five Reasons to Renew Membership – Nancy McCarthy, APR

Congratulations to the top 10 fastest renewers! These early birds win a coupon for a free FPRA luncheon!

Judy Cruz
Michelle Abaldo
Joyce Levi
Linda Probst
Robin Delgado
Steven Schmoyer
Debi Malcomson
Bryan Beaty
Audria Moore
Cara Perry

Still on the fence about renewing? Check out the top five reasons to renew and you'll see why you should renew today.

FIVE REASONS TO RENEW YOUR FPRA MEMBERSHIP

1. NETWORKING

Get another full year of networking opportunities with local PR colleagues and more than 1,500 PR professionals throughout Florida.

2. PROFESSIONAL DEVELOPMENT

Don't miss out on a year of professional development opportunities including monthly meetings, seminars, Image Awards and the annual conference (which will be held in our own backyard at the Boca Raton Resort and Club on August 9–12, 2009.)

3. LEADERSHIP OPPORTUNITIES

The Treasure Coast Chapter of FPRA offers you the opportunity to develop and enhance your leadership skills through committee or board service.

4. MEMBERS-ONLY COMMUNICATION

You receive tons of great communication, such as the monthly On-Point, bi-monthly E-Facts and White Papers. You also get access to the State Web site that provides you with valuable resources, including Golden Image summaries, archives of White Papers and more!!

5. ACCREDITATION AND CERTIFICATION

Document your professional knowledge and skills and add letters after your name! The Treasure Coast chapter offers help on the process.

BONUS REASON:

Money-If you miss the Dec. 31 cutoff, you will have to pay a \$25 fee. In addition, you will save some green with the member rates for luncheons, annual conference and media conference.

If you have any questions regarding FPRA membership renewal, contact Nancy McCarthy, APR at nsmccarthy@yahoo.com or 772-324-8231. photo of nancy handing out membership winners

Media Conference

FPRA Media Conference 2009 –

Beverly Bevis Jones, APR

The FPRA Media Conference will be held on Friday, June 12, beginning at 11:00 a.m. at the IRSA Chastain campus, Wolf High-Technology Center. The format is still being discussed but will probably be similar to last year. Co-chairs are Adrienne Moore, APR, CPRC and Beverly Bevis Jones, APR. Committee members are welcome to contact the co-chairs to sign up. Thank you to Denise Belizar and Anne Corbin for serving again on this year's committee.



**2008-2009
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New Treasure Coast Chapter Liaison Named

**Chapter Services, Becky Murphy,
VP of Chapter Services**



FPRA Immediate Past President Suzanne Sparling, APR, is now the Treasure Coast Chapter Liaison. Suzanne is an Accredited Public Relations Professional with more than 16

years of experience and a strong foundation in communications, public relations, project management, investor relationship management, marketing, media relations, fundraising, writing, and event coordination.

Sparling serves as the Vice President of Investor Relations at United Way of Brevard County where she has been employed for more than eleven years. Prior to joining United Way in 1997, she served as Assistant Director of Development for the Devereux Florida Treatment Network for more than five years.

At United Way, Sparling is responsible major gifts development and planned giving, helping to increase United Way's impact on community needs. She also serves as organizational spokesperson, helping the organization achieve a more visible position in the community through professional public relations, media relations and reputation management.

Sparling is a graduate of the University of Central Florida where she earned a Bachelor of Arts degree in Organizational Communication. She is also a graduate of the Leadership Brevard Class of 1997 and in 2000 attained

universal accreditation as a public relations professional from the Universal Accreditation Board (PRSA), and the Florida Public Relations Association (FPRA). In January, 2007, Sparling began work on her Master's Degree in Technical and Professional Communications at Florida Tech.

In her personal life, Sparling is the mother of two boys, Tyler and Travis. She lives in Titusville with her husband of sixteen years, Dan.

We welcome Suzanne as our Chapter Liaison and look forward to her visiting one of our Chapter functions this year.

How Competitive Are YOU in Today's Marketplace?

**Jeff Nall, APR, CPRC,
VP Accreditation and Certification**

Many people are concerned about the impact of today's economic climate on jobs, including those in the field of public relations. The possibility of fewer jobs means greater competition-- at all career levels. However, how many practitioners are taking proactive steps to increase their competitiveness in the marketplace?

Are YOU taking advantage of the opportunities to stand out that FPRA affords its members? Maybe the better question is can YOU afford NOT to take advantage of these member benefits.

Accreditation (APR) and Certification (CPRC) are two proactive, affordable "short term investment/long term benefit" opportunities available to FPRA members. For less than the cost of many one day seminars, Accreditation and Certification offer credentials that can last a lifetime.

Continued P.10 — See COMPETITIVE

COMPETITIVE, continued from P. 9

Accreditation is offered through the Universal Accreditation Board (UAB) to members of participating organizations, including FPRA. Though five years of public relations practice was previously required, ALL members are eligible regardless of years of experience. However, the objective, multiple-choice, computer exam does test a variety of knowledge, skills and abilities. The good news is a new 2008 study guide and a study session syllabus are available.

