

March 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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In 1993, receiving their APR designations are, from left, Joyce Levi, Pat Austin, Michelle Abaldo and Terri Monaghan. Adrienne Moore, center, holds a plaque recognizing the chapter for 33% of accredited members.

25TH ANNIVERSARY Treasure Coast hits a milestone in its professional history

By Adrienne Moore, APR, CPRC

When founding president **Virginia Moulton, APR, CPRC**, was tired of driving to meetings of the Florida Public Relations Association Palm Beach Chapter, she decided it was time to charter a local chapter. As she tells the story, she determined there were enough public relations professionals on the Treasure Coast who would be interested in professional development and networking opportunities.

She sent out invitations to founding members, such as sole practitioner **Laura Kelley, APR**, IRCC Public Information Officer **Mary Locke, APR**, Indian River

Continued P.9--See ANNIVERSARY



President's message

Dear Members,

As we welcome new changes to our country and in our own neighborhoods, let's take time to reflect on the significance of the history of our Treasure Coast Chapter of FPRA. On March 10th, we will celebrate the 25th anniversary of the Chapter and we have so much to commemorate. From the humble beginnings as the Indian River Chapter to our exciting pursuit of the Chapter of the

Continued P.3--See PRESIDENT

SAVE THE DATE!

TUESDAY
MARCH 10, 2009
4:00 p.m.

WHAT
25th Anniversary
Celebration

WHERE
Sunrise Theatre, historic
downtown Fort Pierce

TUESDAY
April 21, 2009
4 p.m.

WHAT
Image Awards Ceremony

WHERE
Schreiber Center, IRSC,
St. Lucie West

FRIDAY
JUNE 12, 2009

WHAT
Annual Media Conference

WHERE
Wolf Center, IRSC, Stuart

AUGUST 9-12, 2009

WHAT
2009 FPRA Annual
Conference

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





Mark the date! 25th Anniversary Reception

WHEN: Tuesday, March 10 at 4 p.m.

WHERE: Sunrise Theatre, historic downtown Fort Pierce

COST: \$25 per person; includes reception and show.

RSVP: Cara Perry at (772) 873-3338; ccarlton@fau.edu; or online at www.fpratreasurcoast.com

Chapter News

25th Anniversary Celebration

On Tuesday, March 10th at 4 p.m., we will celebrate the 25th Anniversary of the Treasure Coast Chapter of FPRA. Join your fellow FPRA members and friends at the Sunrise Theatre in historic downtown Fort Pierce for a reception honoring the past 25 years. After the reception, the Sunrise Theatre invites you and a guest to stay for the performance of "Footloose: The Musical." The cost to attend is \$25 per person and includes the reception and the show! Only 60 tickets will be reserved for our Chapter, so make your reservations early and feel free to bring a guest! Please make your reservations by calling Programs Chairman **Cara Perry** at (772) 873-3339 or e-mail at ccarlton@fau.edu or by RSVPing online at www.fpratreasurcoast.com. ☞

Committee News

Membership Update

Welcome to our new members: **Sue-Ellen Sanders**, Freelance Writer and WPSL Radio Show Host; **Carin Campbell Smith**, Chief of Staff for the St. Lucie County Clerk of Courts Office; **Renee Page**, Marketing and Development Director

Continued P.3--See COMMITTEE NEWS

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.





Submit Your Stuff!

The deadline for submitting information for the April issue of The PRO is March 8, 2009. Please submit to **Sarah Barker 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.fpratraceast.blogspot.com/> in your web browser.

COMMITTEE NEWS, continued from P.2

for Sunrise Theatre; and **Lisa Jensen**, Vice President of Public Relations and Communications, Riverside National Bank.

As of early February, we had 60 members ~ only 21 away from our goal of 81 members. Please recruit members anytime you can and if you have leads for membership, please send the information to the Membership Chairman **Nancy McCarthy, APR** at nancy@fireflyforyou.com.

Image Awards

Calling all public relations and marketing professionals throughout the Treasure Coast – now is the time to let your work shine. The Treasure Coast Chapter of the Florida Public Relations Association has issued a Call for Entries for the 2009 Image Awards.

