

May 2009

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

THE PRO



Image Co-Chair Robin Delgado with Stacy Ranieri and Nancy McCarthy, APR from the Firefly Group, and Image Co-Chair Dorothy Kamm. The Firefly Group and Keep Martin Beautiful won the Grand All Image Award for the 2009 Environmental Stewardship Awards.

this issue

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SAVE THE DATE!

TUESDAY
MAY 12, 2009
11:30 a.m.

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

WHERE
Indian River State College
Schreiber Center, St. Lucie
West Campus, Port St. Lucie

FRIDAY
JUNE 12, 2009
10:30 a.m.

WHAT
Successful Media Strategies
2009: Digital PR and
Marketing Power Tools

WHERE
Indian River State College
Wolf Center, Stuart

AUGUST 9-12, 2009

WHAT
2009 FPRA Annual
Conference

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

PRESIDENT'S MESSAGE Image Awards & Communicator of the Year Awards

By Linette Trabulsy



Dear Members,

The Treasure Coast Chapter of Florida Public Relations Association held its 9th Annual Image and Communicator of the Year Awards Ceremony on April 21 and recognized several outstanding public relations professionals. I would like to extend a special thank you to Image Awards

co-chairs **Robin Delgado** and **Dorothy Kamm**, and special assistant **Adrienne Moore, APR, CPRC** for organizing such a great event. The event was stellar, from the networking time to the silent auction; and from the food to the desserts, a wonderful time was had by all! Congratulations to the following honorees:

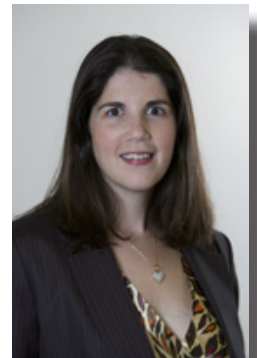
Continued P.2--See AWARDS

Chapter News

Help grow our membership and YOU can win!

By Nancy McCarthy, APR

Spring is here—it's the ideal time to spruce up our membership! Our goal is to reach 81 members by August



1. To help grow our membership we are unveiling a new membership recruitment contest. Every time you provide a membership lead or recruit a new member, you will be entered into a drawing for the chance to win a Visa Gift Card!

Rules

Send contact information for membership prospects to

Continued P.4--See CHAPTER NEWS



Submit Your Stuff!

The deadline for submitting information for the June/July issue of The PRO is June 19, 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.fpratreasurecoast.blogspot.com/) or enter <http://www.fpratreasurecoast.blogspot.com/> in your web browser.

AWARDS, continued from P.2

Communicator of the Year Awards included:

- **Jennifer Trefelner, John Carroll High School** -- Communicator of the Year for a Non-Profit
- **Sita Harrison, The Alexis Agency** -- Communicator of the Year for a For-Profit
- **Erick Gill, St. Lucie County** -- Communicator of the Year for a Government Agency
- **The Firefly Group/Anchor's Aweigh!** -- Outstanding Public Relations for a Special Event
- **Rhonda Irons, Martin County Sheriff's Office** -- Crisis Communicator of the Year

Award of Distinction:

- 2008 Students "Pledge to Vote" Campaign, **Khherri Anderson, Vicki Davis; Martin County Supervisor of Elections**
- A Piece of Our Future: FAU Treasure Coast, **Cara Perry; Florida Atlantic University**

Judges Awards:

- Indian River State College Branding & Identity, **Robert Lane, Shari Killday, Michelle Abaldo; Indian River State College**
- "Hare Today – Gone Tomorrow," **Doreen Poreba, PR Czar/Humane Society of the Treasure Coast**

TOP: Image Co-Chairs Robin Delgado and Dorothy Kamm flank Cara Perry, Award of Distinction honoree for the A Piece of Our Future campaign created for Florida Atlantic University.

BOTTOM: Robin Delgado and Dorothy Kamm with Supervisor of Elections Vicki Davis and Khherri Anderson (center), recipients of an Award of Distinction for the Supervisor of Elections campaign: Students "Pledge to Vote."

