

September
2008

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

THE PRO

this issue

State News P. 3

Member Profile P. 5

Member Notes P. 6

Next Meeting P. 7

New Members P. 7

Upcoming Events

OCTOBER 14

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

WHAT

Blogging, Facebook and
LinkedIn for Dummies

WHERE

IRSC Schreiber Center,
St. Lucie West Campus

NOVEMBER 11

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.

DECEMBER 9

WHAT

Holiday Fundraiser in
partnership with the
AdFed and Association of
Fundraising Professionals;

WHERE

Port St. Lucie Civic Center



President's Message

Despite the threat that Hurricane Ike posed to our area, your board was formally installed on Tuesday, Sept. 9 by FPRA State President **Lanette Hart, APR**, Vice President of Global Corporate Affairs for Bank of America. The hour-long ceremony centered around a puzzle theme where each board member or officer was given a piece of the FPRA puzzle to illustrate our individual uniqueness and collective strengths. Committee members and general membership individuals in the audience all helped to complete the FPRA Treasure Coast puzzle, as each and every member of FPRA is an essential and important piece of the chapter puzzle!

The 2008-09 officers are: President, **Linette Trabulsky**, South Florida Water Management District; First Vice President/President Elect, **Bryan Beaty**, Indian River State College; Second Vice President/Membership, **Nancy McCarthy, APR**, Freelance Public Relations Consultant; Secretary, **Samantha Kayser**, pH Creatives; Treasurer, **Debi Malcomson**, Riverside Bank; and Immediate Past President, **Adrienne Moore, APR, CPRC**, A. Moore

Communications Strategies. In addition, the following directors and committee chairs were installed: Programs: **Cara Perry**, Florida Atlantic University;

Accreditation: **Debra Banta, APR**, Martin County School District; Communications: **Erick Gill**, St. Lucie County; Image Awards: **Dorothy Kamm**, Yates & Associates, and **Robin Delgado**, Accident Law Offices of Phillip DeBerard; Media Forum: **Beverly Bevis Jones, APR**, BB Jones Communications; and Indian River Council: **Laura Kelley, APR**, Lifelong Learning Institute at Indian River State College.

Congratulations to the winners of the Chapter Awards during the Installation Ceremony! For her efforts in "rising to the occasion" and taking on the Treasurer responsibilities during her first year as member, **Debi Malcomson**, Riverside Bank, was presented with the Rising Star Award. For her outstanding efforts in touching the lives of others through her many volunteer efforts, **Stacy Ranieri**, The Firefly Group, was given the Community Service Award. The Innovator Award, presented to **Linda Probst** of Global Design, Inc. was given on behalf of her and her husband, **Christian's**, heroic efforts to design, create and launch the Chapter's new website. **Catherine Whitaker Chaney** of the St. Lucie County Fire District was presented with the

Continued P.2--See PRESIDENT



Submit Your Stuff!

The deadline for submitting information for the October newsletter is October 1, 2008. Please submit to Sarah Starr, Visiting Nurses Association, at [sstarr@vnatc.com](mailto:ssstarr@vnatc.com).

More Installation Photos Available for Viewing Online

Click [HERE](#) or visit <http://www.fpratreatreasurecoast.com>

Checkout Linette's Blog

Weekly updates from President Trabulsky on events, happenings and news about the Treasure Coast Chapter of the Florida Public Relations Association. Click [HERE](#) or enter <http://www.fpratreatreasurecoast.blogspot.com/> in your web browser.

PRESIDENT, continued from P. 1

Member of the Year Award for her dedication and "never give up" attitude as Programs Chair this past year. The *Virginia Moulton President's Award* was given to **Linette Trabulsky** of the South Florida Water Management District for her efforts as Incoming President. Finally, **Bryan Beaty**, Indian River State College, was presented with the *Adrienne Moore Award of Excellence* for his work in the Chapter including membership, website development and more!

As we celebrate our 25th Anniversary, we have an exciting year planned for you. The Programs Committee is hard at work already planning a fantastic line up of speakers and programs for your professional development. Don't miss the October 14 meeting at the IRSC Schreiber Center in St. Lucie West as we explore "Blogging, Facebook, and LinkedIn for Dummies!" featuring **Bryan Beaty**, **Scott Samples** and **Felonice Margasak**. You can make your reservations online now at www.fpratreatreasurecoast.com or by calling Programs Chairman **Cara Perry** at (772) 873-3339 or e-mail at ccarlton@fau.edu.