The FPRA Image Awards are held each spring to recognize outstanding efforts in public relations. Categories include promotional DVDs, press releases, newsletters, annual reports, community awareness campaigns and more. The regional Image Awards are open to both FPRA members and non-members. There is also a student category available. Entries must have been completed between Jan. 1, 2008 and March 23, 2009.

The deadline to submit a project or public relations campaign for the 2009 Treasure Coast Chapter Image Awards is March 24. Winners will be announced at the Image Awards ceremony on April 21 in St. Lucie West.

Entry forms and additional details can be found online at www.fpratraceast.com. The cost to submit a project is \$35 per entry for FPRA members; \$50 per entry for non-members; \$10

Continued P.6--See COMMITTEE NEWS

PRESIDENT, continued from P.1

Year in 2009, many things have changed in our organization. But one thing remains constant ~ our dedication to our members. Throughout the last 25 years, FPRA Treasure Coast continues to offer public relations practitioners many opportunities for professional development through seminars, accreditation and certification, networking, local and state annual PR competitions, leadership and an annual state conference.

I would like to personally thank **Adrienne Moore, APR, CPRC** for being the Chapter's Historian. You'll read her article about the history of the Chapter in this newsletter and see pictures from her collection through the years. This information is so valuable that I consider it be a "must read" for new members and board members!

Please mark your calendars and join us for the Silver Anniversary Celebration of FPRA

Treasure Coast on Tuesday, March 10 at 4 p.m. at the Sunrise Theatre for the Performing Arts in historic downtown Fort Pierce. Come honor our past and toast our future.

I'd also like to welcome our new Treasurer, **Lisa Sywryn** to the Board. Lisa, owner of her own company, CommuniGraphics, is a long-time member of FPRA and has graciously accepted the Treasury position for the remainder of this year. You'll also read more about Lisa in this issue's Member Profile.

"Real success is finding your lifework in the work that you love," said David McCullough, U.S. biographer and historian. We are lucky to be in a profession that allows us to do the work we love and we are successful, in part, because of the many opportunities afforded to us by the Florida Public Relations Association. Congratulations to you, the members of FPRA Treasure Coast, on your 25th Anniversary!

Linette



From your Annual Conference Committee

2009 FPRA Annual Conference Update

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

Your Annual Conference Committee continues to seek out speakers who will help you grow as a public relations practitioner. Here is a sneak peek into another great speaker who is bound to hit a “home run” with conference attendees!

Tom Hoof, Marketing and Communications Director for the Tampa Bay Rays, will share his experience about rebranding a professional baseball team. In November 2007, the majority owner of the Tampa Bay Devil Rays baseball team decided to make drastic changes and renamed his team the “Tampa Bay Rays.” As a result of his decision, the team went through a rebranding campaign that re-energized fans and made everyone in the Tampa Bay area feel like they had ownership of the Rays. Join us at the 2009 FPRA Annual Conference to hear about the campaign and the astounding success the team experienced in 2008.

Here’s another member testimonial from **Bob Davis, Ph.D., APR, CPRC**, Professor, University of Central Florida (UCF), of the Orlando Chapter.

As for a testimonial, my bottom line is helping future PR professionals get up to speed (or education). The annual conference is a huge opportunity to hear from and network with professionals on the cutting edge.

I always encourage UCF Ad/PR students to attend and take advantage of the student rate. I have used the materials from the conference every year in the classroom. Presenters have been very generous in sharing their power points and presentation outlines. I learn new stuff every year and it helps keep me up to date on the leading trends in public relations.

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. Room prices are tiered, starting as low as \$145/night. We look forward to seeing you at the conference in August 2009! ☺



2009 FPRA Annual Conference

SAVE THE DATE!

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)

Member Profile

Lisa Swyryn

It's easy to find why Lisa Swyryn has found success in owning her own web design firm, CommuniGraphics. "There's nothing more satisfying to me than a nice, neat, easy-to-navigate website," she says, "or a nice, neat, easy-to-find-your-stuff kind of closet."

This multitalented public relations professional specializes not only in web design, writing, and maintenance, as well as electronic newsletter and print design needs, but also offers professional organization for the home or office. She takes "full-service firm" to new limits!

Born in Stuart at Martin Memorial Medical Center, Lisa attended the University Florida where, after a "rocky start as an 'architecture' major," she took some classes in the College of Journalism

and Communications and really enjoyed them. "I think public relations was just a natural fit for me, as I do love to communicate," she says.

