

November
2008

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

THE PRO

SAVE THE DATE!

TUESDAY,
NOVEMBER 18

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

WHAT

Government Relations:
"How did Public Relations
Play a Role in the
Elections?"

WHERE

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

TUESDAY,
DECEMBER 9

4:30 p.m. -7:00 p.m.

WHAT

Holiday Fundraiser in
partnership with the
AdFed and Association of
Fundraising Professionals.
Watch your e-mail for
additional information and
your formal invitation.

WHERE

Port St. Lucie Civic Center



Strategic Planning Board meeting (L-to-R) Seated: Robin Delgado, Samantha Kayser, and Adrienne Moore, APR, CPRC. Standing: Debra Banta, APR, Nancy McCarthy, APR, Bryan Beaty, Linette Trabulsky, Laura Kelley, APR, and Dorothy Kamm.

President's Message

Ahhh....It's beginning to really feel like fall—between football (my favorite sign of fall), shorter days, cooler temperatures (sort of) and pumpkins surrounding us! And the pieces of our Chapter's puzzle are beginning to "fall" into place! Our Board of Directors met at the end of September to set goals and objectives for the year. It was a great meeting with lots of lively discussion and updates. The 2008-09 budget was approved and a membership goal of 83 members was set. It's ambitious, but I know we can do it. As of October 1, we had 22 members renew so far this year.

One topic of discussion at the Board meeting revolved around value to our members. We realize that we can't be all things to all members; however, we would like to be of some value to each and every one of you. We are working very hard to reach each level of professional in our membership and community—whether you are a seasoned expert, an entry-level professional, a recent graduate or a current student—many activities, community service projects and professional development opportunities will be offered this year. If there is something this Chapter can do to serve you better, please let me know. We are

constantly striving to bring more value to the membership.

The Board realizes that this is tough economic times for everyone—whether private, non-profit or government, everyone is feeling the financial pinch. In an effort to make that financial burden less, the Board voted to lower the price of monthly business meetings—without lowering the quality of speakers or lunches! Beginning in November, the price for the monthly program is \$15 for members and \$20 for non-members. The Board is researching other cost-cutting measures for the membership this year, all the while, **raising the level of service and professionalism offered.** How exciting is that!?

Don't forget to mark your calendars for the November 18th monthly program focusing on Government Relations: "How Did Public Relations Play a Role in the Elections?" With the elections behind us at that point, the program will examine how our profession played a key role in shaping perceptions and opinions for local, state and federal elections and voter turnout. This event will be held at the South Florida Water Management District's Martin/St. Lucie Service Center located at 780 SE Indian Street in Stuart. You can

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(L-to-R) Karen Kelly, Island Images Professional Photography, Shira Johnson of Indian River County Healthy Start Coalition, Amber Lazaro of The ARC of St. Lucie County, Inc., Suzanne Rice of the Community Church Concert Series, and Bev Whiteley of the Lifelong Learning Institute, attend the Cultural Council of Indian River County's Brown Bag series on September 10 at the Richardson Center on the Indian River State College Mueller Campus.



Committee Updates

Membership Committee Update

Committee Chair: Nancy McCarthy, APR

Who says there's no such thing as a free lunch?? The first 10 members to get their FPRA membership renewal forms and dues to the State Office will receive a coupon good for one free lunch, redeemable at any regular monthly FPRA meeting.

As a member of FPRA, you belong to a network of more than 1,500 public relations practitioners in 15 chapters throughout Florida. Chances are pretty good that knowing these

professionals will come in handy at some point in your career. If that isn't reason enough to submit your renewal form, how about the leadership opportunities, Accreditation and Certification and access to resources through the State Association? All that AND the chance to win a free lunch?! What are you waiting for? Renew your membership today!

Indian River Council Committee Update

Committee Chair: Laura Kelley, APR

More than 40 PR practitioners in Indian River County participated in "A Winning PR Plan: A RACE to the Finish." Participants representing a wide variety of non-profit, as well as for profit organizations, worked together to understand the RACE formula and how to apply it to each of their respective organization's PR challenges. The four-part series was offered in partnership with the Cultural Council of Indian River County's Brown Bag Series and continued through October 29. This professional development series was the Indian River Council's community service project for 2008-09. Members of the Treasure Coast Chapter served as presenters for the series including: **Laura Kelley, APR, Beverly Paris, Pat Austin-Novak, APR, and Anne Satterlee, APR, CPRC.**

Continued P.3--See COMMITTEE



(L-to-R) Cathy Callery, Julia Keenan, Leslie Spurlock, Mary Jayne Kelly, Mary Schenkel and Rebecca Rickey.



