

# PR Pulse

## NOVEMBER 2010



Volusia/Flagler Chapter



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

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

One of my goals this year is to increase the value of your membership. As the only local professional organization devoted solely to public relations, FPRA is the only game in town. Our diverse membership represents many sectors including: corporate; non-profit; education; healthcare; government; recreation; travel and tourism; and much more.

Hopefully you will find our "Member Spotlight", Network Zone and binder of member/student resumes informative and beneficial. We are looking for more ways to share our vast expertise with each other. Your input is always welcome as we work to make your membership more valuable.

Being a member of FPRA has its advantages. Here are five reasons why you should renew your membership today:

- FPRA provides a network of more than 1000 top public relations professionals who can help increase your earning potential.
- FPRA provides opportunities for professional Accreditation and Certification.
- FPRA provides chapter and statewide professional development opportunities.
- FPRA provides peer recognition through local Image Awards and statewide Golden Image Awards - the only local and statewide PR awards program in Florida.
- FPRA is the nation's oldest association for public relations professionals.

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. We welcome their interests, expertise and perspectives to our unique professional organization.

***Karen Chrapek, President***



### **FPRA presents Media Day November 16, 2010**

The Volusia/Flagler Chapter of the Florida Public Relations Association will host its annual Media Day from 8:15 to 11:30 a.m.

Tuesday, November 16, at Bethune-Cookman University's Center for Civic Engagement. The center is located at 740 West International Speedway Boulevard in Daytona Beach.

The event's theme is "Communication circles:  
Where traditional and new media meet."

The morning workshop will give participants the opportunity for question-and-answer sessions with Central Florida television, print, radio and Internet media representatives. These media roundtable discussions will be followed by the keynote speaker, Pat Rice, executive editor of the Daytona Beach News-Journal.



According to Media Day Chair Pam Hamlin, the event will provide an opportunity for reporters and public relations professionals to build mutually beneficial relationships. Communication and understanding of each other's informational needs is the primary goal of the event.

Confirmed media attending include 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 nsbnet.com.

#### **Special thanks to our sponsors:**

**Platinum:** Florida Hospital Medical Center

**Silver:** Florida Health Care Plans

**In-kind Drawings:** Graphic Services of Central Florida LLC (\$100 gift certificate),

WDCS PBS 15 (merchandise bag/umbrella)

**In-kind photography:** K.D. Monk Photography

**In-kind graphic design:** Cassandra Poertner Graphic Design

**In-kind Goodie bags:** Second Harvest Food Bank of Central Florida,

Florida Hospital DeLand, Conklin Center for the Blind

The registration fee, which includes a full hot breakfast and media directory, is \$20 for students, \$30 for FPRA members, and \$40 for non-members. The center has plenty of free parking.

**To register, visit [www.fpravf.org](http://www.fpravf.org) or contact FPRA Secretary Marisol Moreno at [fpravf@gmail.com](mailto:fpravf@gmail.com) or 386-852-2939. RSVP by Wednesday, November 10.**

For more information about the Volusia-Flagler Chapter of FPRA, visit [www.fpravf.org](http://www.fpravf.org).

## Juggling act: Fitting in an advanced degree while working

When people first discovered I was going to graduate school the usual initial reaction was, "I don't know how you do it." Quickly followed by, "I could never do that."

Earning an advanced degree can be a lot like a rollercoaster. It takes you up and down and makes you scream and costs a lot to ride. But you can make it work. Thinking of trying to fit graduate school into your already busy life? Here's some tips on how to make it work;

- ⇒ Get family on board: It's essential that the most important people in your life are behind you 100 percent. Be realistic about how your decision might impact them. Ask for their help. Discuss possible conflicts and come up with alternatives. Example: in place of the usual extended summer or holiday vacations, plan for a couple of long weekends between semesters.
- ⇒ Have a supportive employer: Working full time while earning a degree is extremely challenging and having a supportive boss is critical. Talk with your supervisor or Human Resources and discuss all options. Example: think beyond tuition reimbursement. What about flex time, telecommuting and/or time off to attend classes?
- ⇒ Be organized: If you are not the most organized person now, by the time you earn your degree you'll have a black belt in time management. Do what needs to be done but don't sweat the small stuff. Plan ahead, leaving some room for the inevitable unexpected. You do not want to fall behind.
- ⇒ Recharge: No matter how well you plan, things will get stressful. Remember to take care of yourself. Stay healthy – try to exercise and eat right – and look for ways to carve out some time, no matter how small, for yourself, your family and your friends.

