



News & Notes

Treasure Coast Chapter

July 2008

You, Inc.: The Art of Selling Yourself . . .

Selling ourselves is just as important as promoting our companies, clients and fellow members.

Erin McLeod, Chief Operating Officer for the Senior Friendship Centers based in Sarasota, will explain the process as chapter guest speaker at the July 8 meeting.

The monthly membership meeting is Tuesday, July 8th at 11:30 a.m. at the Schreiber Center at the Indian River Community College St. Lucie West campus.

Reservations are \$20 per member and \$25 for non-members. RSVP should be made with Catherine Whitaker at cwhitaker@slcfd.org or by PayPal at the www.fpratreasurecoast.com website.

McLeod's experience has been in the not-for-profit, hospitality and club, health care and consulting industries. She has a degree in public relations from the University of Florida.

She moved to Sarasota 25 years ago and has served in leadership roles for a variety of community organizations, including the Greater Sarasota Chamber of Commerce, Economic Development Corporation, Habitat for Humanities and others.

For the Florida Public Relations Assn., McLeod has served as the chapter president and on several committees for the Central West Coast Chapter. At the state level, she served as VP of member services and VP of annual conference.

McLeod is a huge Florida history buff.



*Erin McLeod, Chief Operating Officer,
Senior Friendship Centers / Sarasota*

Your Vote Is Needed . . .

Chapter Business for this meeting will be to vote on the slate of officers selected for the 2008 – 2009 chapter year. President-Elect Linette Trabulsy will serve as President next year. Please review the slate on Page 2.

Nominating Committee Presents 2009 Slate

The Nominating Committee of the Treasure Coast chapter presents the following slate of officers for the 2008 – 2009 chapter year.

Chapter members attending the July 8th meeting will be asked to vote on the slate at the meeting. The by-laws call for a majority vote of the members in attendance. No vote is permitted by mail or email ballots.

Our thanks to **Karen Brown, APR**, Immediate Past President, **Linette Trabulsy**, Incoming President and **Anne Satterlee, APR, CPRC**, a past president, for agreeing to serve on the committee and for coordinating the slate, as presented below.

One position on the Board of Directors remains open and a second position on the Communications Committee is also available. Please consider serving in either position.

The Nominating Committee present this slate:

President – Linette Trabulsy

First VP / President-Elect – Bryan Beaty

Immediate Past President – Adrienne Moore, APR, CPRC

Second Vice President / Membership – Nancy McCarthy, APR

Secretary – Samantha Kayser

Treasurer – Debi Malcomson

Accreditation Chair – Debra Banta, APR

Image Chairs – Dorothy Kamm and Robin Delgado

Media Conference – Beverly Bevis Jones, APR

Program Chair – Vacant

Communications Chair – Erick Gill

The Communications Committee consists of **Linda Probst** handling the website and **Mark Weinberg** with distribution of the newsletter and other publicity via email.

No one has signed up to handle the newsletter. In recent years, the chapter has divided the copy writing and graphic design duties into two positions, but both can be handled by one person.

Please contact **Adrienne Moore, APR, CPRC**, if you are interested in serving on the Communications Committee – adrienne.moore7@gmail.com.

At the July meeting, there will be a call for nominations from the floor, as required by the by-laws.

Chapter Auction Gifts Need Your Support

Each year, the Treasure Coast chapter donates a gift basket and other items for the annual Florida Public Relations Education Foundation fundraiser at annual conference.

President-Elect **Linette Trabulsy**, coordinating these gifts for the chapter, is asking for your help.

“I’d like to add a little more to the auction item with your help. The chapter will donate a 2GB IPOD, a charger for phone, IPOD and other equipment, and an ITUNES gift card,” she explained. “If every member donated \$1 or even \$5 each, we could add a nice gift card for the music and accessories! You can donate at the July 8th meeting or online at www.fpratreasurecoast.com.”

The IPOD gift will be part of a LIVE auction item, while a second gift basket will be used as a silent auction item. The basket, with the theme Destination Florida, will include candy, cookies, a beach towel, a serving tray with accompanying glassware and other items.

Proceeds from the annual fundraiser benefit student chapter members who apply for educational scholarships each year and chapter members who can apply for annual conference scholarships.

For further information, please contact Linette Trabulsy at ltrabuls@sfwmd.gov.

TC Members To Be Recognized At Conference Image Awards

Thanks to several telephone calls from the FPRA State Association, several chapter members were all smiles recently. They will be recipients during the annual Golden Image Awards banquet.