Lisa has always enjoyed reading and words. She was named "most prolific reader" in fourth grade, and in the fifth grade, her teacher had to keep reprimanding her to put away the Black Stallion books she read under her desk. Lisa continued her public relations path at UF, earning her Bachelor of Science in Public Relations and Master of Arts in Mass Communications. "Go Gators!" she adds.

After college, Lisa lived and worked just outside of Seattle in Kirkland, Wash., for two years, where she was employed by Bombar Public Relations. There she served clients in government, affordable housing, healthcare, and travel and tourism. Although she loved the beautiful mountains and expansive waters of Washington, her family in Florida was too far away, so she returned to her sunny home state.

Back in Florida, Lisa opened her business, CommuniGraphics, in 2003. She took a break from business to serve full-time as Webmaster at Martin Memorial Health Systems from 2004 to 2007. She's now back in the swing of things serving clients through CommuniGraphics. "Communicating via the web is the perfect job for me," Lisa says. "It combines my love of writing and design with the perfection needed to write code, design pages and edit meticulously for a quick read."

Lisa is a member of the Treasure Coast Chapter of FPRA and has served as the chapter's secretary, second vice president of programs, and electronic newsletter designer, and is currently the chapter's treasurer. Lisa is also a charter member of Women Supporting the Arts, a women's giving circle supporting the arts in Martin County.

Outside of work, Lisa loves to read and admits she'd addicted to a couple of computer games. But there's not too much time for that right now, because she and her husband, John, are busy with their one-year-old son, Luke. When time allows, she also enjoys mountain biking, baking and quilting.

Continued P.6--See LISA SWYRYN



Photo credit Diane Dultmeier

LISA SWYRYN, continued from P.5

The moral of this story?
Yes, you CAN own your own business, organize closets, join a professional organization, support your local community, and find time for family, reading, and computer games. And mountain biking. And baking. And quilting. At least Lisa Swyryn can! ☞



Photo credit
Diane Dultmeier

Five Questions in Five Minutes with Lisa Swyryn

1. What is your first memory?

This is an impossible question. I can't remember what I did yesterday! I suppose one of my earlier memories might have something to do with making mud pies in the backyard.

2. What's your favorite thing to have for dinner?

A gigantic salad.

3. Where is the farthest you've ever traveled?

Hawaii

4. What is your favorite music to dance to?

Dance music, of course! Nothing like a good techno beat. Those songs all sound the same, but it works for me. Of course, I haven't been dancing in ages.

5. What is your favorite TV show?

TV? What's that? Although I do enjoy *Scrubs* or *My Name is Earl* once in a while. ☞

Community Service Project

Several members of the Treasure Coast Chapter conducted a panel discussion at Martin County High School on Tuesday, Feb. 24th.

Debra Banta, APR and a committee of seven FPRA members presented the organization's High School 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 and give each student a PR Tool Kit for Success.

Panelists discussed their jobs as public relations professionals, how they got into their career and offered advice for entering the public relations field. The panel included: **Linette Trablusy** with South Florida Water Management District, **Kherri Anderson** with

COMMITTEE NEWS, continued from P.3

per entry for student FPRA members and \$15 per entry for student non-members.

Submissions for the 2009 Treasure Coast Chapter Image Awards will be judged by members of the Orlando Chapter of the FPRA. Local winners are encouraged to submit their winning entries to the statewide Golden Image Awards.

For more information about the 2009 Treasure Coast Chapter Image Awards, contact **Dorothy Kamm** at (772) 463-8152 or **Robin Delgado** at (772) 286-1000.

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COMMITTEE NEWS, continued from P.6

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. ☞

Indian River Council Update



On **Thursday, April 16 from 9:30-11:30 a.m.**, the Indian River Council, in partnership with Indian River State College's Lifelong Learning Institute and the Indian River Cultural Council, will host a Professional Development

workshop called: *"Mirror, Mirror on the Wall-What is Aging After All? New Understanding About Creativity & Psychological Growth With Aging,"* by Gene D. Cohen, M.D., Ph.D., Director, Center on Aging, Health & Humanities and Professor of Health Care Sciences &

Professor of Psychiatry & Behavioral Sciences George Washington University.

