

**November  
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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2009-10 FPRA Board Members Strive to  
Win Again in 2010 SEE PAGE 3 for details.

## Let's Win Again in 2010 with Image Awards Entries

**by Louise Murtaugh, APR**  
Image Award Chair

### **WIN AGAIN!**

Check out the first two key steps for you to Win Again in 2010!

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The FPRA Treasure Coast rolled out the 'red carpet' at the October 7th monthly meeting to promote the 2010 Image Awards. At each monthly meeting, members will receive a TIPS card with several tips for developing winning Image Award entries. The members who collect all 25 tips between October and February (must show proof of all tips collected) will be entered to receive a basket of goodies/wine to get you through the process of putting the entry together.



FPRA Treasure Coast Image Award Chair Louise Murtaugh and FPRA Treasure Coast President Bryan Beaty stand on the red carpet at the October FPRA TC meeting ready to kick off another winning year for the TC Chapter.

### **MARK YOUR CALENDARS NOW FOR THESE UPCOMING WINNING EVENTS:**

#### **Wednesday, November 4th**

Developing WINNING Teams by Dr. Tina Hart  
8:30 a.m. IRSC Kight  
Center Room 309  
\$15

#### **Tuesday, December 8th**

Jingle All The Jazzy Way  
FPRA Holiday Party  
5-7 p.m.  
Sunrise Theatre for the  
Performing Arts  
Cocktail party featuring  
tickets to the Fort Pierce  
Blues and Jazz Society's  
Christmas Jazz Jam.

### **SUBMIT YOUR STUFF!**

The deadline for submitting information for the December newsletter is November 20, 2009. Please submit to Bryan Beaty at [bbeaty@irsc.edu](mailto:bbeaty@irsc.edu).



## THE NEW FPRA TC BOARD

The Treasure Coast Chapter of the Florida Public Relations Association (FPRA) held its annual reorganization meeting, announcing the board and committee members for 2009-2010.

### **The 2009-2010 FPRA Treasure Coast Chapter Board Members and Committee Chairs include:**

**President** - Bryan Beaty, Indian River State College

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

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

**Immediate Past President** - Linette Trabulsky, St. Anastasia Catholic School

**Secretary** - Samantha Kayser, inVision Brand Partners, Inc.

**Treasurer** - Lisa Swyryn, CommuniGraphics

**Programs** - Audra Shaneman, Mariner Sands Country Club

**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

**Chapter Communications** - Erick Gill, St. Lucie County

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

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

# Your First Two Steps to Win Again:

## ONE

Sit down in the next few weeks and write out all of the possible projects that you think may be qualified to enter. After all, you don't have to enter just one!

Go through each project to determine how strong an entry each would be and then decide on one or more that you could enter and why. Review your objectives and then see if they match your results. That's how you'll know you have a strong Image Awards project!!

## TWO

The 2010 Call for Entries will be available in mid-January, but the 2009 Call for Entries is on the chapter website. Requirements don't change that much from year to year, if you need an early review. Highlight the categories in Divisions A, B, C, or D that may apply to your particular projects, the steps you need to take for the two-page summary, the binder requirements and even the procedure for preparing the check, application and other attachments. Areas not highlighted will eliminate instructions that do not apply to your projects.



# 2009 Annual Meeting Honors FPRA Chapter Members

Three outstanding FPRA Treasure Coast Chapter members were recognized at the 2009 Annual Meeting for their contributions and efforts during the 2008-09 year.

The 2008-09 Treasure Coast Chapter Member of the Year was presented to Erick Gill, St. Lucie County PIO who has been active in the Chapter throughout the year, helping on Chapter Committees, behind-the-scenes projects and more. Erick excelled at the “and more” part of the description. Despite his hectic schedule and demanding workload, he took on a very important Board position and really made it his own. He showed exceptional initiative, even moving forward on projects before being asked to do so.

As Chairman of the Communications Committee, Erick wrote and distributed more than 22 press releases this past year garnering several media hits including newspaper and magazine articles and radio shows. And, under his leadership, the Communications Committee of the

**The FPRA Treasure Coast Chapter is excited to honor these individuals for their outstanding dedication throughout the 2008-09 year.**

Treasure Coast Chapter won the State President’s Award for Communications this year.

The Virginia Moulton President’s Award is named in honor of our Chapter’s founding president, Virginia Moulton, APR, CPRC, for starting the Chapter in June of 1984.

This year’s recipient was Misti Guertin, APR. When it came time to redesign the Chapter newsletter, Misti enthusiastically volunteered to do it. The Communications Committee agreed on the process and went to work and made it their own. Additionally, her efforts

were recognized at the State level as our Chapter won the Best Chapter Newsletter Award at this year’s annual conference!