Beverly Bevis Jones, APR, Pat Austin-Novak, APR and **Catherine Whitaker** were the top winners in the local Image Awards, receiving the Grand All in Public Relations Campaigns. Their Healthy Smiles Project, a vote on fluoride being added to the City of Stuart water system, is on the state list as a recipient.

Martin County Supervisor of Elections **Vicki Davis, Kherri Anderson and Terri May**, will be recognized for their Vote by Mail '08 campaign.

Chapter President **Adrienne Moore, APR, CPRC**, submitted Maritime Memoirs lecture series as an entry on behalf of the Maritime and Yachting Museum of Florida.

Depending upon the judging scores, the recipients are eligible for one of the following honors – Golden Image, Award of Distinction or a Judges Award.

A Note from the President . . .

One of the perks of serving as chapter president is to recognize chapter members, community leaders and others for all of their support, accomplishments, contributions to the community and much more. In the last few weeks, I've been able to do just that and enjoyed every moment. I've always thought that there isn't enough recognition to true "heroes," as the American Red Cross calls their volunteers and others. \

During the Image Awards ceremony, the chapter recognized four Communicators of the Year who have contributed to outstanding communications for their organizations, with strong support from those persons who nominated them for this honor. *And the recipients are:*



Beverly Paris, Paris Productions, Vero Beach

2008 Communicator of the Year / For Profit

Nominated by Ken Steene of Indian River National Bank and Bank of Canada

Beverly was recognized for her overall work for clients and for her pro bono work for area non-profits, not just this year, but for the many years she has been serving the Vero Beach community. Treasure Coast Chapter President Adrienne Moore, APR, CPRC, left, presents the award to Beverly Paris.



Melanie Forget, APR, CPRC, IRCC Foundation, Fort Pierce

2008 Communicator of the Year / Special Events

Nominated by Bryan Beaty, Assistant to the President, Indian River State College

Melanie, who has been at IRCC for more than 15 years, serves as a Development Specialist in her job with the Foundation. That includes preparing community events and in particular, the Dan K. Richardson Entrepreneur of the Year Award, a major fundraising event recognizing local business people. Treasure Coast Chapter President Adrienne Moore, APR, CPRC, on the right at left, presents the award to Forget.

**The Communications Team
of the Martin County Library System**

2008 Communicator of the Year / Non-profit

Nominated by Beverly Bevis Jones, APR, BBJones Communications

The Communications Team consists of Judi Snyder, Susan Opasik, George Seaman and the late Phil Kavanaugh. They coordinate community activities at The Blake Library and other library facilities serving Martin County, distributes media releases to promote the events, handles radio and TV interviews, and creates and updates a website. At right are, from left, George Seaman, Susan Opasik and Judi Snyder with Chapter President Adrienne Moore, APR, CPRC



Officer Rob Vega, Public Information Officer for Port St. Lucie Police Dept.

2008 Communicator of the Year / Crisis Communications

Nominated by Mark Weinberg, St. Lucie County Sheriff's Office PIO

During the last two years, Officer Vega has provided information on the warrants and arrests of numerous people involved with a crackdown on "grow" houses in Port St. Lucie. PSL Chief John Skinner, at right, presented the Communicator Award to Officer Vega.



Member Profile . . .

Dorothy Kamm, Executive Vice President / Yates and Associates

This month's FPRA Member Profile came just in time to cover the good news! Congratulations to **Dorothy Kamm**, this month's featured member (below), who was promoted to Executive Vice President of Yates and Associates. Dorothy joined Yates and Associates in November of 2004 as an Account Executive. Moving her way



up to her new position, she will now be using even more of her skills to develop marketing campaigns, coordinate projects in the media, and write targeted articles for publications, such as magazines and newspapers, writing at times as a ghost writer. Dorothy is also a co-host on the Public Relations Power Hour, which is the only show of its kind in Florida, focusing on marketing solutions for businesses and non-profits. In Dorothy's new role at Yates and Associates, her goal is to further position the company as the premier full service public relations firm from branding to website design.

Dorothy has an interesting background. Her accomplishment in education was obtaining a Bachelor of Fine Arts in Interior Design, which she achieved with university honors, as well as honors in English. After school, Dorothy trained in interior design and worked for different design firms and as associate editor of a design magazine. Afterward, she wrote books with a focus on American Painted Porcelain and taught china painting. During this time she learned she had a knack for marketing. In addition to drumming up new business, she was able to also position herself with the market and identify a niche and was able to fill it using a variety of skills in a variety of situations. When asked why she chose a career in marketing and public relations, she said, "A creative field is a creative field. PR is a creative field and creativity comes out in a variety of ways."