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. We now recognize positive developments among middle age and older adults. The "New Senior Moment" - a creative one - will be perhaps the best example of a phenomenon where the whole is greater than the sum of its parts. Be prepared to witness the dismantling of a number of long held negative myths and stereotypes about aging.

The event will take place at the Richardson Center, Mueller Campus of Indian River State College in Vero Beach. Tickets are \$25 per person. Seating is limited.

Reserve your seat by phoning the Lifelong Learning Institute at IRSC at 772-462-7880 or the Cultural Council of Indian River County at 772-770-4857. Thanks to the sponsors of this event: Lifelong Learning Institute at IRSC, Cultural Council of Indian River County, Vero Beach Magazine and the Treasure Coast Chapter of FPRA. ☞



The February "Speed Networking" meeting was an overwhelming success with many happy, smiling people breaking the "network for 5-minutes only" rule!



**2008-2009
FPRA TREASURE COAST
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January Monthly Meeting Recap

The January 13th Monthly Business Meeting, “Effective Public Relations Campaigns and Image Awards Information,” was a great success. Our very own Chapter experts in public relations – **Adrienne Moore, APR, CPRC, Nancy McCarthy, APR, Robin Delgado** and **Dorothy Kamm** – presented to the group information about the Image Awards competition. Attendees were given several useful Image Awards handouts to go along with the presentation including Adrienne Moore’s “25 Tips on Image Awards Entries.” More than 25 people attended the program at the SFWMD Martin/St. Lucie Service Center in Stuart with delicious catering by Dragonfly Café. ☪



February Monthly Meeting Recap

Our FPRA Treasure Coast February business meeting was a little unique. Instead of a speaker, attendees were given an opportunity to meet and greet with their fellow members. The “Speed Networking” meeting was an overwhelming success with many happy, smiling people breaking the “network for 5-minutes only” rule! Participants were given

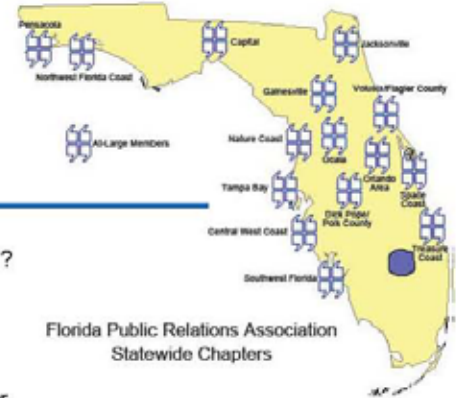
five minutes to network with fellow guests. When the five minutes were up, participants moved to another table getting to know another person. Business cards were moving about while the room got louder and louder! Two first time attendees said that it was the best way to get to know fellow members and they were thrilled that this session was held during their first meeting. The attendees were also delighted that Panera Bread of St. Lucie West catered the lunch this month. The only thing that disappointed some is that we didn’t do this sooner in the membership year! ☪



Top 10 Reasons to Join FPRA

Who can you invite to join FPRA and why would they be interested? Here are ten compelling reasons why your non-FPRA colleagues would be interested in joining FPRA:

1. **Regular Chapter Meetings**
Monthly opportunities to hear timely speakers, exchange career experiences and network with other PR practitioners.
2. **Local Chapters Located throughout Florida**
Network of 15 chapters located around the state (see chapter map for locations).
3. **Network of PR Professionals**
Access to more than 1,500 PR practitioners who are available to you easily through e-mail or telephone.
4. **Exclusive Access to Professional Resources**
Enhance your professional knowledge with FPRA resources such as local and state electronic/printed newsletters and White Papers featuring case studies and professional development articles.
5. **Professional Accreditation and Certification**
FPRA supports Universal Accreditation through the designation Accredited in Public Relations (APR) and promotes a second-tier credential, Certified Public Relations Counselor (CPRC), for more seasoned members. Study sessions are available on the chapter and statewide level for both designations.
6. **Annual State Conference**
Features nationally-known speakers and offers members the opportunity to stay current on PR techniques and practices. The next annual conference will be held August 9-12, 2009, at the Boca Raton Resort & Club in Boca Raton, FL.
7. **State and Local Professional Development Opportunities**
Numerous professional development opportunities available to members on both the local and state level.
8. **Professional Recognition Opportunities**
Annual Golden Image Awards, a statewide competition, allows members to measure their work against other PR practitioners around the state and receive recognition for that work. Local Image Award competitions provide the same opportunities and recognition at the chapter level.
9. **Statewide Job Bank**
Available positions in public relations are posted on the statewide job bank accessible to FPRA members.
10. **Counselor's Network**
For seasoned professionals (more than 10 years of experience with APR credential), Counselor's Network offers advanced educational opportunities and a chance to network with some of the best PR practitioners in the state. An annual retreat (typically in February or March) and a special track of sessions at the annual state conference are available for Counselor's Network members.