■ Drowning Prevention PSA, **Erick Gill & Catherine Chaney; St. Lucie County Media Relations and St. Lucie County Fire District**

■ Manatee Pocket Website, **The Firefly Group, BJB Designs, Martin County Coastal Engineering**

■ Indian River State College – Creating the Future Today Presentation, **Bryan Beaty, Robert Lane, Jennifer Moore; Indian River State College**

Continued P.3--See AWARDS





AWARDS, continued from P.3

Image Award:

- 2009 Environmental Stewardship Awards, **Keep Martin Beautiful, The Firefly Group**
- “Hare Today – Gone Tomorrow,” **Doreen Poreba, PR Czar/Humane Society of the Treasure Coast**
- Manatee Pocket Website, **The Firefly Group, BJN Designs, Martin County Coastal Engineering**

Grand Image Award:

- “Hare Today – Gone Tomorrow,” **Doreen Poreba, PR Czar/Humane Society of the Treasure Coast**
- Manatee Pocket Website, **The Firefly Group, BJN Designs, Martin County Coastal Engineering**

Grand All Image Award:

- 2009 Environmental Stewardship Awards, **Keep Martin Beautiful, The Firefly Group**

There were 18 entries in this year’s Image Awards and the entries were judges by the FPRA Orlando Chapter. All local public relations professionals, whether previous winners or first time entrants, are encouraged

to submit their projects for the state FPRA Image Awards. The deadline is May 22. For details visit: <http://www.fpra.org>. ☪

Linette Trabulsy.



TOP: FPRA Treasure Coast Vice President Bryan Beaty (L) and President Linette Trabulsy (R) with 2008 Communicator of the Year for a For-Profit Organization, The Alexis Agency, Sita Harrison.

MIDDLE: Jackie Ranaldo and Frank Valente, President and CEO of the Humane Society of the Treasure Coast, and Doreen Poreba, PR Czar, took home the ‘gold’ for the “Hare Today—Gone Tomorrow” campaign. **BOTTOM:** Robin Delgado and Dorothy Kamm with Communicator of the Year winners Sita Harrison, Erick Gill, Cara Perry, Rhonda Irons, Stacy Ranieri and FPRA Treasure Coast President Linette Trabulsy and Vice President Bryan Beaty.



CHAPTER NEWS, continued from P.1

Nancy McCarthy, APR at nancy@fireflyforyou.com. By providing a membership lead, you will receive one ticket in the drawing. If that prospect becomes a member, you will receive two additional tickets in the drawing. The contest is retroactive, so all prospects sent during the fiscal year will count toward the contest. Winners will be announced at the September Monthly Luncheon.

Prizes:

1st Place: \$50 Visa Gift Card
 2nd Place: \$25 Visa Gift Card
 3rd Place: \$25 Visa Gift Card

May Monthly Program -- Crisis Communications: "The Good, The Bad and The Sound Bite"

Please mark your calendars to join the Florida Public Relations Association's Treasure Coast Chapter on Tuesday, May 12 at 11:30 a.m. when **Carl Fowler**, Emergency Management Area Coordinator for the Seminole Tribe of Florida Brighton Reservation, leads us on a journey

of what to do, or more importantly, what to say to the media when a crisis hits. The monthly business meeting takes place at the Indian River State College's Schreiber Center on the St. Lucie West Campus in Port St. Lucie.

The Treasure Coast Chapter invites all interested first responders, public relations practitioners and anyone responsible for handling media relations during an emergency

to attend the luncheon. The cost is \$15 for FPRAs members and \$20 for non-members. Reservations may be made now by calling Programs Chairman **Cara Perry, Director of University Relations at FAU Treasure Coast Campus**, at (772) 873-3339 or e-mail at cclarlton@fau.edu. Reservations and payment may be made online at www.fpratransurecoast.com. Lunch will once again be catered by Panera Bread.

