

**March/April
2010**

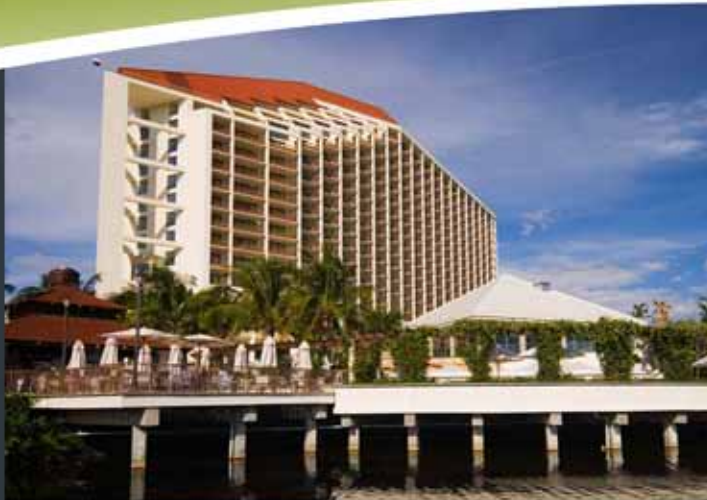
A monthly publication
for members and colleagues of the
Treasure Coast Chapter of the
Florida Public Relations Association

THE PRO

this issue

Member Profile P. 4

Stars Shine at Image Awards P. 5



MARK YOUR CALENDARS :

2010 IMAGE AWARDS AND COMMUNICATOR OF THE YEAR GALA

April 22nd 6:30 p.m.
Cocktails and Silent
Auction; 7 p.m. Dinner
Hutchinson Island
Marriott Resort
\$40 per person;
RSVP online at
www.fpratransurecoast.com

SUBMIT YOUR STUFF!

The deadline for
submitting information
for the May newsletter
is April 16, 2010. Please
submit to Bryan Beaty at
bbeaty@irsc.edu

President's Message

Spring begins a very exciting time for the FPRA Treasure Coast Chapter. Please note these very import deadlines and upcoming events:

- Image Award and Communicator of the Year Banquet: April 22nd
- Annual Treasure Coast Media Conference: June 11th

President Elect Cara Perry and I recently returned from the February State Board Meeting in Sarasota. At the board meeting, it was announced that room rates for the 2010 Annual Conference in Naples have been reduced to \$129 per night and a new single day conference rate has been set at \$95. You can also split your conference registration into two separate payments by calling the State FPRA Office directly. If you would like to check out the hotel or review the registration options, go to our chapter website and click on the link at the bottom of the page to access our 2010 Annual Conference page.

I would like to thank several of our members for the outstanding job they did at the February professional development panel at the Mansion at Tuckahoe. Coordinated by Lauren Anderson, Krista Garofalo, Louise Murtaugh and Adrienne Moore, the panels were very well received by those in attendance and provided great insight into how to launch a career in the communications industry and how to successfully submit an Image Award entry.



While I'm thanking people, I would also like to thank Elizabeth Thomason and Sarah Starr for their outstanding work at making our March professional development seminar in Indian River County possible.

Bryan



Annual Conference, on a Budget?

BUDGET-MINDED TIPS TO MAKE YOUR TRIP TO AC ADD UP

We all know that budgets are tight these days. But in this economy, networking and enhancing your professional value is more important now than ever. So what are we to do?

The 2010 FPRA Annual Conference committee has been working diligently on ways to make attending Annual Conference more budget-friendly, so you can get in the networking and professional development you need at a price that is right. Here are some ways to see The Big Picture on a budget:

(1) Get a group discount. If more than one person attends from your organization, each additional person gets \$40 off his or her registration fee. Click [here](#) to download the registration form.

(2) Carpool. Visit the [Annual Conference Facebook page](#) and click on the [Carpool Discussion Group](#). Announce that you'd like to accompany one or more colleagues on a road trip to Naples (or find someone who is looking for the same). You'll make a new contact, save some money, and even help the environment. What's not to love?

(3) Share a room with a colleague. The Naples Grande is a beautiful location with luxury rooms. So why not share with a roommate? Besides, there is so much to do during Annual Conference; you won't be in your room a lot anyway!

(4) Enjoy a luxury resort at a motel price. The Naples Grande reduced their standard room rates to just \$125 a night. Room rates have not been this low in five years! Click [here](#) to reserve your room today!

