

PR Pulse

Volusia/Flagler Chapter of the
Florida Public Relations Association

February 2010

Learn how to earn a boardroom seat at Feb. 9 meeting



This is one meeting you don't want to miss! On Feb. 9, PR veteran **Joseph Curley, APR, CPRC**, will explain 10 proven strategies for earning a place in the boardroom huddle and making public relations an indispensable part of

your organization's planning.

Check-in and networking begin at 11:30 a.m., followed by lunch at noon and the speaker at 12:30 p.m. at the LPGA Clubhouse. The fee is \$20 for members, \$25 for non-members, and \$18 for students.

For reservations, please contact chapter President **Mary Dorn, APR**, at prexpert@earthlink.net or (386) 679-4792 by Friday, Feb. 5. No-shows and late cancellations will be billed.

Curley, a Sarasota resident, has practiced public relations for more than 35 years and is now semi-retired. He was the co-founder and president of one of Florida's largest PR firms, Curley & Pynn Public Relations Management, which he sold in 2004.

As a PR and marketing consultant at his own firm, Stingray Solutions, Curley has been retained by Universal Studios Parks & Resorts as senior corporate communications counsel for international marketing and public relations.



CHAPTER SOCIAL – FPRA members celebrated new beginnings at Daytona Lagoon Jan. 28. From left are Charlann Wrlak; Helen Riger, APR, CPRC; Joanne Magley; Mary Dorn, APR; Marisol Moreno; and Victoria McGuirk, APR. We thank Mary Dorn Consultants for sponsoring the event!

Magley joins Board of Directors



The Volusia/Flagler Board of Directors extends a warm welcome to **Joanne Magley**, who has been elected chapter secretary.

Magley has more than 10 years of experience in marketing and television production. After graduating from the University of Akron in 1997, she worked as a news producer for WYTV in Youngstown, Ohio, and WESH 2 News in Winter Park, earning two "Best Producer" awards from the Associated Press.

As marketing manager for Florida Hospital Memorial Medical Center from 2005 to 2009, she developed marketing campaigns, oversaw media relations, and produced the hospital's newsletter. Writing has always been her passion, and she's thrilled to be embarking on a freelance career.

Prize drawing tickets available for \$10 donation

Chapter board members are offering drawing tickets for a \$10 donation through March 12. You could win one of these cool prizes:

- **Triple Play Package** – Two round-trip airline tickets, two-night hotel stay, and a three-night cruise (\$1,500 value)
- **Resort Getaway** – Three-day, two-night stay at the Bahama House, Daytona Beach, including continental breakfast (\$500 value)
- **Suite Dreams** – Three days and two nights at the Homewood Suites by Hilton in Daytona Beach (\$350 value)
- **Pevonia gift box** – Nine beauty products to rejuvenate the eyes, hair, face, body and spirit in a leather-bound box (\$250 value)
- **Jamaica Dream** – Original acrylic landscape on 20-inch by 16-inch canvas (\$200 value)
- **Spa gift basket** – Half-day beauty (pedicure, manicure and deep cleansing facial) from the International Academy. Private donations include neck pillow, candles, manicure scrub, room and linen spray, and body lotion, (\$120 value)
- **Daytona Lagoon** – Mini-golf outing for 10 or a pair of two-hour wristbands (\$75 to \$100 value)
- **Wake up!** – A pound of Starbucks coffee, a \$20 Starbucks gift certificate, and travel mug (\$40 value)

The offer of airline tickets without blackout dates, announced in the last newsletter, has been withdrawn.

The first person whose name is drawn gets his or her choice of prizes; the second person gets the second choice, etc.

A portion of the proceeds from the prize drawing will benefit FPRA Volusia/Flagler student members.

Three students win dues scholarships



Student Chapter Liaison **Meredith Rodriguez** has announced the winners of \$25 FPRA student dues scholarships.

A committee of three chapter board members chose **Chadwick Leonard**, **Tamara Fuller** and **Tiffany McCain**, all Bethune-Cookman University students. Fuller and McCain are Vision student

chapter board members.

“The decision was difficult because all nine applicants are outstanding campus leaders,” said Rodriguez. “Some have student government experience, and others are involved in many activities,” added committee member **Pam Hamlin**.



Mary Dorn, APR, right, presents January's award to Karen Chrapek.

Karen Chrapek: Chapter Champion

At the January FPRA meeting, Chapter President Mary Dorn announced President-elect **Karen Chrapek** as the month's chapter champion. She thanked Chrapek for the hours she dedicated during the holidays as she chaired the bylaws committee.

“Bylaws are a thankless job, especially over the holidays,” Dorn said. “I'm happy to extend appreciation for the hours both Karen and **Pat Kuehn** put in during an unusual deadline.”

Chrapek also painted acrylic art and donated it to the upcoming drawing, which will benefit student members. Chrapek is director of donor relations at Neighbor to Family and has been a member of FPRA since 2006.