Florida Public Relations Education Foundation News

By Adrienne Moore, APR, CPRC

The Treasure Coast Chapter will be coordinating the annual Florida Public Relations (FPR) Education Foundation fundraiser at annual conference this year. The fundraiser is on Monday, August 10, 2009 at the Boca Resort in Boca Raton. The 2008 conference raised \$15,500, with \$10,000 coming from the fundraiser and \$5,500 being donated throughout the year by individual FPR chapters.

The job for our chapter is to find auction items, especially unique ones. Most items are gift baskets, such as toiletries, liquor, books, etc. for the silent auction. Several items are LIVE auction items, which usually include tickets for UF and FSU football games, trips, Bed & Breakfast stays, etc. Each chapter is asked to provide two or three gifts to handle this. There are some members who provide the football tickets and trips from their businesses or jobs every year. All items will be available online for bids from members around the state.

At this point, we need a few chapter members to serve on the committee, to be chaired by **Adrienne Moore, APR, CPRC**. The annual conference committee is using the theme "PR on FIRE" and hopefully, we can come up with something related to that theme. Please notify Adrienne if you'd like to help out at (772) 341-3845 or adrienne.moore7@gmail.com.

This is one of those THINK BIG and UNIQUE events!! ☺

COMMITTEE, continued from P. 2

Local Image Awards Committee Update Committee Co-Chairs: Dorothy Kamm and Robin Delgado

The Local Image Committee, chaired by **Dorothy Kamm** of Yates & Associates and **Robin Delgado** of the Law Offices of Philip DeBerard, has already begun preparations for this year's local Image Award Competition. The date for the entry deadline and the event itself has been set, so mark your calendars and start thinking about your entries as everyone has done excellent work in public relations and you should be acknowledge and rewarded for your hard work!

Local Image Award Competition Entry
Deadline
March 24, 2009

Local Image Awards
April 21, 2009—4 p.m.
Schreiber Center, Indian River State College
St. Lucie West Campus

PRESIDENT,
continued from P. 1

make your
reservations
online now
at www.fpratreasurecoast.com
or by
calling Programs
Chairman

Cara Perry at (772) 873-3339 or e-mail at ccarlton@fau.edu.

Thanks for all of the support and enthusiasm so far this year. Feel free to contact me at (772) 223-2600 ext. 3605 or by e-mail at ltrabuls@sfwmd.gov if you have any questions or comments.

Thanks and see you in November!

Linette



Submit Your Stuff!

The deadline for submitting information for the December newsletter is November 1, 2008. 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.fpratreasurecoast.blogspot.com/> in your web browser.



State News Annual Meeting Update

2009 Annual Meeting Update from the Annual Conference Committee

August 9-12, 2009 — Boca Raton Resort and Club, Boca Raton, FL

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)



Peter Shankman, creator of HARO

It's never too early to begin planning for the 2009 FPRA Annual Conference!

Location

Boca Raton Resort and Club, Boca Raton, FL

Date

August 9 – 12, 2008

Registration Fee

\$595/person

The hotel set up a Web site for our conference (2009 FPRA Annual Conference Reservations), so you can begin registering now! Room prices are tiered, starting as low as \$145/night. By the way, if you make your reservations now, one night will be charged on this year's budget if you'd like to spread the cost out over 2008 and 2009. Just an idea to pass along to your employers.

We've already secured our first speaker, **Peter Shankman**, creator of HARO (Help A Reporter Out). Peter provides PR professionals with a list of stories that reporters are researching so the PR people can pitch to the reporters. His current readership is 33,000 PR professionals! Check him out at www.shankman.com.

And we want to help you when your employer asks you how the FPRA Annual Conference will benefit your company, not to mention you. Here's what **Adrienne Moore, APR, CPRC**, former FPRA State Association President and Treasure Coast Chapter President (three times), has to say about how the conference has benefited her employer and herself:

"When it comes to professional development and networking, FPRA has not only been a source of education for me as a professional,

but has benefited my employer with underwriting/advertising contracts on the local public radio station. Several statewide members purchased air time for clients after meeting me and learning about the value of public radio to their clients. Local members have realized this value in promoting their businesses and non-profit organizations to a strong arts and business demographic. My membership in the local chapter and participation at the state level has definitely paid off over the years. Public radio listeners are known for supporting the businesses heard on their local stations.

