



January 2009

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

THE PRO



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SAVE THE DATE!

TUESDAY
JANUARY 13, 2009
11:30 a.m.-1:00 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. - 1:00 p.m.

WHAT
Crisis Communications
Monthly Business Meeting

WHERE
Schreiber Center, IRSC
Campus, St. Lucie West

TUESDAY
MARCH 10, 2009
4:30 p.m.

WHAT
FPRA Treasure Coast 25th
Anniversary Celebration

WHERE
Sunrise Theatre for the
Performing Arts,
Fort Pierce

AUGUST 9-12, 2009

WHAT
2009 FPRA Annual
Conference

WHERE
Boca Raton Resort and Club,
Boca Raton, FL
Registration Fee: \$595/person

ACCREDITATION NEWS

Are you up to the challenge...?

By Debra Banta, Accreditation Chair

Public Relations is a broad and diverse occupational field; it runs the gamut from the one-person, jack-of-all-trades not-for-profit agency representative on a shoestring budget -- to high level corporate PR -- to private agency and freelance services. The APR Accreditation process offers a great opportunity for the PR professional to expand one's perspective of and expertise in the industry as a whole.

Preparation for the APR reviews the history, theory, ethics and application of Public Relations. It's engaging, thought provoking, and often takes the participant out of the familiar "comfort zone" of professional practice. Below are two sample questions from the Universal Accreditation Board APR Review program. How do you score?

1. In issues management, what is the most proactive approach to addressing negative or misleading information posted online about your organization?

A. Buy domain names that could be used by opposition groups.

Continued P.8--See CHALLENGE



President's Message

Dear Members,

Happy New Year! I hope that your holiday season was blessed and relaxing!

As I look back on my few short months as President, I am humbled to think that the real work is just beginning! So far this year, it's just been our "dress rehearsal" for the big events coming up in the near future. We have some wonderful professional development

Continued P.3--See PRESIDENT



December Holiday Mixer Recap



1. Byran Beaty, Erick Gill and Catherine Whitaker Chaney.
2. Cassie Waitkus, Cindy Giles, Tara Biek, and Felonice Margasak.
3. Terry Henderson and Beverly Bevis Jones, APR.

The Treasure Coast Chapter of the Florida Public Relations Association partnered with the Treasure Coast AdFed and the Treasure Coast and Indian River County Chapters of the Association of Fundraising Professionals to raise \$420 for the Treasure Coast Food Bank while celebrating the holidays this year! At the groups' Dec. 9 mixer at the new Port St. Lucie Civic Center, members of all three organizations gathered to share holiday greetings and help out a great organization.

Over 45 people attended the mixer and The Hometown News was on-hand to document the "big check" presentation! Cecilia S. DeFilippis, Director of Development for Treasure Coast Food Bank, accepted the check on behalf of the Food Bank and she informed the groups that for every dollar contributed five meals are provided to hungry people in Indian River, Martin, Okeechobee, and St. Lucie counties! So thank you to all who donated to this worthy non-profit organization. ☺

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's 25th Anniversary

By Adrienne Moore, APR, CPRC

During its 25 years, the Treasure Coast Chapter has been

recognized by a number of State Presidents for its chapter work in particular areas.

The first chapter award was presented to Ed Trent of Vero Beach, our sixth president, for outstanding Communications in 1991.

Other awards that have followed include: Accreditation, Most Improved Chapter, Professional Development, Membership, Outstanding Newsletter and more.

Our thanks to the many members who have helped our chapter in all of its projects, from professional development to membership to media events. ☺

Submit Your Stuff!

The deadline for submitting information for the February issue of The PRO is January 8, 2009. Please submit to **Sarah Barker 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](http://www.fpratransurecoast.blogspot.com/) or enter <http://www.fpratransurecoast.blogspot.com/> in your web browser.

PRESIDENT, continued from P.1

opportunities to look forward to this year, along with our annual awards recognition program – the Image Awards!

Be sure to save the date for our March 10th meeting which will be spectacular. We will celebrate our 25th anniversary at a reception at the Sunrise Theatre for the Performing Arts in beautiful, historic downtown Fort Pierce. The reception will begin at 4:30 p.m. with a brief behind-the-scenes tour of the stage and facility. After that, we'll relax and network in the Theatre's upstairs private reception area. But the highlight of the evening will be the opportunity to stay for the 7 p.m. Broadway show, "Footloose: The Musical!" The Theatre is holding 60 tickets for FPRA members at a significantly reduced price. Once we determine the cost of catering, we'll announce the ticket cost. So make sure you mark your calendars and reserve your ticket early once the official announcement is made.

The Indian River Council, in partnership with Indian River State College, is preparing to announce a professional development opportunity in April that you won't want to miss! Stay tuned for details on this event as well.