Carl's responsibilities for the Seminole Tribe include managing and conducting emergency preparedness programs for a community that covers over 30,000 acres and includes a resident population of more than 700. Carl joined the Seminole Tribe in February 2009 after serving for more than eight years as the Public Information Officer and Training Coordinator for Broward County Emergency Management Division in South Florida. He managed media relations and served as the principal spokesman during numerous disasters and emergencies that included Hurricanes Frances, Jeanne and Wilma. He has appeared on local, national and international news

Continued P.5--See MAY PROGRAM



About the Florida Public Relations Association

The Florida Public Relations Association (FPRAs) 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 FPRAs 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.

MAY PROGRAM, *continued*

networks that include CNN, MSNBC, Fox News and The Weather Channel. Carl also managed the Division's Training Program and has taught classes throughout Florida for public information officers and on incident command for first responders and other public safety officials. Carl is a frequent contributing teacher and presenter at the Florida Governor's Hurricane Conference where he teaches beginning and advanced PIO classes. He'll share television clips showing "The Good, The Bad and The Sound Bite," on handling media interviews. Attendees will also have the opportunity to participate in mock interviews and scenarios. ☞

FPRA Media Conference Set for Digital Conversion June 12

By Beverly Bevis Jones, APR



Digital communication has forever changed the world of media, public relations and marketing.

Sending press releases to local media outlets can still reap great results, but

the times are changing on the Treasure Coast and professional communicators must now learn how to take advantage of what digital media outlets can offer.

"Successful Media Strategies: Digital PR and Marketing Power Tools," the theme of this year's Florida Public Relations Association Treasure Coast chapter annual Media Conference, promises just that by assembling professionals from all media outlets including

newspaper, magazine, radio, television, Internet and more.

Registration begins at 10:30 a.m. June 12 at the Wolf High Technology Center on Indian River State College's Chastain Campus, 2400 S.E. Salerno Road, Stuart, followed by an hour-long networking session, then lunch at 11:30 a.m.

A Media Mixer cocktail reception will begin following the last session at approximately 5 and last until 7 p.m. The conference has always been an excellent networking vehicle assembling the Treasure Coast's media professionals with their public relations counterparts in the community. Students interested in pursuing a career in media, public relations or marketing and non-FPRA members are also invited to attend.

Advance registration is required, visit www.fpratreasurecoast.com or call The Firefly Group at (772) 287-5272 for more information. Tickets for the conference are \$75 for FPRA members, \$90 for nonmembers and \$35 for students. For more information visit: www.fpratreasurecoast.com. ☞



Conference topics to include:

- Is PR ready for a Digital World?
- Search Engine Optimization for your Web site
- Communications for nonprofits
- Photography and Videography 101
- 10 Free or Low-Cost Strategies for PR and Marketing in a Recession
- PR 101
- Meet the Press: An Opportunity to Meet and Learn From the Best!

CHAPTER NEWS, *continued***Indian River Council
Co-Hosted
Professional
Development**

On April 16th our very own Indian River Council co-hosted a presentation by **Dr. Gene Cohen** on creativity and psychological growth with aging. A special thank you is extended to **Laura Kelley, APR** for her work in organizing this event and all Indian River Council activities. ☞



Laura Kelly, APR, Dr. Gene Cohen and Anne Decker.

Thanks to Our Image Awards Judges

The Treasure Coast Chapter traded judging responsibilities with the Orlando Chapter. The Orlando Chapter sent us 49 entries and we sent them 17 entries from the Treasure Coast Chapter. We would like to thank the local judges who took time out of their busy schedule on Saturday, March 28 to read and evaluate all the entries. Thank you to **Robin**

Delgado, Adrienne Moore, APR, CPRC, Misti Guertin, APR, Kyle Ball, APR, Beverly Jones, APR, Pat Austin Novak, APR, Beverly Paris, APR, Nancy McCarthy, APR, Laura Kelley, APR and Anne Satterlee, APR, CPRC. The Orlando judges were very impressed with our entries. ☞

**Member News**

Congratulations to **Stacy Ranieri**, Chief Illuminator for The Firefly Group, on being named the Soroptimist International of Stuart's 2009 Woman of Distinction in the Business/Professional Category! This year is shaping up to be quite a year for Stacy and The Firefly Group! Way to go! ☞

Stacy Ranieri, Chief Illuminator for The Firefly Group and Soroptimist International of Stuart's 2009 Woman of Distinction in the Business/Professional Category.