Certification is a unique, second tier credential offered exclusively to FPRA members. Candidates must have previously earned their APR and have ten or more years experience in the field of public relations. Though it is a second tier credential, it is not APR 2.0. This exam is a subjective exam that requires candidates to draw from their experience in using the principles of R.A.C.E. to solve problems and present solutions. Earning the CPRC credential involves passing a written exam (16 essay questions) and an oral exam (presentation of a public relations program or project). The good news is new, detailed material on the CPRC process is now available.

For more information on Accreditation and Certification, as well as any available chapter or State Association rebates, please contact your local Accreditation and Certification Chair, visit www.fpra.org or contact me at jnall@coawfla.org or (850) 432-1475 ext. 130. We are here to help YOU. It takes more than a snazzy suit to stand out in today's marketplace.

2009 Annual Conference Theme Announced

Annual Conference, Karen Smittle, VP of Annual Conference

We are proud to announce the theme for the 2009 FPRA Annual Conference this year:

PR on F.I.R.E.

(Foundation, Innovation, Reputation, Education)

All of our 2009 conference speakers and sessions fall under one of those key "F.I.R.E." areas. This is the perfect time to continue your investment in your profession and your career by making plans now to attend conference in August. As

part of our Education component, Jeff Nall, APR, CPRA, VP of Accreditation, will hold breakout sessions on counting your professional development by sitting for your APR—what's involved in the process and what does your chapter offer to help you through this process. If you've already achieved APR status, you can join Jeff as he leads a CPRC session to talk about the testing process to receive the CPRC credential.

And to help you promote this exception professional development opportunity to your employer, here is what Carole Savage, APR, CPRC, former FPRA State Association President and current Chair of Counselor's Network said about how conference has benefitted her employer and herself.

"Attending the FPRA annual conference was like hiring a consultant to help me when I started my own public relations business years ago. I sat in on a session with panelists including Jay Rayburn, APR, CPRC, Rick Oppenheim, APR, CPRC, Joe Curley, APR and Tom Preston, APR and from that I took away outstanding suggestions and ideas. These enabled me to better start my business on the right level, and to keep it there.

Additionally, I have gained insight into technology, behaviors and strategies, which are imperative to understand when choosing the public relations tools we as professionals use every day. I have established many working relationships throughout the state and twice was hired as a consultant resulting from the networking at conference. All of that experience has helped lead me to the position I have today. Along the way, I have also gained friendships which I enjoy immensely. Annual conference is a wise investment in which I have seen a return many times over."

SAVE THE DATE

Location:

Boca Raton Resort and Club, Boca Raton, FL

Date:

August 9 – 12, 2009

Registration Fee:

\$595/person

We'll be glad to feature YOUR testimonial in one of our upcoming updates, or in your chapter's news. E-mail your testimonial to ksmittle@ch2m.com.

Chapter News

November Monthly Business Meeting Recap

The November 18th Monthly Business Meeting, *"How Public Relations Played a Role in the Elections,"* was a wonderful success. Our speaker, Alexis Walkenstein, Director of Communications for the Catholic Diocese of Palm Beach, shared her story of how the Catholic Church used public relations tactics, strategies, partnerships and collaboration in the recent election and every day. Even with the separation of Church and State, religion and politics are never far away from each other; both important, controversial, historic and interesting all at the same time. At the root of every election is education, advocacy and persuasion and a good public relations plan is the best way to sway public opinion and action. Nearly 30 people attended the program at the SFWMD Martin/St. Lucie Service Center in Stuart with delicious catering by Dragonfly Café. Mark your calendars now for the January 13th program, also catered by Dragonfly Café at the SFWMD Martin/St. Lucie Service Center, where we will focus on effective public relations programs.

Member Notes

- Congratulations to Nancy McCarthy, APR, on her new part-time job at The Firefly Group. Nancy's new title is Glowing Results Director!
- Millie Wood was honored as the first recipient of the Cal Douglas Award during the Association of Fundraising Professionals 14th Annual National Philanthropy Day on November 13. The award honors a chapter member who goes "above and beyond" in service to the chapter, its members and the community. Named posthumously in honor of Calvin Douglas, FAHP, a long-term and respected fundraising professional, who received a Lifetime Achievement Award in 2006 from AFP.

25 years ...

... Celebrating our history

Three members of the Treasure Coast Chapter have served multiple terms as President. They include: Ed Trent, APR, now retired from Indian River Memorial Hospital, 1989 - 1990 and 1991 - 1992; current Immediate Past President Adrienne Moore, APR, CPRC, 1991 - 1992, 1992 - 1993, 2007 - 2008; and Karen Brown, APR, St. Lucie Medical Center, 1995 - 1996 and 2006 - 2007.

Other chapter members serving multiple years in chapter positions include: Media Conference Chair Beverly Bevis Jones, APR, as the first two-year chapter treasurer and several years as the Media Breakfast Chair; Karen Brown, APR, and Debbie Banta, APR, multiple years as Accreditation Chairs; Robin Delgado and Dorothy Kamm several years as local Image Chairs; and Samantha Kayser, second term as chapter secretary.

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.

2008-2008 FPRA TREASURE COAST CHAPTER EXECUTIVE BOARD

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