

# PR Pulse

## DECEMBER 2010



Volusia/Flagler Chapter



Message from our 2010-2011  
FPRA Volusia /Flagler President  
Karen Chrapek

### ***Making Members Matter***

December brings warm memories of holidays past and a hope for a brighter future. If you are like me, this time of the year evokes feelings of gratitude for family, friends and colleagues. I am very grateful for you and your continued support of FPRA.

The Holiday season is also a time when many of us reflect, review our successes, and plan how to continue to improve. In reviewing the past four months, our chapter hosted a successful Media Day and added some ways to highlight our members. As your board continues to look for ways to make your membership more meaningful, we would appreciate your input by letting me know your questions, comments, concerns, and/or suggestions via email

[Karen.Chrapek@ntf.org](mailto:Karen.Chrapek@ntf.org).

Just a reminder - **Membership renewal** officially ends December 31. Beginning January 1, 2011, current members who still need to renew will incur a \$25.00 late payment fee upon payment. If you haven't renewed yet, please do so now. You can contact our VP of membership Char Wrlak at [cwrlak@conklincenter.org](mailto:cwrlak@conklincenter.org) if you need help in navigating the renewal process.

Thank you to the 30 members who already renewed. As you know, at just 47 cents a day, FPRA membership is still the most affordable career investment you can make. If you have a co-worker or friend who could benefit from a FPRA membership, please invite them to join us.

We hope you'll attend our holiday "speed networking" meeting where we will have a silent auction to benefit our student and member scholarship program. Items available to bid on include a NASCAR logo bar stool, oil painting, gift baskets and more.

Happy Holidays!

*Karen Chrapek, President*



### **December Meeting & Holiday Social**

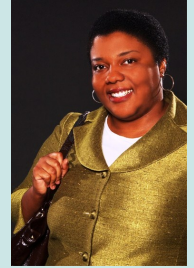
#### ***The Art of Networking:***

#### ***Perfecting Your Elevator Speech***

Tuesday, December 14. 11:30 a.m.

1 p.m. at Indigo Lakes Golf Club

Join the Volusia-Flagler Chapter of the Florida Public Relations Association for this special event that is sure to help you polish your networking skills. We will be celebrating the holiday season with a delicious lunch and a silent auction, so come prepared to bid on some great items! Afterwards we will have a brief speed networking session, led by Tangela Boyd from the Daytona Beach Convention and Visitors Bureau, where you will have the opportunity to meet some of the region's top communications and marketing professionals.



#### ***Remember Same Time, Different Location***



In response to a previous membership survey, we are changing the location of our regular monthly FPRA chapter meetings. We now meet at Indigo Lakes Golf Club, 312 Indigo Drive, Daytona Beach. We hope you'll find this venue more convenient as it is right off I-95 and International Speedway Boulevard.

Please RSVP by Thursday, December 9 by contacting FPRA Secretary Marisol Moreno at [fpravf@gmail.com](mailto:fpravf@gmail.com) or call: 386-852-2939.

Fees to attend the luncheon are members \$20, students \$18 and non-members \$25. For more information about the Volusia-Flagler Chapter of FPRA, visit [www.fpravf.org](http://www.fpravf.org).

#### **Inside you will find:**

**Upcoming 2011 Local Image Award  
Important Dates .....page 2**

**Media Day highlights .....page 3**

## Mark your Calendars!



### 2011 Local Image Award Competition

#### Calling all PR persons....

Are you interested in showcasing your best PR project?  
Do you like competition?

Then join the Volusia/Flagler Chapter and the Jacksonville Chapter as they partner to host .....

#### "A Parade of Stars:

#### Recognizing PR strategists across Counties"

Screening of Awards is Friday, April 14, 2011  
4:00 P.M. at Flagler College, St. Augustine

Attire: Semi-formal,

Hot Hors d'Oeuvres, Beverages



The Image Awards competition is conducted annually by the Florida Public Relations Association to recognize outstanding public relations programs in Florida and to encourage and promote the development of public relations professionalism in our state.

The Image Awards have become a standard of public relations excellence in the state of Florida. Winners demonstrate the very best examples of innovation, planning and design. The awards competition includes four divisions of categories: The Tools of Public Relations, Audio/Visual Tools of Public Relations and Student Projects in Public Relations. To qualify for judging, an entry must incorporate sound public relations strategies, research and planning. Entries must also meet the highest standard of production, execution and evaluation of results and budget.