The Image Award Ceremony is right around the corner! Scheduled for April 21, this

premier awards ceremony is an evening you won't want to miss. This year's theme, "Colors," will tie in nicely with our Puzzle theme and like last year, the event will be held from 4 to 7 p.m. at the Schreiber Center at Indian River State College's St. Lucie West Campus. Please keep up with the "25 Tips for Image Awards" each week posted in my blog (www.fpratransurecoast.blogspot.com). The tips, provided by **Adrienne Moore, APR, CPRC**, will help you prepare your award-winning Image entry step-by-step.

And then there is the Annual Media Conference in June! This year's event promises to be bigger and better than last year's successful conference and, with all of the changes in media these days, I'm sure the event will prove to be very exciting and informative!

Make one of your New Year's resolutions a promise to yourself of enhancing your career – and keep that promise! With your FPRA membership, opportunities for professional development abound with many exciting and varied events throughout the Treasure Coast. I look forward to an exciting and rewarding 2009 working with all of you! Let's celebrate our profession and the New Year together!

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)

From your Annual Conference Committee

2009 FPRA Annual Conference Update

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

PR on F.I.R.E.

(**F**oundation, **I**nnovation, **R**eputation, **E**ducation)

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.

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.

Stay tuned for the February conference update – more information on upcoming speakers and more testimonials from your peers. ☞



Member Profile

Cara Perry

Cara Perry, a fifth generation St. Lucie County native, took the first steps toward her public relations career at Florida State University, from which she graduated in 2000 with a bachelor's degree in Communications. Although, says Cara, her attraction to public relations commenced early on.

"My strong interest in writing and communications developed when I was a high school student, and I knew that was my talent," Cara says. "I was very excited to enroll in FSU's College of Communication. They have a wonderful public relations major program there, and with each course I took, I became more eager to launch my career."

And launch her career she did. Cara

enjoyed the collegiate atmosphere such a great deal that she researched ways to incorporate her PR degree in a university setting. She discovered the university administration graduate program at UCF, quickly applied, and today, six years later, she is the Director of University Relations for Florida Atlantic University's Treasure Coast Campus.

"My role as the Director of University Relations allows me to work in many areas of communication, including: media relations, advertising, community relations, writing for public relations, special event planning and the list goes on," says Cara. "It is exciting to work for a university that is developing at such a rapid pace, and it is rewarding to promote higher education throughout the Treasure Coast community."

In addition to her multi-faceted job at FAU, Cara serves on the United Way of St. Lucie County Board of Directors and is the programs chair for FPRA. In fact, Cara says, her involvement with FPRA began in 1998 as a student in the FSU chapter.

Outside of work, Cara loves to spend her spare time with her family. "My husband, Paul, and I have an adorable 2-year-old son, Will. He is our pride and joy!" When she does get some "me" time, she loves to shop and also enjoys interior design. "I am always thinking of ways to add color and style to my home!"

Cara certainly adds color and style in all she does, and FPRA Treasure Coast is lucky to have such a bright star in our midst! Cara says she is looking forward to another great year of professional growth, beginning Leadership St. Lucie in January and continuing to serve as a board member for the United Way of St. Lucie and FPRA. Way to go, Cara!

Continued P.6--See CARA PERRY





CARA PERRY, continued from P.5



Five Questions in Five Minutes with Cara Perry

1. What are your plans for the holidays?

We will be at home in Fort Pierce. This will be a fun Christmas, now that Will understands that Santa Claus is coming! We have the video camera ready and waiting for Christmas morning!

2. What is your favorite holiday song and why?

“Jingle Bell Rock” – It’s just a fun song!

3. What is your favorite holiday food?

My mom’s country-style green beans and the Perry’s stuffing recipe- yum!

4. What is the best holiday gift you’ve ever received?

Every holiday I can share with the people I love is the best gift of all.

5. What is your favorite holiday movie?

Christmas Vacation with Chevy Chase (he is hilarious!)



St. Lucie County Recognized in Crystal Awards Competition

By Erick Gill, Communications Chair

St. Lucie County was recently recognized in two different categories of the Florida Government Communicator Association’s annual Crystal Awards competition.

The county’s Media Relations Division, which includes FPRM Member **Erick Gill**, and the Parks and Recreation Department earned third place in the Special Events Category for the Grand Opening of the Lawnwood Skate Park, while the Media Relations Division earned second place in the Video (Occasional) Category for the Lawnwood Skate Park Grand Opening Recap.

This is the first year that St. Lucie County received recognition from the Florida Government Communicators Association. Earlier this year, St. Lucie County’s Media Relations staff earned two awards from the National Association of County Information Officers and four awards from the Treasure Coast Chapter of the Florida Public Relations Association. ☪



January Monthly Business Meeting

Effective PR Campaigns & Image Award Information

Guest speaker: Wendy Crites Wacker, APR
Director, Corporate Communications
Regeneration Technologies



Wendy Crites Wacker, APR is the director of corporate communications for Regeneration Technologies Inc. (RTI), the Florida-based processor of orthopedic and other biologic implants. Wendy's role at RTI includes directing all corporate communications, which includes internal communications, media relations, community relations, investor relations, government relations, donor services communications and general corporate public relations. Prior to joining RTI in 2000, Wendy's experience included technology public relations at a software company, graphic design, and fundraising and public relations for a non-profit healthcare facility.