And most of all, remember that it will be over before you know it so enjoy the journey while you're on it.

**Kate Holcomb, APR**, is a past president of the Volusia/Flagler Chapter of FPRA and the marketing director at Hudson Technologies. She graduated in May from the University of Central Florida College of Business Executive MBA program. She is a single mom, with two teenagers at home, and works full time.



## Why this is YOUR YEAR to earn PR credentials!



Earning your APR or CPRC: It's probably an idea you've considered, and it may even be a study course you've already begun. If that's the case, *Congratulations!* Why? You are contemplating one of the best investments you can make in... YOU. But even if you're one of those PR pros who hasn't thought about it much at all, earning your Accreditation in Public Relations (APR) or becoming a Certified Public Relations Counselor (CPRC) is something you should not only consider, it's something you should pursue.

That's because the 2010-2011 FPRA year is the year of credentials (well, it's really the year of "Exceeding Expectations," but I've added this tagline anyway). Instead of mulling over why you *can't* fit in studying and testing for a credential this year, consider why you *MUST*.

**The Triple C Crew.** You need not go it alone. The 2010-2011 chapter plan for credential candidates is organized through casual meetings with like-minded APR/CPRC candidates whose mantra is "**Credentials, Coffee and Comrades.**" We'll meet once a month in coffee houses in Port Orange (Starbucks: 1771 Dunlawton Ave, Port Orange, inside Super Target) and DeLand (Half-Full Coffeehouse: 1431 Orange Camp Rd., DeLand). Are you in? I hope so!



Best regards,  
 Vickie Pleus, APR, CPRC  
 VP-Accreditation/Certification & President-Elect  
 FPRA-Volusia/Flagler Chapter  
 (386) 801.8303 [Vickie@vp-communications.net](mailto:Vickie@vp-communications.net)

## Member News!



Meet Eliana Delvanie Rodriguez who was born on October 23, at 5:33 p.m. She is the beautiful new daughter of Chris & Meredith Rodriguez, FPRA Board member from office of Public Relations at Bethune-Cookman University.

## 2010 - 2011 Board of Directors

**President**

**Karen Chrapek, Neighbor To Family**

Email: [karen.chrapek@ntf.org](mailto:karen.chrapek@ntf.org)

**President-elect and Vice President of**

**Accreditation/Certification,**

**Vickie Pleus, APR, CPRC / VP Communications**

Email: [vickie@vp-communications.net](mailto:vickie@vp-communications.net)

**Vice President of Membership**

**Charlan Wrlak, Conklin Center**

[cwrlak@conklincenter.org](mailto:cwrlak@conklincenter.org)

**Vice President of Technology**

**Victoria McGuirk, APR**

**Consultant - Public Relations, Development**

Email: [victoria-mcguirk@cfl.rr.com](mailto:victoria-mcguirk@cfl.rr.com)

**Vice President of Programs**

**Tangela Boyd, Daytona Beach CVB**

**Jo Lynn Deal, VP of Public Relations**

**Community Partnership for Children**

**Vice President of Special Projects**

**Pam Hamlin, Public Relations Consultant**

**Vice President of Finance**

**Bissy Holden, Florida Health Care Plans**

**Student Chapter Liaison**

**Meredith Rodriguez, Bethune Cookman University**

**Chapter Secretary**

**Marisol Moreno, Hilton Homewood Suites**

**Immediate Past President**

**Mary Dorn, APR,**

**Mary Dorn Communications Consulting**

## NEW MEETING VENUE IN DECEMBER!



### Same Time, Different Location

In response to a previous membership survey, we are changing the location of our regular monthly FPRA chapter meetings. Effective December 14, 2010, we will 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.

Our luncheons will still be held on the second Tuesday of the month starting at 11:30 a.m. We hope to see you there for our December Holiday Social featuring Speed Networking and a silent auction.



Published by the Volusia/Flagler Chapter of the FPRA, PO Box 9748, Daytona Beach, FL 32120.