**More information will be provided. Right now, check your projects and decide which category you will enter and plan to walk across the red carpet.** Pam Hamlin, VP of Special Programs, is chair of 2011 Local Image Awards and can be contacted at [pamlin@bellsouth.net](mailto:pamlin@bellsouth.net) ~ Photo above is Markland House at Flagler College.

## 2011 FPRA Annual Conference: "PR 2011: The Evolution of Public Relations" August 7- 10, 2011 at Naples Grande in Naples, Florida



Terri Behling, APR, CPRC / VP of Annual Conference

Edward Bernays and Ivy Ledbetter Lee were pioneers in public relations. Through the years, our profession has seen its share of changes. Despite the technological advances used in our jobs, one thing remains the same: the fundamental goal of building mutually-beneficial relationships. This is the heartbeat of public relations. The 2011 FPRA annual conference will embrace the evolution of public relations including the foundational skills and knowledge required to be competitive in today's marketplace, as well as taking a giant leap forward ...exploring the journey ahead for our industry.

#### **We have already lined up some outstanding speakers. Here's a sneak peek:**

Have you ever enjoyed a Heath Ice Cream Bar? If so, you'll want to thank our opening presenter, **Myra Janco Daniels**. Ms. Daniels is the founder and CEO of the Naples Philharmonic Center for the Arts and Naples Museum of Art. Ms. Daniels spent 30 years in the advertising industry and started her own firm at age 24. She was the first woman in the country to head up a major national advertising firm and became the youngest person to be honored as National Advertising Woman of the Year by the Advertising Federation of America.

**Tom Preston, APR, Fellow PRSA**, is returning to Florida and FPRA's annual conference to once again share his wisdom with us. Mr. Preston is Executive Director of the Kentucky Office of Homeland Security and also serves as Senior Advisor to the Governor. He will reflect on the tragic events of September 11, 2001, and other terror events that have shaped the public relations industry in the past 10 years.

Our closing session will feature **Steve Shenbaum**, a former actor and current President and Founder of game on Media, LLC, based at the world famous IMG Academies in Bradenton. Steve oversees all communication, social acclimation and media training programs at IMG Academies. He travels throughout the world leading seminars and keynote speeches to various teams and organizations, focusing on the power of honesty, humility and humor through the use of improvisation. Steve has worked with first overall picks in the NFL, NBA and NHL drafts, including Sidney Crosby, Eli Manning, Greg Oden, Alex Smith, Erik Johnson and John Tavares. If you have any additional speaker or sponsorship ideas, please contact Terri at [terri.behling@watermatters.org](mailto:terri.behling@watermatters.org). See you back at the Naples Grande Resort for conference in August!

## 2010 - 2011 Board of Directors

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**Pictures from BETHUNE-COOKMAN UNIVERSITY'S 16TH ANNUAL MASS COMMUNICATIONS CONFERENCE held on November 12, 2010**  
**The conference was a huge success and featured two great workshops.**



*Volusia/Flagler Chapter*

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Or Visit us at

[www.fpravf.org](http://www.fpravf.org) (local chapter)

[www.fpra.org](http://www.fpra.org) (state chapter)



## A VERY SUCCESSFUL MEDIA DAY!



Special Programs Event Manager, Pam Hamlin handing our keynote speaker Pat Rice, General Manager of the Daytona Beach News Journal a gift. (picture above)



Claire Metz, (picture above) reporter for Channel 2 WESH explaining her views to Mary Boener from SMA Behavioral.



Larry Glintzman (picture above) from Community Legal Services making a statement.

Confirmed media attending included reporters from the Daytona Beach News-Journal, Daytona Times, Hometown News, New Smyrna Beach Observer, Orlando Sentinel, West Volusia Beacon, Central Florida News 13, Fox News 35, Telemundo Orlando, Univision Orlando, WESH 2 News, WFTV Channel 9, WKMG Local 6, Black Crow Media Group, WSBB AM 1230, daytonasun.com, halifaxareanewswatch.com and sbnet.com.

## A Very Special Thanks to All our SPONSORS!