2008-2009 FPRA TREASURE COAST CHAPTER EXECUTIVE BOARD

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1st Vice President / President Elect

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Immediate Past President & Media Conference Co-Chair

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Invite your non-FPRA colleagues to attend a chapter meeting with you so they too can experience the benefits FPRA has to offer to PR practitioners!

For more information about FPRA membership benefits, contact your chapter Membership Chair and visit the "Member's Area" on www.fpra.org.

ANNIVERSARY, continued from P.1



County Chamber Executive J.B. Norton, Beach Bank Public Relations Director **Mary Beth Herzog (Vallar)**, sole practitioner **Denny Gordon**, sole practitioner **Nancy Bryant**, Indian River Memorial Hospital Public Information Officer **Ed Trent**, Indian River Plantation Public Relations Director **Terri Monaghan** and a few others.

The group met for several months before applying for a charter approved by the State Association in June 1984 as the Indian River Chapter.

The first meetings were held at The Moorings in Vero Beach. In those early years, as it is today, speakers were asked to discuss public relations issues and new trends and techniques of the day. By 1987 and 1988, Chapter Presidents **Terri Monaghan** and **Ron Landy** started to push for a name change due to the growing membership from St. Lucie County. At the end of Landy's presidency in 1988, the chapter was re-chartered as the Treasure Coast Chapter, now serving Indian River, St. Lucie and soon-to-be Martin counties.

Membership

The chapter membership expanded into St. Lucie County, as **Lee Murphy** of Harbor Federal, **Susan VanHoek** of Harbor Branch Oceanographic Institution, Fort Pierce Jai Alai PIO **Ron Landy**, Harbor Federal's **Kristen Rasmussen**, Lawnwood Regional Medical Center's **Randy Burns**, Southern Bell's **Sid Poe**, WQCS's **Adrienne Moore**, IRCC's Business Director **Sharon Scott**, St. Lucie Chamber of Commerce's **Mary Anne Harvey**, members from the Dodgers and the Mets baseball teams, just to name a few who joined in the next few years. The chapter moved the monthly meetings to the Holiday Inn Turnpike on Okeechobee Road at Kings

Highway, hoping it was more centrally located for Indian River and St. Lucie members.

The membership grew to include **Kerry Bartlett Harris** with United Way of Indian River County, **Lenora Ritchie** of VNA / Hospice of Indian River County, **Sue Ellen Sanders** of Harbor Federal, **Anita Tudino** of Riverside Bank, **Mary Anne Meyer**



Adrienne Moore, APR, CPRC, in 1988 receiving her CPRC certificate from State President Mickey Nall, APR, CPRC at The Breakers during Annual Conference.

of Riverside Theatre, **Joyce Levi** of Vero Beach Theatre Guild, **Donna Roberts** of WQOL, **Anne Satterlee** of Harbor Federal, **Michelle Abaldo** of The Gordon Agency, **Robin Giacconi** of the St. Lucie Chamber of Commerce, **April Podnar** of the Fort Pierce Police Department, **Tom Fitz** of Harbor Branch and others. The meetings then moved to Harbor Branch Oceanographic Institution for the next few years.

ANNIVERSARY, continued

Membership struggled for many years, reaching 25 members, then 40, and then 60. During 2002 and again in 2008, the membership jumped to 80.



TOP: 2005 Annual Conference in Amelia Island.
BOTTOM: 2006 Tour of Scripps Treasure Coast Newspapers' printing facility

At the end of **Ed Trent's** second term in the early '90s, it was decided to expand the chapter to Martin County and a membership meeting was held at a local Bed and Breakfast with about eight potential members attending. Among those attending were **Karen Brown**, who was working for the American Lung Association at the time, and **Beverly Bevis Jones** with Gift Gardens.