(5) Add a vacation. Time to Think Business – Think Pleasure! Leverage your work and personal funds by adding a couple vacation days around Annual Conference. Enjoy the reduced rate at the [Naples Grande](#) for three days prior or after conference and enjoy all the amenities with your family!

(6) Meals included. Unlike other conferences, most of your meals are included in the price of a full registration. While attending Annual Conference, you will receive three breakfasts, two lunches, the Golden Image banquet, and your fair share of chocolate! With the optional Sunset Social networking event on Sunday evening, you will receive another

dinner. So when you're budgeting for AC, you won't have to add a lot for meals on top of registration!

(7) Stock up your professional library. Books, Books, Books will be back with a 15 percent discount for attendees, so this is the time to stock up on your PR, communications, marketing and business books!

(8) Single day registration. Can't make the whole conference? Consider a single day registration. The AC committee reduced single day registration by \$95 for Monday or Tuesday (Tuesday single day registration does not include the Golden Image Banquet). While we are certain you won't want to miss a minute of this year's line-up of speakers, if you have a scheduling conflict, this may be the plan for you!

Look out for more ways the 2010 AC committee is giving you what you asked for! Budget-friendlier options, more down time and networking opportunities, high-caliber speakers and timely topics... look for more information through e-Facts or join our Facebook page to keep up on the latest!



FLORIDA PUBLIC RELATIONS ASSOCIATION **2010 ANNUAL CONFERENCE**

THINK PLEASURE

FPRA's Annual Conference is a great opportunity to balance work and relaxation. Bring your family and extend your stay for vacation!

- Beautiful Waterfront Setting
- Limitless Recreation
- Rejuvenating Luxury Spa
- Nearby Shopping & Dining
- First Class Hospitality



Bringing PR Leadership and Strategy into Focus

August 8 – 11, 2010
NAPLES GRANDE BEACH RESORT

register now at www.fpra.org

ANNUAL CONFERENCE

The Association's Most Anticipated Professional Development Event

August 8 – 11, 2010

Naples Grande

Naples, Florida

Registration Fee: \$595

RESERVE YOUR HOTEL ROOM NOW:

at www.fpra.org

REGISTER NOW: Registration forms are ready! Not sure if you'll have the budget for AC next year? Have some \$\$ left over in your 2009 budget? Take care of it now and relax! Go to www.fpra.org to download your registration form.

GREAT SPEAKERS CONFIRMED:

Confirmed general session speakers include Jim Lukaszewski, The Lukaszewski Group– Developing a Strategic Mindset: How To Become a Trusted, Strategic Advisor; Lisa Malone, NASA– PR strategy around sun setting of the Space Shuttle program; Deirdre Breckenridge, PFS Marketwyse – Putting The Public Back In Public Relations as well as several breakout session speakers on topics regarding:

- Building a Strategic Plan
- Launch of the Disney Parks Blog
- How PR Pros Avoid Legal Woes
- What Your Boss REALLY Wants But Hasn't Told You
- Polishing Your Professional Reputation



Camille Yates values community and entrepreneurship

5 QUESTIONS 5 MINUTES

1 What is your favorite time of year and why?
I love the springtime because it signals birth – plants, animals, you name it!

2 Where do you find it easiest to de-stress?
I have always found solitude in the outdoors. Just sitting around watching nature makes me forget about stress.

3 What's something most people don't know about you?
I love to hunt and cook wild game.

4 What's your favorite movie or TV show?
They say that laughter is the best medicine, so I like any movie or TV show that makes me laugh.

5 What kind of music makes you want to get up and groove?
Any kind of music that has a good drum beat will get me up dancing.

With over 20 years of experience, Camille S. Yates is a grant writer, freelance writer and marketing professional. She has a Master of Science degree from the Florida Institute of Technology. Throughout her 25-year career in ecology, Yates learned the importance of obtaining grant funding. After acquiring grants for the various organizations and government agencies that she was employed by, she decided to start her own business. Through her company CSY Freelance, Inc., Yates helps others, whether it is writing grants on their behalf or teaching them how to write grants.

In addition to grant writing, Yates enjoys technical and creative writing. Her latest publication is a book called *Treasured Waters* which describes the ecology and history of the Indian River Lagoon. For this project, Yates worked with a landscape artist, Rick Kelly, who painted close to 80 oil-on-canvas scenes for the book. Each painting depicts Lagoon habitat and the wildlife that lives there. The book was published by the Indian River State College's Pioneer River Press. In 2009, *Treasured Waters* was awarded a gold medal by the Florida Publisher's Association for best coffee-table book and a silver one for best adult non-fiction.