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

2009 FPRA Annual Conference Update

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)

If you haven't signed up for this year's annual conference, now's the time to set your career on F.I.R.E.! To learn how ... check out this year's conference offerings http://www.fpra.org/pr_on_fire.asp!

This year's conference is packed full of professional development and networking opportunities! We'll have an Internet Café set up throughout the conference, sponsored by Sight and Sound, with free WiFi so you can stay in touch with your clients and the office. We'll also have laptop docking stations available in the café, and of course – coffee!

On our first day of conference sessions, Monday, August 10, we'll cover social media thoroughly, a hot topic (pun intended) with PR professionals, focusing on the Innovation and Education components of F.I.R.E. As we've mentioned in a previous update, Peter Shankman, CEO, The Geek Factory and Founder of HARO (Help A Reporter Out) will get us fired up in our first general session with "Crazy, but Effective PR."

Laura Sturaitis, Senior Vice President for Media Services & Product Strategy at Business Wire, will talk about "Social Media and Press Releases." Find out how to increase your press release's return on investment and how to measure that return so you can show your boss its effectiveness.

Caron Sjoberg, President of IdeaWorks, will show us how to "Set Up Online Press Rooms as part of your Company's Web Site." When you leave this session, you'll be able to work with your company's Web team to implement Caron's practical ideas and applications.

Kelly Moore Robertson, a Senior Account Manager with Kidd PR, will tell us about a Social Media Campaign she developed and successfully implemented. She'll talk about the types of social media she effectively tied into her campaign and provide practical tips for you to do the same.

We'll end the day with a "Social Media Social," sponsored by Kidd PR, where we'll have the opportunity to "socialize" using new media. This informal session will wrap up just in time for our Florida Public Relations Education Fundraiser – you can still donate your really hot stuff for both the silent and live auctions. Contact Adrienne Moore, APR, CPRC, if you or your chapter would like to make a donation (Adrienne.moore7@gmail.com or 772.341.3845).

And just in case you want more social media, we'll offer one more session on Tuesday afternoon. Melissa Fach, Owner of SEO Aware, will educate you on search engine optimization (SEO) and give you great information you can take back to the office and apply...this will make your boss happy!

JOIN US FOR THE 71ST FPRA ANNUAL CONFERENCE! ☺





Thinking about becoming Accredited in Public Relations?

If you're thinking about sitting for the APR exam, you might be wondering if you're ready...

The answer is **YES** ... if you can say yes to the following questions:

- Do I have a thorough understanding of PR principles and how to apply them?
- Do I have real world experience in the practice of public relations? (*A specific number of years experience is not required to sit for the exam, but a minimum of five years is recommended.*)
- Do I have the skills to research, plan, implement and evaluate comprehensive PR programs?
- Do I have the skills to make a 30-minute presentation on how I planned or participated in the planning of a specific public relations program for my organization or a client?

What is involved in becoming Accredited?

There are two steps to becoming accredited, the Readiness Review and a multiple choice computer exam. The Readiness Review includes written response to a questionnaire and a portfolio review. These are used to assess the candidate's readiness to take the exam. This step is supported by local Accredited members who coach each candidate through the process. The computer exam is administered at a Prometric Testing Center.

What is the first step in becoming Accredited in Public Relations?

Check out the preparation and exam resources available at www.praccreditation.org, contact your chapter Accreditation & Certification Chair for information on study sessions and other materials available and submit your application to the Universal Accreditation Board (UAB).

What are the fees associated with Accreditation?