Now with the new members from Martin County, the chapter moved its meetings to Indian River Community College to improve access for Vero and Stuart members. The monthly meetings remained at this site for the several years when it was decided to move to St. Lucie West Country Club and then Spring Hill Suites in St. Lucie West.

Today, the chapter shares meetings between the IRSC Schreiber Center in St. Lucie West and the South Florida Water Management District Office in Stuart.

Professional Development

The chapter's first professional development seminar, known as COMShop, was organized during that first year for a half day of education. It was identified as the Nuts and Bolts of the PR Business on one of the early brochures. The session was held at The Moorings.

The second COMShop was organized at Indian River Plantation (now the Marriott facility) on Hutchinson Island in Stuart. **Terri Monaghan**, who became the chapter's third president, coordinated the sessions. She was a founding member and the first Martin County member.

The chapter also started to offer WhistleStop Seminars, a series of basic public relations seminars for members and non-members in the community. Statewide FPR members planned the sessions and offered them to chapters for professional development. The sessions were offered as a way to attract new members.

COMShops became very popular over the years attracting senior public relations professionals as speakers. The workshops were the main chapter projects and fundraisers for nearly 10 years, with Indian River Community College and Harbor Branch Oceanographic Institution as locations for the

ANNIVERSARY, *continued*

seminars and for chapter meetings. In fact, at one of the Harbor Branch COMShops, guests enjoyed an aquaculture lunch – fresh seafood served from the aquaculture program developed at the oceanographic facility.



TOP: 1998 Annual Conference in Naples.
 BOTTOM: 1999 Monthly business meeting. Kyle Ball was president.

During the 1990 COMShop at IRCC, the Keynote Speaker was interrupted by his beeper. He was the Public Information Officer for the Alachua County Sheriff's Office and had been notified that another University of Florida co-ed had been murdered. The guest

speaker had to return to his office to handle media, but not before he provided the guests with a discussion on department procedures and practices developed in handling media inquiries and university communications in this high-profile case.

As COMShop had run its course, chapter member **Beverly Bevis Jones, APR**, suggested a new direction in the annual professional development program, instituting a Media Breakfast. Media speakers would discuss how to use their services, plus a keynote speaker would offer professional development. While adjusted over the years for new technology and new techniques in public relations, that program is now in its 11th year.

Other professional development has included a half-day Writing Seminar in Sebastian, a public relations campaign for McKee Botanical Garden in Vero Beach, professional mentoring for non-profits in Vero Beach, tours of WPTV – Channel 5 in West Palm Beach, Southeastern Printing, the Scripps Treasure Coast Newspapers printing plant and more. Most recently, four public relations seminars were offered in Vero Beach.

Accreditation

From the beginning years of the chapter, accreditation was promoted. **Virginia Moulton, APR, CPRC**, was accredited and certified at the time the chapter was chartered and she encouraged others to consider the process. Stepping up to seek accreditation in the early years were **Mary Locke, Lee Murphy, Ed Trent, Ron Landy and Susan VanHoek**. **Ron and Susan** went on to seek their CPRC designation, as well. They were followed by **Adrienne Moore and Mary Anne Harvey** in the late '80s. In 1993, **Patricia Austin, Terri Monaghan, Joyce Levi and Michelle Abaldo** became accredited. Another group who worked together on the study process were: **Karen Brown, April Podnar,**

ANNIVERSARY, *continued*

and several members from Vero Beach. A few years later, **Misti Guertin, Kyle Ball, Beverly Bevis Jones, Lenora Ritchie** and **Sonya Smith** set up a study team. Others also receiving APR designation were: **Laura Kelley, Melanie Forget, Marie VanMeerten, Jan Timon,** and **Debbie Banta.**

Those members receiving the CPRC designation were: **Mary Anne Harvey, Adrienne Moore, Melanie Forget** and a few years later, **Anne Satterlee.** In 1993, the chapter had 33% of its membership accredited.



TOP: 2004 Annual Conference. Karen Brown, center, was recipient of the Doris Fleishman Unsung Hero Award.
MIDDLE: 2001 Day of Unity
BOTTOM: 1995-1996 board installation photo.