Congratulations to **Laura Kelley, APR**, Chairman of the Indian River Council. She hosted the first of a four-part Public Relations Professional Development series in Vero Beach on September 10 to a capacity crowd.

1. Debi Malcomson, Rising Star Award. 2. Catherine Whitaker Chaney, Member of the Year. 3. Linda Probst, Innovator Award. 4. My Mom is Hot T-shirt, a present to Lanette Hart, APR, for installing the officers. 5. Nancy McCarthy, APR, fitting her piece into the puzzle. 6. Bryan Beaty, Adrienne Moore Award of Excellence.

In partnership with the Cultural Council of Indian River County, this community service project is a complimentary series aimed at bringing a basic understanding of the value of PR using the RACE (Research, Action, Communications, Evaluation) formula. The first session, Defining the PR Opportunity, was lead by Laura and was met with rave reviews! The next three parts are Planning and Programming by **Bev Paris** of Paris Productions on Sept. 23; Taking Action and Communication by **Pat Austin-Novak, APR, CPRC** of Pat Austin Consulting; and Evaluating the Program by **Anne Satterlee** of the City of Fort Pierce.

My goal this year is simple: teamwork is the key. Each and every member is an essential piece of this puzzle we call the FPRAT Treasure Coast Chapter. I appreciate all of the effort already put forth on behalf of our Chapter and am looking forward to working with each and every one of you during the 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 just want to pitch in.

Thanks and see you in October!

Linette





State News Annual Meeting Update

Enhancing the Profession through Annual Conference 2008

by Karen Brown, APR - Director of Physician Relations, St. Lucie Medical Center

Tsokanos Offers Ten Ways to Get Ahead in the Multilogue

(1) Don't be paralyzed by risk or be slow to move.

(2) Creates a social network, for example, "Facebook," that will reach many people at once time.

(3) If you can dream it, you can do it. (Walt Disney)

(4) Find your voice and tell your story.

(5) Don't be afraid to be different.

(6) Be authentic.

(7) Transparency and the truth will set you free.

(8) Don't be afraid to fail.

(9) Find your own passion point- believe in a cause and work on something you really like to do.

(10) Live a life of excellence.

As a participant of the Florida Public Relations Association Annual Conference for the past ten years, I feel very fortunate to have been awarded a scholarship through our chapter to attend this year's 70th Anniversary Conference in Orlando. Not only were the sessions outstanding, but the Gaylord Palms Resort was an educational experience in luxury, special event production and landscape design.

The overall theme of conference was a reflection upon the past seventy years of FPRA with video, photography and other visual technology. Current attendees were able to learn who the leaders of the organization have been for the past 70 years and their accomplishments. The sessions offered practical knowledge and tools for every special focus in the broad range of the public relations profession.

The opening session was titled, "How to Build a Successful Career in the Multilogue" by Jim Tsokanos, President North America and Managing Director of MS & L's New York office. Jim is responsible for business development, planning and operations of the firm's flagship office. MS & L is a global public relations firm with accounts that include Home Depot, Cingular, Equifax and Cracker Barrel.

This presentation reflected upon the changing trends in Public Relations communications from being reactive to proactive and currently interactive. The new interactive communications model, the "multilogue" has evolved due to the impact of the empowered consumer, technology and the internet. In this theory, communication has shifted from

a monologue (one way conversation) to a dialogue (two conversations) to the multilogue (multiple conversations and content).

The multilogue is driven by what Tsokanos refers to as "passion points" instead of demographics or psychographics. The passion points are "what's important to the consumer." In this model, the consumer controls the brand, not the marketing or executive team as in years past.

Good companies help their customers master change through access to information, thus building trust. Tsokanos said the three most trusted brands are Toyota, Google, and Apple. Continuing on the model of the multilogue, Tsokanos explained that the most important catalysts who influence a brand are consumers who become "word of mouth officers," depending upon their passion points. Sports are a common passion point for men, and entertainment is a primary passion point for women. In order to influence the consumer, the public relations professional needs to create a "buzz" or catalyst that will propel the brand through multiple forms of communication and dialogue simultaneously occurring through the social media.