Or Visit us at

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

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



## BETHUNE-COOKMAN UNIVERSITY TO HOST 16TH ANNUAL MASS COMMUNICATIONS CONFERENCE



On November 12, 2010 Bethune-Cookman University students will have the opportunity to network with a panel of important figures in the media industry.

The Department of Mass Communications is positioning students to take control of their career in media with the upcoming 16th Annual Mass Communications Conference.

The keynote Speaker is Dr. Farrah Gray, who was the youngest African American millionaire by the age of fourteen.

A published author Dr. Gray has written three books.

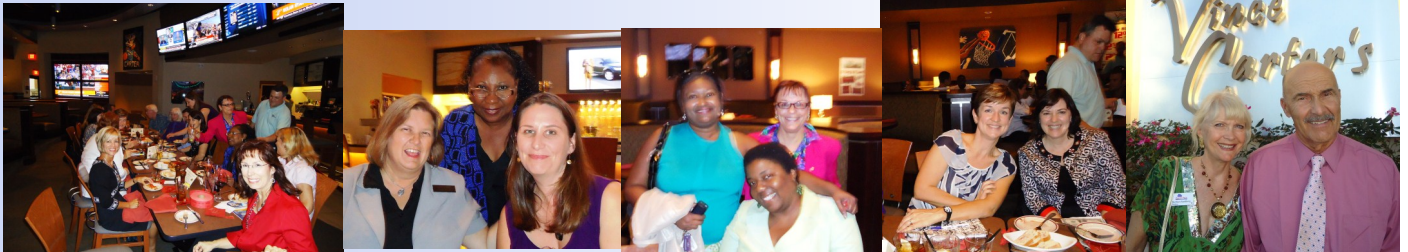
The conference will also feature two workshops for students and visitors.

**Contact: Prof. Isaac R. Caputo, Mass Communications Tel. 386.481.2722 or by email: [caputoi@cookman.edu](mailto:caputoi@cookman.edu)**



**What fun we had at our FPRA Fall Social at Vince Carter's Restaurant on Wednesday, October 27 from 5 to 7p.m.**

**We had several new people come to check out the benefits of FPRA and some were past members that we have not seen in a long time!**



Description of pictures from left to right: Jayne Fifer, CEO of VMA at table with our other guests; Shari Day, PIO from Council on Aging, with Mary Dorn, APR and Pam Hamlin; members Tangela Boyd and Stefany Strong with President Karen Chrapek; Vickie Pleus, APR CPRC with Jacqui Van Kirk, WDSC-TV PBS 15, and Barbara & Jon Sandberg. (Barbara is with Reality Pro's and Jon is the Supervisor for Volusia County Soil & Water Conservation District.)

## Member Spotlight Highlights

The Center for Business Excellence is the local administrator (Flagler –Volusia) of training and recruitment funds. Two primary customers are businesses and job seekers. The One-Stop Employment Centers are under the CBE umbrella. CBE has approximately 100 staff members.

The CBE and/or One-Stop Employment Centers are not the unemployment office – rather, services are designed to help people secure employment and businesses to survive and thrive. Visit [www.centerforbusinessexcellence.net](http://www.centerforbusinessexcellence.net) for an array of services and other helpful information/trends/links.

FPRA was a great way for Lori to plug into the community when she moved back here from Jacksonville in 1997. It also helped support her effort to earn APR credentials in 2001. She was chapter president in 2003-04.



Lori Stone, APR,  
Director of Business Operations & Communications  
386.323.7087



Danielle Zili, Director of Business Development and Marketing for Florida Hospital Memorial Medical Center explained after years of planning and construction, Florida Hospital Ormond Memorial now has a new home and a new name.

The hospital is the area's most comprehensive facility, featuring the expansion of many services already available with new and exciting features.

Florida Hospital Memorial Medical Center is the result of a rich history of devotion by all who helped take the quality of health care to its current level. And since the merger of Memorial Health Systems, Inc. and Adventist Health System in 2000, we've built on this platform to take health care in our community to the next level.

From revolutionary medical procedures to remarkable medical talent, this new hospital is built on the same principles of health they were founded on 100 years ago — health of the mind, body and spirit. Florida Hospital Memorial Medical Center is part of Adventist Health System, Inc., which operates 37 hospitals within 10 states. You may reach Danielle Zili at:386.231.6000.