**Presidential Terms**

Three chapter members have served more than one term as chapter president. **Ed Trent, APR,** was the first two-year president in 1989 – 1990 and 1990 – 1991. **Adrienne Moore, APR, CPRC,** followed Trent with a two-year term in 1991 – 1992 and 1992 – 1993. She has since served a third term 2007 – 2008. **Karen Brown, APR,** first served as chapter president in 1995 – 1996 and later in 2006 – 2007.

State Board Positions

Under FPRA rules and procedures, all chapter presidents and presidents-elect make up the State Board. Serving at the state level then makes those members eligible to serve on the State Executive Committee, following their terms as chapter president or years later.

Three chapter members have served on the State Executive Committee. Before the end of her second term as president, **Adrienne Moore, APR, CPRC,** was asked to serve as Vice President / Golden Image due to the illness of a statewide member in that position. She then served as Vice President / Golden Image, Vice President / Annual Conference and Vice President / Chapter Services. These positions occurred between 1993 and 1996.

Several years after her presidency, **Patricia Austin, APR,** served as Vice President / Chapter Services for a one year term. **Anne Satterlee, APR, CPRC,** served as Vice President / Professional Development and Vice President of Annual Conference following her term as chapter president.

Between 2004 and 2007, **Adrienne Moore** served three more years on the State Executive Committee as President-Elect, State President and Immediate Past President.

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State Activities

The Treasure Coast Chapter has coordinated several statewide activities. In 1995, the Chapter organized the very first Florida Public Relations Education Fundraiser at annual conference at the Boca Raton Resort. It earned more than \$3,700 that first year.



It was an honor for Treasure Coast to have a member as the first Dillin Keynote Speaker at an Annual Conference. Vero Beach member **Kim Wheeler**, of Piper Aircraft, was the first Dillin Keynote Speaker, which was established to

recognize the late **Lt. Col. John Dillin**, the founder of the Florida Public Relations Association. She outlined a crisis



TOP: 2001 Membership recruitment gathering hosted by Beverly Jones, APR.
MIDDLE: 2001 Annual Conference in Orlando.
BOTTOM: 2005 Annual Conference in Amelia Island.

communications plan at Piper and how she responded to media and the procedures used to work with employees and their families in an accidental explosion at the Vero Beach plant.

In 2001, when **Anne Satterlee, APR, CPRC** was chapter president, the chapter took on the same project, boosting its results to more than \$4,000 at the fundraiser at the Marriott in Ponte Vedra and in 2008, the chapter is back at the Boca Raton Resort working on the fundraising auction again.

Over the years, the chapter has hosted the State Board, starting with a meeting in Vero Beach in the early '90s under chapter president **Ed Trent**. Just before Y2K, the chapter invited the State Board to Indian River Plantation at Hutchinson Island and also organized a reception at Stuart City Hall and a visit to restaurants in downtown Stuart.

In 2000 - 2001, the State Board came to Sebastian for its quarterly meeting and also a professional development seminar hosted by the Treasure Coast and Space Coast chapters. The speaker was a writing coach and more than 50 members from the two chapters and the State Board turned out for the half-day session.

The State Board came to Stuart again in 2005 with a visit at the Elliott Museum and a second visit to downtown restaurants. The following year, the chapter hosted the State Executive Committee at a reception at Florida Oceanographic Society.

Image Awards

Under chapter president **Adrienne Moore, APR, CPRC** and president-elect **Mary Anne Harvey, APR, CPRC**, the chapter organized its first Image Awards program in 1993. Among the award winners were: **Nancy Bryant, Mary Anne Harvey, Patricia Austin,**

ANNIVERSARY, continued

Adrienne Moore and Christina Burr.

Since then, the chapter has continued to coordinate an Image Awards program with many of its members submitting entries and taking home an Image Award, an Award of



Distinction and/or a Judges Award. Two years ago, the chapter revised the Image program to become an evening event and also increased the number of entries in the program.

Dorothy Kamm and past president **Robin Delgado** spearheaded those activities.



Each year, the chapter pays for the Grand All Image Award recipient to enter its project at the state level in the Golden Image Awards program.

Those members and many others have

participated at the state level and brought home honors to the chapter.