The fees for Accreditation in Public Relations are \$385 if paid in full at the time of application or \$410 (\$205 and \$205) if paid in two installments. FPRA offers candidates trying to attain their Accreditation in Public Relations a \$100 rebate provided the candidate sits for the exam within 30 days of completing the Readiness Review or the chapter's APR study sessions.

Still have questions?

Visit www.praccreditation.org, www.fpra.org or contact the Treasure Coast Chapter's Accreditation & Certification Chair Debra Banta, APR at bantad@martin.k12.fl.us or 772-219-1200 ext. 30412.

2008-2009 FPRA TREASURE COAST CHAPTER EXECUTIVE BOARD

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Thinking about becoming a Certified Public Relations Counselor?

If you're thinking about sitting for the CPRC exam, you might be wondering if you're ready...

The answer is **YES** ... if you can say yes to the following questions:

- Am I Accredited in Public Relations?
- Do I have a minimum of 10 years experience in the field of public relations?
- Do I have proven experience in developing and implementing successful, comprehensive public relations programs?
- Do I have the ability to use my experience and knowledge to develop case study responses?
- Do I have the skills to make a 30-minute presentation demonstrating the ability to present a public relations plan and gain acceptance and support from decision makers?

What is involved in becoming a Certified Public Relations Counselor?

CPRC is our second tier credential. However, it is not APR 2.0. Preparation for this exam comes from practice – ten or more years worth. It is not required or recommended that individuals spend long periods of time studying for this test. All of the questions on the written exam are case related and require practitioners to draw on their own professional experiences. A review of your professional experiences and some classic public relations case studies as well as preparation of a 30 minute presentation for the oral part of the exam is all that is required.

What is the first step in becoming a Certified Public Relations Practitioner?

Check out information available at www.fpra.org, contact your chapter Accreditation & Certification Chair for additional materials and submit your application along with payment to the State Office. Once your application is approved, your chapter Accreditation & Certification Chair, with the support of the Staff Office and VP of Accreditation & Certification will arrange locations, dates and times that are convenient for the candidate, proctor and panelists.

What are the fees associated with Certification?

The cost of the CPRC exam is \$150. Fee must be submitted at the time of application.

Still have questions?

Visit www.praccreditation.org, www.fpra.org or contact the Treasure Coast Chapter's Accreditation & Certification Chair Debra Banta, APR at bantad@martin.k12.fl.us or 772-219-1200 ext. 30412.

Editor's Note:

This month, we are profiling some of our 2008 Communicators of the Year award recipients.

Member Profile

Jennifer Trefelner

Director of Institutional Advancement, John Carroll High School

In her first year as an FPRA member, Jennifer Trefelner received the Rising Star Award. Since then, she has most definitely lived up to her "star" status.

Born in Miami, Florida, Jennifer grew up in Fort Pierce. She is a proud graduate of John Carroll High School and Auburn University, where she



graduated Magna Cum Laude with a major in Exercise Physiology and a minor in Business. Following graduation, Jennifer moved back to the area and married Joey Trefelner in April 2002. Since moving back home, Jennifer has served on the Board of Directors for Literacy

Launchers, Manatee Center Ft. Pierce, Royal Palms of St. Lucie County, Florida Public Relations Association, and Advisory Board for John Carroll High School.

When a Special Events/Alumni Director position became available at John Carroll High School in Fort Pierce, Jennifer was contacted by an administrator at the school who thought she would be a perfect fit. "It was!" says Jennifer. "I was promoted to the Development Director and now happily serve as the Director of Institutional Advancement."

Jennifer's job at John Carroll, the only private Catholic high school in the four county area, includes all of the institution's fundraising efforts, special events, student recruitment, alumni, parent, and parish relations, communications, marketing, public relations, web site development, publication design & development, and strategic planning. She says her favorite element of her job is marketing and communications, and she also enjoys the special projects she does with the students such as the Young Floridian Awards.