Finally, Tsokanos offered ten ways to get ahead in the Multilogue:

(1) Don't be paralyzed by risk or be slow to move.

(2) Creates a social network, for example, "Facebook," that will reach many people at once time.

Continued P.4--See TSOKANOS



Trahan's three C's of Media Relations

- (1) Control
- (2) Competence
- (3) Concern

Learn more from Dr. Trahan at:

By clicking [HERE](#) or visiting www.doctrahanmedia.com

TSOKANOS, continued from P. 3

(3) If you can dream it, you can do it. (Walt Disney)

(4) Find your voice and tell your story.

(5) Don't be afraid to be different.

(6) Be authentic.

(7) Transparency and the truth will set you free.

(8) Don't be afraid to fail.

(9) Find your own passion point- believe in a cause and work on something you really like to do.

(10) Live a life of excellence.

These principles can be applied to our personal lives as well as our careers!

The other session that was entertaining, enchanting and educational to me was "What to do when YOU are the News!" presented by Dr. Joseph V. Trahan, III, APR, Fellow PRSA. This New Orleans native is a twenty-five year veteran in public relations and public affairs in governmental, association, educational and non-profit public relations. Dr. Trahan is a retired Lieutenant Colonel, USAR and former commander of the 314th Public Affairs Operations Center in Birmingham, Alabama. Each year, he trains more than 3,500 people in media relations throughout the world.

I enjoyed this presentation because the tips and pointers given to the participants to manage the media can be used in other situations where the public relations professional is trying to manage their message; such as conducting a presentation, managing a meeting or working with their constituents.

Trahan gave us the three C's of media relations: Control, Competence and Concern. He impressed upon the importance of being prepared and "staying in your lane."

Preparation includes finding the subject matter experts and anticipating the worst questions and situations that may evolve. From this research, command messages are developed, which are the statements or information the professional can work into responses that anchor back to the position the company wants to take on a particular issue. Going back to the command message is "staying in your lane."

Trahan also discussed interviewing techniques and returning to the command message. One of these is the 25-40 second summary of who, what, when, where and what are we doing about it. Another technique he recommended is "bridging." When the professional finds themselves in trouble, the process is to first acknowledge the difficult question. The second response is to say, "I do not know, but I will find out." The third step is the most important and requires practice and preparation. The professional needs to have several linking statements prepared that will "bridge" the conversation back to the company's command message. Once the bridge has been completed and the command message delivered, the professional simply needs to stop talking!

You can learn more from this fabulous speaker through his website: www.doctrahanmedia.info.

Some of the other benefits that I cherish from annual conference are the networking events. It is exciting to learn about what others are accomplishing in their careers around the state. These events are fun, with new ideas, themes and costumes! The President's Luncheon and Image Awards program highlight the best chapter achievements. It's also great to get to know newer members in our chapter who are learning and growing in the organization as well.

I am grateful to share my experience of annual conference with you and hope that many of you will have the opportunity to attend next year as well! ☺

Member Profile

Bryan Beaty, First Vice President/ President Elect

Bryan is the Executive Assistant to the President at Indian River State College in Fort Pierce. In this role, he coordinates all presentations, speeches, special events and correspondence for the president and serves as

the legislative coordinator for state government issues, specifically tracking and monitoring legislation that impacts higher education. A five-year employee at the College, Bryan began as an intern in the Institutional Effectiveness Office where he was hired to coordinate the institution's employee development program.

Prior to joining the college, Bryan worked as a marketing

assistant for the Florida Ag in the Classroom program, marketing both the program and the Florida Agricultural License Plate that funds the program. In addition, Bryan served as professional staff for the Agriculture Institute

of Florida, a communications advocacy group comprised of the PR professionals from Florida's major agricultural commodity trade organizations. Bryan also worked for the U.S.D.A's Horticultural Research Laboratory in Fort Pierce during their relocation from Orlando and assisted the lab in community outreach as well as scientific research.

Bryan received his Associate in Arts degree from Indian River Community College, his Bachelor of Science degree specializing in communications and public relations from the University of Florida, and is currently completing his Master's of Public Administration degree from Nova Southeastern University.