"Members have heard me say this over and over 'If you don't have at least one point to take back to your job, then you're not listening.' I believe that statement strongly and have found many points to bring back to my job - alternative media contacts, age and gender demographics, multi-cultural programs, and more. In particular, I have used the information from Chuck Underwood, one of our speakers several years ago, over and over. His discussion on age and gender changes have been invaluable in dealing with customer service and programming on a public radio station. You can't beat it!!"

Do you have a testimonial about how the annual conference has benefited you and your employer? We'll be glad to feature it in one of our upcoming updates, or in your chapter's news. E-mail your testimonial to ksmittle@ch2m.com. ☺

Member Profile

Nancy McCarthy, APR

Membership Chair

One might think with two young children at home and a demanding public relations career, any other activity would take a backseat to business meetings and bedtime stories. But that's not the case with Nancy McCarthy.



This full-time wife, mom and public relations professional has proven that it's possible to work, spend quality time with her children, Evan, 3, and Camryn, 7 months and husband, Shawn, as well as serve as membership chair of FPRA Treasure Coast Chapter.

Originally from Plainview, NY, Nancy moved to Coral Springs, Florida with her family in 1992. She attended the University of Florida in Gainesville and graduated in 2000 with a

degree in Advertising, admitting that she'll never forget the moment she decided to pursue a career in public relations. "I started at UF as an education major and thought I wanted to be a teacher," she recalls, "until I took my first communications course. I thought, 'Wow! I can have a successful career AND do something I love?' I switched my major the very next day."

Nancy's first public relations endeavor began in 2001 when she was hired as the Public Relations Assistant at Lee County Electric Cooperative (LCEC), an electric utility headquartered in North Fort Myers that provides power to nearly 200,000 customers in Southwest Florida. After one year she was promoted to Public Relations Specialist, and when her supervisor left the company a year later, she was once again promoted to Public Relations Coordinator. In her position, Nancy was responsible for coordinating informational, educational and promotional literature for LCEC, as well as developing and implementing public relations plans to help support short and long range objectives for their target audiences. As media spokesperson, she handled information flow during hurricanes Charley, Jeanne, Frances, Wilma and Katrina in 2004 and 2005.

Nancy attributes much of her success to working on a talented team of four public relations professionals that was also recognized by PR Week Magazine as a finalist for the 2006 Small Corporate Communications Team of the Year. The LCEC public relations team also received several Image Awards and Golden Image Awards for public relations projects.

While living in Fort Myers, Nancy was very involved with FPRA's Southwest Florida Chapter and dived right into several committees soon after joining. She served as Image Awards chair, membership chair,

Continued P.6--See NANCY MCCARTHY

NANCY MCCARTHY, continued from P. 5



special projects chair and President. As special projects chair, Nancy organized her chapter's first media breakfast and won the Grand All Image Award from the Southwest Florida Chapter and an Award of Distinction at the Golden Image Awards. Even more impressive, she received the Rising Star Award in 2003 and the Member of the Year Award in 2004. Last year, Nancy volunteered on the Executive Committee of FPRA as Vice President of Accreditation and Certification.

Today, after moving to Stuart with her husband and children, Nancy is currently helping to coordinate the public relations and editorial for the newly formed web site, treasurecoastmoms.com. This online organization is a valuable resource that provides parenting support, advice and social interaction for local moms from Jupiter to Sebastian. ☺

New Member Welcome

Welcome to our newest member, **Romina Colombo**, Marketing Director/Account Rep for BB Jones Communications, Inc. Romina graduated from the University of Central Florida in 2002 with a bachelor's degree in English Creative Writing. Her previous work experience includes Editor/Writer for Natural Alternatives, Marketing Director for Breakfast Club America and Breakthroughs Writer for Ivanhoe Broadcast News. You can reach Romina at romina@bbjonespr.com. ☺

Five Questions in Five Minutes with Nancy

1. If you could be anywhere in the world right now, where would you be?

I would love to be sipping a pina colada and listening to Jimmy Buffett in Key West!

2. If you could trade places with any other person for a week, famous or not famous, living or dead, real or fictional, with whom would it be?

There are several different possible answers to that question. The greedy answer, for example, might be Bill Gates. My superficial answer would be, hands down Angelina Jolie. Not only is she gorgeous, but her boyfriend isn't half bad either. But, most of all, I'd really like to walk a week in the shoes of Matt Lauer to meet and interview all the interesting people that he encounters every day. The "Where in the world is Matt Lauer?" segment would be fun, too. I would love to visit all of the interesting places around the world and learn about different cultures and customs.