The Adrienne Moore Award of Excellence is presented to a Chapter Member who has gone beyond the everyday activities of the Chapter, preferably working on a project with the State association. This year’s recipient is Cara Perry, Director of University Relations for FAU’s Treasure Coast Campus. Throughout the year, Cara worked behind the scenes taking reservations for monthly meetings, events and conferences. She quietly, but diligently, made sure all of the meeting logistics were taken care of – from the food, to the seating, to the diet cokes and more! She also worked with the State Annual Conference Committee and Chairman, Karen Smittle, APR, in programming the Student Track at Annual Conference. She worked with the Conference Chair in coordinating the speakers and topics for the Student Track, including the panel of Treasure Coast Chapter members, with the Committee.



#### HOW DO I START?

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?

## Looking for a Winning Edge? Try Adding Three Initials After Your name: APR

**Nancy McCarthy, APR**  
Accreditation and Certification Chair

Accountants have their CPA. Engineers have their PE. Formal credentialing processes exist throughout the medical, real estate, financial and other industries. As a public relations professional, you have the opportunity to sharpen your craft and distinguish yourself by achieving the Accreditation in Public Relations (APR) credential.

The Examination for Accreditation in Public Relations process is designed to raise the bar for public relations professionals and advance our profession among employers, clients and the media. A minimum of five years of professional experience is recommended, but not required. Candidates may begin the process by completing the application form at [www.praccreditation.org](http://www.praccreditation.org). Our chapter plans to host study sessions starting in February 2010. For more information, contact me at [nancy@fireflyforyou.com](mailto:nancy@fireflyforyou.com).

## President's Message

Happy Fall FPRA Treasure Coast! As we await the arrival of some cooler



temperatures, I'm excited to tell you about some cool plans for our chapter this year. Recently your FPRA TC Board of Directors met for a very productive strategic planning session to review our successful

year last year and brainstorm ideas for this year. With our chapter theme of "Win Again in 2010!" the Board Members enthusiastically offered ideas to help you, our members, win, by participating in FPRA events and activities. Whether it's a workshop on how to win at the process of becoming an accredited public relations (APR) professional or certified public relations counselor (CPRC), monthly tips on developing a winning Image Award entry, winning ideas from outstanding speakers at our monthly meetings or winning contacts through ongoing networking, the FPRA Treasure Coast Chapter board members are thinking outside the box to bring a new level of winning professional development to you. If you have ideas for ways the FPRA Treasure Coast Chapter can Win Again in 2010! feel free to email to me at [bbeaty@irsc.edu](mailto:bbeaty@irsc.edu).

**Bryan**

Erick and his son Trevor show off their catch during Lobster season.



# Erick Gill, St. Lucie County Spokesman speaks volumes

**By Sue-Ellen Sanders**

Erick Gill is a press-release writing machine. As the public information officer for St. Lucie County and the Board of County Commissioners, Gill handles the website and all the public relations for the county and for various departments, ranging from Parks and Recreation to libraries to Growth Management.

What Erick enjoys most about his job is the unpredictability of it all. “Some days, I’m hosting a show on our government access channel about roller derby, some days I’m sitting behind a desk enjoying the AC and drafting press releases and some days I’m hiking a trail taking photographs of Florida Scrub Jays,” says Gill. “Also, it allows me to use the various skills I’ve developed over the years from editing video to website design/maintenance to writing copy to shooting

photographs. I’m a Jack of all trades – master of none.”

Raised in Smithfield, N.C., the Elon College (now University) graduate ended up in Vero, after marrying his college sweetheart, Colleen. She wanted to be closer to her parents, who had retired to Vero. The two have been married for 13 years, with two children, Trevor, age 6 and Chelsea, age 3.

After a short stint in reporting (sports reporter for two years at the Burlington Times-News and two years as an environmental/fisheries reporter for the New Bern Sun Journal, both in North Carolina, as well as a short time with the Stuart/Port St. Lucie News.) Erick Gill found his calling in public relations.

When he’s not at work, Erick is hanging with the family or diving, spearfishing and skateboarding. The busy PR guy is modest about his

accomplishments, noting, “sometimes just making it home from work is an achievement.” Gill is proud of earning recognition from the National Association of Counties Information Officers Association for the past three years, although he is great about crediting people around him, as well. “The county’s staff has earned awards in both writing and video categories, competing against counties across the country.” He also was named FPRA’s Chapter Member of the Year for 2009.

And the press releases just keep on coming... Erick’s dedication to FPRA includes sending out even more press releases as chairman of the chapter’s communications committee. So, watch for more news coming to a computer in-box near you!

Erick with his daughter Chelsea



**5 QUESTIONS  
5 MINUTES**

- 1. Who would you like to meet?** Hunter S. Thompson (author of Fear and Loathing in Las Vegas) and The Avett Brothers (bluegrass band from NC),
- 2. What’s your favorite dinner?** Pizza
- 3. Best holiday memory?** Christmas my junior year in high school, when I got my first 35mm camera (film – not digital).
- 4. Favorite season in Florida?** Lobster season
- 5. Favorite sports team?** Duke University’s men’s basketball team



FPRA members Kathryn Treadwell of the ARC of Martin County (left) and Karen Campbell Smith of the St. Lucie County Clerk of Courts take some time during the Speed Networking opportunity to get to know one another at the regular FPRA TC meeting in October.

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

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