She is a writer for both Indian River and Fort Pierce Magazines and has been a volunteer contributing writer for the Main Street Focus Magazine.



Yates is also involved in promotions and marketing and eagerly creates materials that display a positive image for businesses or organizations. She has experience with a full range of promotions including fundraising, advertising, event planning, graphic design, and marketing strategy. While she was Curator of the Manatee Observation and Education Center, Yates helped launch *Sea Cows On Parade* – an 18 month event that featured displays of artistically created, life-size manatees sculptures that were on display throughout the Treasure Coast. In 2001, the Florida Public Relations Association Treasure Coast Chapter gave Yates an Outstanding PR for Special Event award for *Sea Cows on Parade*.

Being involved in the community is important to Yates. She is a long-time member and past president of the Fort Pierce Rotary Club and is also a Young Floridian Scholarship Judge.



Learn About Crisis Communications & PR Solutions at the 2010 Treasure Coast Media Conference

This year's conference will address the challenges and opportunities of handling crisis communications, globally and locally. The earthquake in Haiti and the Lynn University students showed us once again that our lives can be impacted at a moment's notice - from around the world or in your hometown. You will hear and learn from professionals with firsthand knowledge who will share their experiences, crisis plans and outcomes in a dynamic panel discussion.

Additionally there will be breakout sessions including PR 2.0, social media, crisis planning, and everything you need to know about photography and videos. Please save the date. For more information about the conference please contact Beverly Jones, beverly@bbjonespr.com or call 772-220-0444.

MARK YOUR CALENDARS NOW FOR MEDIA CONFERENCE 2010

Date: Friday, June 11, 2010
Location: Chastain Campus, IRSC
Time: 11 am - 4 pm
Cost: TBD

The Stars Will Shine at the 2010 Treasure Coast Image Awards

Louise Murtaugh, APR

Hollywood: PR Stars on Parade is well on its way to being a wonderful evening to recognize the best of the best in public relations on the Treasure Coast. Cocktails, a silent auction, dinner and an awards presentation will honor YOU, the PR Professionals that make it all happen for clients and your organizations. The Image Awards Gala will be held on Thursday, April 22 beginning at 6:30 p.m. at the Marriott Hutchinson Island Resort on Jensen Beach. The evening is cocktail attire and will cost \$40 per person. Bring your spouse, friend, boss or client to share in your success.

Has it been fun? I have had some fun being creative each month with the Image promo items at the monthly meetings, and working with a great committee. Thanks for allowing me to make a difference in FPRA this year and to be a part of this great recognition program.

Sign up for APR Study Sessions Today

Nancy McCarthy, APR

Thinking about taking the plunge? Want to find out more about the examination for accreditation in public relations? Here is your chance! The Treasure Coast Chapter is hosting accreditation study sessions facilitated by Nancy McCarthy, APR. For more information or to sign up, email nancy@fireflyforyou.com



FPRA Treasure Coast welcomes two new additions:



Lochlan Andrew Treadwell
6lbs 10 oz, 19.5 in
Born 4:55 p.m. March 26th



Cole Thomas Smith
8lbs 2oz, 21 in
Born 12:48 a.m. March 19th

Congratulations to Kathryn Treadwell, ARC of Martin County and Carin Campbell Smith, St. Lucie County Clerk of the Circuit Courts. Both boys are doing great and are already proud Florida Gators!

THE 2009-2010 FPRA TREASURE COAST CHAPTER BOARD MEMBERS AND COMMITTEE CHAIRS:

President: Bryan Beaty, Indian River State College

Secretary: Samantha Kayser, inVision Brand Partners, Inc.

Chapter Communications: Erick Gill, St. Lucie County

First Vice President/President-Elect: Cara Perry, FAU – Treasure Coast Campus

Treasurer: Lisa Swyrn, CommuniGraphics

Image Awards Co-Chairs: Louise Murtaugh, APR, Molly's House

Second Vice President / Membership: Kathryn Treadwell, ARC of Martin County

Programs: Audra Shaneman, Mariner Sands Country Club

Professional Development Co-Chairs: Lauren Anderson, Stuart Cardiology Group, and Krista Garofalo, United Way of St. Lucie County

Immediate Past President: Linette Trabuhsy, St. Anastasia Catholic School

Accreditation & Certification: Nancy McCarthy, APR, The Firefly Group

Indian River Council: Elizabeth Thomason, St. Edward's School, and Sarah Starr, Childcare Resources of Indian River

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