A member of the Florida Public Relations Association since 2003, Bryan has served as Communications Chair, Membership Chair and now President Elect. In 2004 Bryan received the Treasure Coast Chapter's Rising Star Award for his work as Communications Chair, and in 2005 the Virginia Moulton President's Award for contributions to one of the most successful Media Conferences in the history of the chapter. In 2006, Bryan and Linette Trabusly received the Member of the Year award for stepping into the leadership tract and contributing to the successful growth and development of the Chapter. At the 2008 Annual Meeting and Installation of Officers, Bryan received the Adrienne Moore Award of Excellence for his stellar accomplishments increasing the membership of the local chapter and for his efforts to coordinate the development of the Chapter's new website.

Continued P.6--See BRYAN BEATY



BRYAN BEATY, continued from P. 5

Outside of FPRA, Bryan is a member of the Florida Association of Community Colleges, the National Association of Presidential Assistants in Higher Education, the Florida Farm Bureau Federation, and is the treasurer for the St. Lucie County Cattlemen's Association.

A lifelong resident of St. Lucie County and a fifth-generation Floridian, Bryan is a member of the St. Lucie County Planning and Zoning Commission, the county's local planning agency, and was appointed by Senate President Ken Pruitt to the Florida Public Service Commission Nominating Council.

Bryan is an avid Gator Fan and in his spare time, enjoys jogging, scuba diving spending time on the water, and connecting with friends through Facebook. ☺

Member Notes

- Congratulations to **Catherine Whitaker Chaney** on her recent wedding! Catherine married her sweetheart, Randy, on August 30 at the Breakers West in West Palm Beach. The couple honeymooned in Hammock Beach in Palm Coast.
- Congratulations to **Steve Schmoyer** on the recent publication of his feet. Ha ha! In the Sunday, September 14 edition of the Scripps Treasure Coast Newspapers, Steve had a wonderful relaxing photo of himself in his hammock watching the sunset. Very cool!
- Get well soon to **Virginia Moulton** who, prior to the Installation Ceremony, fell and broke a rib. Our thoughts are with her on her speedy recovery! ☺

Five Questions in Five Minutes with Bryan

What is your favorite movie? My favorite movie is National Lampoon's Christmas Vacation. The Christmas season hasn't officially begun until a viewing of this all-time favorite has been seen. No matter how many times I watch it, it's still side-splittingly hilarious. Probably because it very true to life with my own family's holiday gatherings.

What is your favorite book? By far my favorite book is "A Land Remembered" by Patrick Smith. I personally feel that every Floridian should be required to read this book to gain an understanding of how our state was settled and the evolution (both good and bad) that has occurred in the last 100 years.

What is your favorite quote? Tell me and I forget. Teach me and I remember. Involve me and I learn. -- Benjamin Franklin

Who do you most admire? And why? There probably isn't one person I most admire. I have several people that, depending on the situation, serve as role models or mentors. Some in the area of leadership, others in the area of finances or relationships. Each are very close to me and are people that I can call on at any time and know they will be there to guide, support or rescue me if necessary.

What is one thing that people might not know about you? I'm pretty much an open book. I can't think of anything that people don't already know about me.



October Business Meeting

Blogging, Facebook and LinkedIn for Dummies

Explore the world of social networking by three “semi-social butterflies” as they share the basics of creating and maintaining a blog, developing a Facebook group, and establishing a LinkedIn profile.

Social networking is quickly becoming an effective means of viral marketing and communication that opens the door for increased exposure for you, your business, your clients and events.

Don't get left with the dunce hat...attend this session and move to the front of the class!

Blogging, Facebook and LinkedIn for Dummies

Presenters:

- Felonice Margasak, Graphic and Web designer
- Bryan Beaty, Executive Assistant to the President, Indian River State College
- Scott Samples, Public Information Coordinator, Martin Memorial Health Systems

WHEN?

OCTOBER 14

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

WHERE?

IRSC Schreiber Center, St. Lucie West Campus

COST?

Members \$20 / Non-Members \$25

RSVP?

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

New Member Welcome

Tracy Henkes

Marketing Officer

First Bank and Trust of

Indiantown

P.O. Box 365

Indiantown, FL 34956

Telephone: (772) 597-2181

E-mail: thenkes@fboi.com



Steve Schmoyer and his feet, as published in *The Stuart News!*