Wendy has a bachelor's degree in English and a bachelor's degree in public relations, both from the University of Florida. She received her Accreditation in Public Relations in 2001.

Wendy served as president of the Gainesville Chapter of the Florida Public Relations Association (FPRA) in 2004-05 and vice president of professional development for the state association in 2005-06. She currently serves as vice president of chapter services for FPRA. The FPRA Gainesville Chapter has awarded Wendy with the Member of the Year Award in 1998, as well as the John S. Detweiler, Ed.D., APR, CPRC Professional of the Year Award in 2007.

WHEN?

TUESDAY, JANUARY 13 | 11:30 a.m.-1:00 p.m.

WHERE?

South Florida Water Management District's Martin/St. Lucie Service Center, 780 SE Indian Street, Stuart

COST?

Members \$15 / Non-Members \$20

RSVP?

Online @ www.fpratreatreurecoast.com or by calling Programs Chairman Cara Perry at (772) 873-3339 or e-mail at ccarlton@fau.edu.



News from around the State



Congratulations to FPRA State President **Lanette Hart, APR, CPRC** on the arrival of her new

baby boy Philip Alexander Mallory Hart. He arrived on Thursday, December 11 at 6:48 a.m. He weighed 7 lbs., 7 oz. and is 19 ¾ inches long. Mom and baby are doing well. ☺

2008-2009 FPRA TREASURE COAST CHAPTER EXECUTIVE BOARD

President

Linette Trabulsy
 South Florida Water Management District
 (772) 223-2600 ext. 3605
ltrabuls@sfwmd.gov

1st Vice President / President Elect

Bryan Beaty
 Indian River State College
 (772) 462-4804
bbeaty@irsc.edu

2nd Vice President / Membership

Nancy McCarthy, APR
 Public Relations Consultant
 (772) 324-8231
ncmccarthy@yahoo.com

Secretary

Samantha Kayser
 ph Creatives
 (716) 812-0984
sam@phcreatives.com

Treasurer

Lisa Swyryn
 CommuniGraphics
 (772) 708-2855
lisa@communigraphics.biz

Immediate Past President & Media Conference Co-Chair

Adrienne Moore, APR, CPRC
 Adrienne Moore Communication
 Strategies
 (772) 341-3845
adrienne.moore7@gmail.com



FPRA Media Conference 2009

By Beverly Bevis Jones, APR

**2008-2009
FPRA TREASURE COAST
CHAPTER
COMMITTEE CHAIRS**

Programs Chair

Cara Perry
Florida Atlantic University
(772) 873-3339
ccarlton@fau.edu

**Accreditation & Community
Service Chair**

Debra Banta, APR
Martin County School District
(772) 219-1200 ext. 30412
bantad@martin.k12.fl.us

Image Awards Co-Chair

Robin Delgado
Accident Law Offices of Philip DeBerard
(772) 286-1000
robin@flainjurylawyer.com

Image Awards Co-Chair

Dorothy Kamm
Yates & Associates
(772) 225-1292
dorothy@yatespro.com

Media Conference Chair

Beverly Bevis Jones, APR
BB Jones Communications
(772) 220-0444
beverly@bbjonespr.com

Media Conference Co-Chair

Adrienne Moore, APR, CPRC
Adrienne Moore Communication
Strategies
(772) 341-3845
adrienne.moore7@gmail.com

Indian River Council

Laura Kelley, APR
Lifelong Learning Institute at IRSC
(772) 462-7880
lkelly@ircc.edu

Communications Chair

Erick Gill
St. Lucie County
(772) 462-1791
Cell (772) 342-6014
gille@stlucieco.gov

The FPRA Media Conference will be held on Friday, June 12, beginning at 11:00 a.m. at the IRSC 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. ☺

CHALLENGE, continued from P.1



Debra Banta, APR

B. Post anonymous comments on blogs to combat this information.

C. Prepare a news release that discredits the inaccurate information.

D. Make policy changes to address complaints highlighted on these sites.

2. Why should a successful public relations counselor continually review present and future realities for an organization?

A. To develop a vision statement.

B. To interpret trends for management.

C. To interpret the organization's business plan.

D. To consider the role public relations might play.

E. To know what path the organization should pursue.

(Answers: 1-D, 2-B)

Want to know more? If you're up for the challenge, contact **Debbie Banta, APR**, at (772)284-5091 or bantad@martin.k12.fl.us, ☺

Treasure Coast member news

Congratulations to Lauren Anderson, Marketing Director for Stuart Cardiology Group and member of the Programs Committee, on the birth of her third son on December 8th. According to mom, both she and baby Liam are doing great!



Liam Alfred Anderson
Born: December 8, 2008

Time: 2:58 p.m.

Weight: 7 lbs. 15 oz.

Length: 20 inches