A true professional to the field of marketing and public relations, not to mention interior design, Dorothy is also an author. She has written four books on American Painted Porcelain and has more to write soon. It all started as a hobby in china painting, which most people are not aware of the history. One of her books was published in conjunction with an art exhibition based on Susan Frackleton, china painter and art potter. This art exhibition gave an opportunity to look at Frackleton's work up close and personal and to handle it, instead of looking at the pieces behind glass. I found one of Dorothy's books on Amazon, *American Painted Porcelain: Collector's Identification & Value Guide*. Check out this link <http://www.amazon.com/American-Painted-Porcelain-Collectors-Identification/dp/0891457569>.

A few other hobbies Dorothy enjoys are kayaking, horseback riding, making beaded jewelry (as gifts), and was at one point heavy into needle work. All these fun hobbies and she still finds time for community work. Her biggest thrust is the Oxbow Eco-Center in Port St. Lucie, where she and her daughter volunteer. Dorothy is dedicated to the well-being of the environment and nature.

With all the knowledge and talent that Dorothy brings with her, we are fortunate to have her as a four year and counting, member of the FPRA Treasure Coast Chapter. Last year, she served as the Image Award Co-Chair and is serving again this year with Robin Delgado, sharing the role of Co-Chair. Dorothy enjoys being a member of FPRA and values the networking, brainstorming and the competitions as great learning opportunities. Expressing her feelings on the competitions, such as Image Awards, she said, "You get to see where you stand competing against the best. It's validation!" Dorothy is a member of National League of Pen Women, which is composed of artists, writers, and composers. She has won a number of awards for her writings with this group. In addition, three of her four books have won awards. Dorothy has also won a number of FPRA awards for Yates and Associates, which she commented was a team effort.

We are so glad to have Dorothy as a member of our group and wish her the best in her new position as Executive Vice President at Yates and Associates. ***Congratulations Dorothy!***

Congratulations to Image Awards Entrants

Kudos to the Treasure Coast chapter members who submitted 25 entries into the 2008 Image Awards program. We appreciate their support and that of local sponsors – Hometown News, Adrienne Moore Strategic Communications, Yates and Associates, Steve Schmoyer and Multicolor Printing, Personal Postmaster and Riverside Bank. Thanks to co-chairs **Dorothy Kamm** and **Robin Delgado** for their dedication to the Image Awards program.

Division A – Public Relations Programs

Image / Judges Awards and Grand All Image, Beverly Bevis Jones, APR, Pat Austin-Novak, APR and Catherine Whitaker, Healthy Smiles Project
Image / Judges Awards – St. Lucie Co. Airport and Media Relations Staff – Noise Abatement Program
Image and Judges Awards – Robin Koestoyo, UF Indian River Research and Education Center / Evil Weevil Warriors

Image / Judges Awards – Robin Delgado, Project Graduation Fdn, Keiser University – Diploma Dash
Image Award – Martin County Supervisor of Elections Vicki Davis, Kherrri Anderson and Terri May – Don't Wait, Vote by Mail in 2008

Award of Distinction – Yates & Associates, Sam Yates, Dorothy Kamm, John Brazelton – Viesel Campaign

Award of Distinction – Indian River Community College IRCC Institutional Advancement Team, Indian River College Bachelor's Degree Programs
Award of Distinction – South Florida Water Management District – Linette Trabulsy, Martin / St. Lucie Service Center Speakers Bureau

Division B – Printed Tools

Judges Award – Yates & Associates, Sam Yates, Dorothy Kamm – The Official Red Cross Hurricane Guide 2007

Division C – Audio / Visual Tools

Image / Judges Awards / Grand Award – Indian River Community College, Michelle Abaldo, Steven Ramos – Indian River College – Making Possibilities
A Reality Video Promotional / Marketing
Image Award – Treasure Coast Hospice – 2008 TV Campaign / Video
Award of Distinction / Judges Awards – St. Lucie County Media Relations, Erick Gill – Interactive
Nature Services PSA / Video Public Service

Media, PR Pros, Sponsors Share Networking, Training

With more than 128 registrants for the **CHANGES 2008 Media Conference**, the Treasure Coast Chapter is still receiving rave reviews from media representatives, public relations professionals and sponsors who attended the June 13th media event.



Thanking Scripps Treasure Coast Newspapers Publisher Tom Weber, center, and his staff are, from left, Treasure Chapter President Adrienne Moore, APR, CPRC and Media Conference Chair Beverly Bevis Jones, APR.

Our thanks to Conference Chair **Beverly Bevis Jones, APR** and her committee of 17 members for coordinating the day's professional development programs. From the Publishers Clearing House to Inside Edition and PR 101, lots of information was shared, as well as networking opportunities.

- Thanks to our Sponsors -

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