3. What was the last movie you went to see? *Batman: The Dark Knight*. I typically prefer romantic comedies, but this was my husband's choice.

4. If you were written about in the newspaper, on the front page, what would the headline say? I hope it would be something like, "Soccer mom goes from PTO to CEO."

5. Which is your most cherished childhood memory? We used to have the best family holiday dinners. We don't so much anymore, since my family is sprawled out all over the world, but those were my favorite memories from childhood.

November Monthly Business Meeting

How Did Public Relations Play a Role in the Elections?

With the elections over, this program will examine how the public relations profession played a key role in shaping perceptions and opinions for local, state and federal elections and voter turnout.

Chapter News

October Monthly Business Meeting Recap

The October 14th program, *LinkedIn, Blogging and FaceBook for Dummies*, was an exciting and informative program! Nearly 60 people attended the event held on October 14th at the Schreiber Center in St. Lucie West. **Felonice Margasak**, **Scott Samples** and **Bryan Beaty** each did an outstanding job, especially considering they each had only 15 minutes to give an overview and breakdown on the topics they covered. The presenters showed how to create a profile, join groups and promote themselves and their organizations while controlling the message they need to get out. As **Scott Samples** so aptly said, "It's just one more tool in the communications tool box!"

A new feature that the Programs Committee wanted to add to each monthly business meeting was a drawing for a small door prize. This month, **Adrienne Moore, APR, CPRC** donated a \$10 gift card to Barnes and Noble as the door prize. After collecting everyone's business cards, **Suzanne Horstman, FAHP**, from the Library Foundation of Martin County, won the prize.

Celebrating our history . . .

The Indian River Chapter, now known as the Treasure Coast Chapter, was organized in June

WHEN?

TUESDAY, NOVEMBER 18 | 11:30 a.m.-1 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.fpratreatreacoast.com or by calling Programs Chairman Cara Perry at (772) 873-3339 or e-mail at ccarleton@fau.edu.

1984. **Virginia Moulton, APR, CPRC**, was the founding president and is still a member of our chapter 25 years later. The chapter first conducted its monthly meetings at The Moorings in Vero Beach. ☞



The founding president of the Indian River Chapter, now known as the Treasure Coast Chapter, Virginia Moulton (left), APR, CPRC with Past President Adrienne Moore, APR, CPRC.

2008-2008 FPRA TREASURE COAST CHAPTER EXECUTIVE BOARD

President

Linette Trabulsi
South Florida Water Management District
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1st Vice President / President Elect

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

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Public Relations Consultant
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Secretary

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Immediate Past President & Media Conference Co-Chair

Adrienne Moore, APR, CPRC
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Member Notes

2008-2009 FPRA TREASURE COAST CHAPTER COMMITTEE CHAIRS

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(772) 873-3339
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Accreditation & Community Service Chair

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Image Awards Co-Chair

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Communications Chair

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- Congratulations to **Louise Murtaugh**, Executive Director of Molly's House in Stuart, on her second place award for the Molly's House newsletter presented by the National Association of Hospital Hospitality Houses. The NAHHH held its annual conference in September in Memphis, Tennessee with the awards reception being held at Graceland. Awards were presented in three areas including brochures, newsletters and websites. This was the first newsletter for Molly's house and the staff and board was very excited!



- Congratulations to **Linette Trabulsy** of the South Florida Water Management District. Her vacation photo won an Honorable Mention by the Scripps Treasure Coast Newspapers in their "What I Did During My Summer Vacation" Travel Photo Contest.
- Congratulations to **Robin Delgado** of the Law Offices of Philip DeBerard for being featured in the fall 2008 edition of the

Okeechobee Magazine in an article called, "Power of Women's Marketing."

- Congratulations to **Sarah Starr** on her new job as Director of Community Relations for the Childcare Resources of Indian River. She previously served as the Community Relations Specialist for the Visiting Nurses Association of the Treasure Coast. Sarah said her three years at VNA were great and she will remain an FPRA member as well as continue to serve as the Chapter's newsletter coordinator. Her new contact information is: Childcare Resources of Indian River, 1801 24th Street, Vero Beach, FL 32960, 772.567.3202, ssarr@childcareresourcesir.org.

- Last month we congratulated **Catherine Whitaker Chaney** on her recent nuptials. Her photos finally arrived and she was kind enough to share a beautiful shot with us. Congratulations, Catherine! ☺