"I am thrilled to see the results of the hard work that is put into our special events and fundraisers," says Jennifer of the Office of Institutional Advancement at John Carroll. "Nearly every year we are breaking previous records for finances and the number of guests at our events. I have enjoyed upgrading our publications, website, and image with new branding and technology."

Jennifer resides in Fort Pierce with her husband Joey and 2 year old daughter Olivia Grace. ☪

Continued P.11--See JENNIFER TREFELNER



JENNIFER TREFELNER,

continued from P.10



Five Questions in Five Minutes with Jennifer Trefelner.

1. Do you have any nicknames?

In high school my nickname was “Mel” from my maiden name Melville.

2. What’s time of day do you have the most energy?

I am a morning person! I get up at 5:00 a.m. for swim practice several days a week.

3. Do you have any siblings?

My big brother, Erik, is four years older than me and is a wonderful Uncle to Olivia!

4. What makes you happiest?

I enjoy spending time with my husband Joey, daughter Olivia, family, and friends, laughing, eating good food, and socializing.

5. What is your perfect dinner menu?

My perfect dinner menu would be a very extensive! I love good food and enjoy the chef’s specialty at most restaurants. I have too many favorite foods to pick just one! ☺

Jennifer, and Joey Trefelner and their daughter Olivia Grace.

More Image Award photos . . .



Byan Beaty and Dr. Mary Locke.



Paul and Cara Perry with Jennifer and Joey Trefelner.

Member Profile

Sita Harrison

Director of Public Relations, The Alexis Agency

When Sita Harrison began her career path, she followed her heart. Starting out working as a receptionist for large advertising agency in New York City, Sita says she knew in her heart something was not quite right. “Searching for that perfect career, I took an in-depth career planning



test and the results were that I should either be a public relations executive or a YWCA recreation director,” she says. “I chose public relations, beginning my career at a mid-sized firm in NYC as a secretary.”

While working in New York, Sita served as Account Group Supervisor at Manning, Selvage & Lee (MS&L/NY), the nation’s fourth largest public relations agency, and also ran a successful PR department at HLD

Creative, the largest advertising agency on Long Island.

Later, Sita moved from New York to Florida to live with her mother during a marital separation in 1994 and fell in love with the sunshine state. Today, she is the Director of Public Relations at the Vero Beach-based advertising & public relations firm, The Alexis Agency.

“I love working with great clients and making them happy with media results,” Sita says of her job at The Alexis Agency. “I also love working with non-profits helping them in their mission of taking care of people. With Children’s Home Society, I’ve really enjoyed working with the teens who are aging out of foster care.”

Sita certainly has a lot to be proud of. The Alexis Agency recently won the top three ADDY awards on the Treasure Coast. “It’s been great to be acknowledged on both the ad and PR sides,” Sita adds. “We also just did a high-profile event for the Mental Health Association featuring Henry Winkler. It was a lot of fun and Henry was great!”

In her spare time, Sita teaches yoga, spends time with her dog and volunteers for numerous charities. ☺

Continued P.13--See SITA HARRISON



SITA HARRISON,
continued from P.12



Sita Harrison and best friend Steve.

**Five Questions in Five Minutes
with Sita Harrison.**

1. What is the last book you read?

My yoga teacher's training manual.

2. What is your favorite month of the year?

April.

3. What was your favorite outdoor activity as a child?

Bike riding.

4. What is your favorite dessert?

Frozen vanilla yogurt in a cone with chocolate sprinkles.

5. What is something you've done that you thought you'd "never" do?

Become a yoga teacher at my age! ☺

And, more Image Award photos . . .



TOP LEFT: Dennis Vaday, Dorothy Kamm, Louise Murtaugh and her husband Walter Franklin.

TOP RIGHT: Beverly Bevis Jones, APR, Susan Lewis, John Mallow and Giner Atwood.

BOTTOM LEFT: Thomas Heylmun (husband of) and Rhonda Irons.