Chapter Awards

Beginning with the third chapter president, the late **Terri Monaghan, APR**, the chapter established its first award, Member of the Year, and awarded it to **Adrienne Moore, APR, CPRC** serving as newsletter editor. In the early

'90s, **Ed Trent** changed the name of the award to the President's Award and members were honored for their contributions to the chapter.

Chapter **President Kyle Ball, APR**, created a new group of awards during her presidency, 1999 – 2000. The Communicator of the Year Awards are designed to recognize public relations work among members or non-members, who are nominated by chapter members. The awards are: Communicator of the Year for Non-Profits, For Profits, Special Events and Crisis Communications. These honors are presented each year as part of the local Image Awards.

In 2003, Chapter President **Millie Wood, CFRE**, expanded the President's Award from one to several to recognize chapter members for their contributions to the chapter, to the community, to the state association and more. These honors were presented for the first time at the September Installation of Officers and Chapter Awards program that same year.

The awards are now part of the traditional end-of-the-year program for the Treasure Coast Chapter in September. They include: President's Award, Member of the Year, Community Service Award, Rising Star and the Adrienne Moore Award of Excellence. During Chapter President **Susan Naugle's** term, she instituted the Chapter Innovator Award, which is presented periodically.

In 2007, the chapter decided to recognize its founding president by adding her name to the President's Award. This was suggested by founding member **Mary Locke**. Now the President's Award is known as the **Virginia Moulton** President's Award.

Community Service

On October 11, 2001, through the efforts of **Beverly Bevis Jones, APR, Millie Wood, CFRE, Kyle Ball, APR**, and many, many others, the Treasure Coast marked the 30-day

TOP: 2002 Communicators of the Year.
MIDDLE: 2005 Stuart News Editorial Board Meeting.
BOTTOM: Diane Rafaels and Stacy Ranieri during the 2003 Media Breakfast at Sandpiper Bay.

ANNIVERSARY, *continued*

anniversary since the 9/11 attacks in New York City, Washington and Pennsylvania. The day consisted of bridge walks, a LIVE WPSL remote at United Way of St. Lucie County, and music and events at the gazebo in downtown Stuart.



TOP: 2007 Indian River Council social.
BOTTOM: 2008 Annual Conference in Orlando.

State Awards

Beginning in 1991, the Treasure Coast Chapter received its first State President's Award, recognizing Chapter President **Ed Trent** for his Communications work that year. He

videotaped each of the four Quarterly State Board meetings and played the tape at the next general meeting.

The following year, Chapter President **Adrienne Moore** received a State President's Award for Accreditation, recognizing that 33% of the chapter was accredited that year. In 1993, **Moore** was named President of the Year.

Since those early days, the chapter has received recognition twice for strong Professional Development, an Improved Chapter Award, several newsletter honors, plus the first chapter to convert its printed newsletter to all email communications. Other honors have included Membership and Business Development.

Two members have been recognized by the State Association for their contributions to the State Association and the overall dedication to the organization. **Adrienne Moore, APR, CPRC** is the only FPRC member statewide to receive the three top awards presented by the State Association. They are: Member of the Year, the Doris Fleischman Unsung Heroes Award and the Lt. Col. John Dillin Award.

Karen Brown, APR, is a recipient of the Doris Fleischman Unsung Heroes Award for all of her work behind the scenes for the Treasure Coast Chapter.

Indian River Council

With the growth of the chapter to the south, members in Indian River County decided it was time to coordinate professional development programs and social events that would benefit Vero Beach members and attract new members to the chapter. The first planning sessions were in the summer of 2007. A membership event was planned at The Moorings, where the chapter began, followed by four public relations seminars and more recently, a professional development program. In addition, Indian River County chapter members have expanded. ☺

2009 Local Image Awards

The "Call for Entries" for the FPRA Treasure Coast Chapter 2009 Local Image Awards has been announced. Download entry form and rules at www.fpratraceurecoast.com.

Deadline for entries is March 24, 2009.

Mark your calendars and plan to 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

Tues., April 21, 2009
4-7 p.m.

Schreiber Conference Center, IRSC St. Lucie West Campus
500 N.W. California,
Port St. Lucie



Call for Entries 2009

Celebrating
25
Years

Putting Your Image Together