FPRE student scholarship applications due Feb. 26

The Florida Public Relations Education Foundation is accepting scholarship applications from students seeking a degree in Public Relations from a Florida college or university. This year's application deadline is Feb. 26. For more information on eligibility and the application process, please visit www.fpra.org/Students/Scholarships.aspx

MESSAGE FROM THE CHAPTER PRESIDENT

Tightening your belt? Employers are too.

Bullet-proof your career

From what I'm hearing from members, there are about as many paying out of pocket for professional development as there were early in this decade. But PR practitioners may want to keep in mind that managers likely are still under pressure to cut more.

Here are some tips on protecting your job or searching for future positions and how FPRA can help with each step.

Step 1) It's all about the money.

"In a downturn you need to speak the language that matters most: dollars and cents," Tyler Cowen wrote in the May 5, 2009, issue of Money Magazine.

Quantify what your projects have meant to the organization's bottom line, not just how they have raised awareness. Trying for a judge's award in the FPRA Golden Image or local Image awards can help you organize your argument on how much return you gained for just a little money. Employers and human resources managers may value awards too. Look for a call for entries in February, but don't wait until the last minute to prepare.

Step 2) Show your professionalism through certification.

Even if your current employer claims no preference on your education or certification levels, the next one might. If there isn't enough time in your schedule to seek a higher degree, consider a less time-consuming and more inexpensive option: the Universal Accreditation Program. FPRA offers candidates trying to attain

their Accreditation in Public Relations (APR) a \$100 rebate if the candidate sits for the exam within 30 days of completing the readiness review.

While the field does not have certification levels other than the Certified Public Relations Counselor (CPRC) – the second tier credential offered only through FPRA to those already accredited – most other types of specialists are expected to be certified. Someday employers may expect it of PR practitioners. The study process helps you learn PR tactics that can give you confidence on the job every day.

For information on the accreditation process, please contact **Victoria McGuirk, APR**, at victoria-mcguirk@cfl.rr.com.

Step 3) Network!

My favorite jobs came through networking, not the newspapers or online career sites. Networking should come easily to public relations pros, but it's tricky to get started and not easy to maintain contacts while they're flooded with other requests.

Social media can help you keep in touch with a larger number and even remember birthdays or congratulate them on their latest campaigns, but old-fashioned face-to-face networking should not be a dying art for those who want to move ahead.

FPRA monthly meetings, on the second Tuesdays at the LPGA Clubhouse, offer a chance not just to learn from speakers but to connect with professional peers who may know of job openings or other opportunities.

Step 4) Know what keeps the CEO up at night.

This tip comes from PR veteran **Joseph Curley, APR, CPRC**. His presentation, "Ten Strategies to Earn a Position on the Management Team," notes: "What vexes the CEO, vexes the organization. Focus your PR activities to support these issues, and you'll align yourself with top management." To discover Curley's nine other tips, attend our Feb. 9 chapter meeting.

Post-note: On the subject of belt-tightening, chapter members have told the board they cannot afford the time off or expense of a full-day conference. We are listening and will focus on enhancing our monthly programs.

- Mary Dorn, APR, President

Downturn hits home; membership drops



With unemployment increasing and corporate budgets taking a nosedive, FPRA membership has taken a hit.

Statewide, membership has dropped from 1,500 to 750. The Volusia/Flagler Chapter has fared slightly better, with 44 of its 60 members renewing by Jan. 1.

There's no better time to gain a competitive edge by maintaining your membership! If you would like to renew, or if you know a PR professional who would like to join, please contact **Pam Hamlin**, vice president of membership, at phamlin@bellsouth.net.

Together, we'll weather this storm!

2009-'10 Board of Directors

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PRIZE DRAWINGS – Monthly lunch meetings now feature a 50/50 drawing , a drawing for a free lunch and other prizes. Membership Vice President Pam Hamlin, second from left, poses with January winners Charlann Wrlak; Victoria McGuirk, APR; and Marisol Moreno.

Accreditation/certification corner



If you passed the Accreditation in Public Relations exam, you're

probably thrilled to share your accomplishment with the world!

You may use APR, or Accredited in Public Relations, after your name. Be sure to note the following guidelines set forth by the Universal Accreditation Board so you don't jeopardize losing that valuable designation.

- ✓ You cannot imply that a lack of accreditation affects a competing professional's competence.
- ✓ Accreditation can be used only as identification for an individual, and not for the individual's organization.
- ✓ If you resign your membership in a participating organization (such as FPRA or PRSA), you are not permitted to use the accreditation identification. You will regain your ability to use the

designation when you reinstate your membership.

The final rule does not apply to FPRA's Certified Public Relations Counselor (CPRC) designation, which is forever.

To learn more about your Accreditation in Public Relations or for information on how to become accredited, please contact **Victoria McGuirk, APR**, vice president of accreditation and certification, at victoria-mcguirk@cfl.rr.com.

Got news?

Is your organization launching a public awareness campaign, adding a new wing, promoting a new product, celebrating a milestone, or planning a special event?

Let us help you spread the word! Send news briefs to **Pat Kuehn, APR, CPRC**, at pkuehn@co.volusia.fl.us.