Member Profile

Stacy Ranieri

President, Founder & Chief Illuminator, The Firefly Group

“It’s been a very good year for The Firefly Group and for me, personally,” says Stacy Ranieri, President, Founder and Chief Illuminator of the Firefly Group. What an accurate statement that is!



In March of this year, The Firefly Group – a successful public relations and marketing firm based in Palm City, Florida - was honored with four ADDY awards from the Advertising Federation of the Treasure Coast. In April, Stacy was honored

as “2009 Woman of Distinction” by Soroptimist International of Stuart in the business professional category at their annual Woman of Distinction event. Also in April, The Firefly Group received eight Image Awards at the Florida Public Relations Association Event, including a Judges Award, two Image Awards, a Grand Image Award, a Grand All Image Award and Outstanding Communicator award.

All of these good things are the result of Stacy’s hard work and determination. Born and raised in Queens, New York, she received her Bachelor of Science degree in Marketing and International Business from New York University’s Stern School of Business and her Master of Science degree in Environmental Resource Management from Florida Institute of Technology.

Stacy moved to Martin County, Florida in 1993 when her husband Rob (who was her boyfriend at the time) had a business opportunity with his uncle to take a small bulk CO2 distribution company called Fowler Carbonics in Stuart, Florida and grow the business into a national, publicly traded company called NuCo2. Stacy remembers the day clearly. “He said, ‘Honey, I love you and I’m going to move to Stuart, Florida. Would you like to come with me?’ I packed up my bags, left a great job in Manhattan at the Metropolitan Life Foundation and moved to Florida. It was one of the best decisions I’ve ever made.”

After settling down in Martin County and completing her Master’s Degree, Stacy held a variety of positions that required being skilled in marketing, communications and public relations functions as well as community outreach, education and consensus building. “It was a lot of on-the-job training especially during my time as Executive Director of Keep Martin Beautiful and during my tenure as the Director of the non-profit Sustainable Martin Alliance,”

Continued P.15--See STACY RANIERI

STACY RANIERI,

continued from P.14

Stacy says of her early work experiences in Florida.

In 2003, Stacy decided to bring together her diverse skill set and launch The Firefly Group. "Today, we are grateful to have a diverse client base and the growth of Firefly has defied the economic challenges facing so many businesses," says Stacy. "We work with Fortune 500 companies, environmental and energy groups, landowners and developers, not-for-profit organizations, government agencies and a variety of small businesses."

What's even better is that Stacy "absolutely loves" what she does, from creating a client's brand identity, to generating a media relations plan, to designing an educational website, to developing message points for a complicated client project, to coordinating a public workshop or special event. "Every day is different," says Stacy. "It's an exciting and continuous process of honing our skills to achieve better and better

results for our clients."

Stacy is also deeply involved in her community and



Stacey and Rob Ranieri with their two children.

Five Questions in Five Minutes with Stacy Ranieri

1. What is one thing you never leave the house without?

My Blackberry. I can't function without it.

2. What is your favorite thing to do on Sunday morning? Make chocolate chip pancakes for my family and lounge outside on my deck with my newspaper, cup of coffee, and of course, my Blackberry.

3. If you could meet any present day celebrity, who would it be?

I don't like picking favorites. I'd love be in a room at the same time with Al Gore, Bill Gates and Steven Covey. That would be pretty amazing.

4. If you could do one thing today to make the world a better place, what would it be?

Persuade everyone to make behavioral changes and live a more sustainable life so we can leave the planet in better shape for our children and our children's children.

5. What is your bedtime?

Around 11 p.m. ☺

currently serves on various nonprofit boards and committees including the Stuart/Martin County Chamber of Commerce, the United Way of Martin County and the Boys & Girls Clubs of Martin County. She served as a Governor appointed member of the Committee for a Sustainable Treasure Coast and is the current President of the non-profit spinoff organization Sustainable Treasure Coast, Inc. Her firm also provides substantial pro bono services to numerous nonprofit organizations that focus on environmental and children's issues.

Stacy lives in Palm City with her husband and their two children. ☺