

Volusia/Flagler Chapter

PR *pulse*

THE MONTHLY NEWSLETTER OF THE VOLUSIA/FLAGLER CHAPTER
OF THE FLORIDA PUBLIC RELATIONS ASSOCIATION
WWW.FPRAVF.ORG

FPRA Volusia/Flagler Chapter earns two state awards

Pat Kuehn, APR, 2007-08 president of the Volusia/Flagler Chapter of the Florida Public Relations Association, accepted the Most Improved Chapter of the Year award on behalf of the chapter at the FPRA annual state conference Aug. 4.

"At the start of the fiscal year, she said, 'We're going to win that award,' and they did," FPRA State President Suzanne Sparling, APR, said of Kuehn and the chapter she directs.

Moments later, Vickie Pleus, APR, stepped up to the stage to accept FPRA's Best Newsletter award. Within weeks of taking office in 2007, the chapter's vice president of communications expanded the electronic newsletter, changed its look and increased circulation. Both Kuehn and Pleus work for Volusia County Government's Community Information division.



Chapter President Pat Kuehn, APR accepts the "Most Improved Chapter" award from state President Suzanne Sparling, APR.



FPRA Chapter President-Elect Melissa Sheets (center) and Sharon Warriner at the FPRA annual conference Aug. 3-6.

Other accomplishments of the Volusia/Flagler chapter during Kuehn's tenure have been: adding two professional development seminars, a Bethune-Cookman University student chapter fundraising event and a holiday social event; recruiting a dozen new members during rocky economic times; increasing operating revenue from \$3,000 to more than \$5,500; creating a media directory and expanding Web site coverage to include an archive, members-only and students sections and more job listings.

During the traditional passing of the gavel at the same event, incoming State President, Lanette Hart, APR, CPRC, became teary-eyed when mentioning the

In this issue:

- FPRA welcomes new members (p. 2)
- Ask the PR Expert (p. 2)
- President's message (p. 3)
- News from FPRA Volusia/Flagler and around the state (p. 4)
- Movers and shakers (p. 4)
- FPRA blog (p. 4)
- Speakers discuss benefits of social media web sites (p. 5)
- 2008-09 FPRA Volusia/Flagler board of directors (p. 5)
- Interns are PR pros of tomorrow (p. 6)

See "Awards" on page 2

"Awards" continued from page 1

board of directors' support during the early stages of her pregnancy.

"I do understand that a good leader knows she is here to love and to serve," said Hart. "Please consider me your humble servant."

Hart unveiled the 2008-09 fiscal year (September through August) theme, "Birth of New Ideas." Although times are hard, it is time to step it up and "be a champion of FPRA," she added.

FPRA Volusia/Flagler welcomes Deal

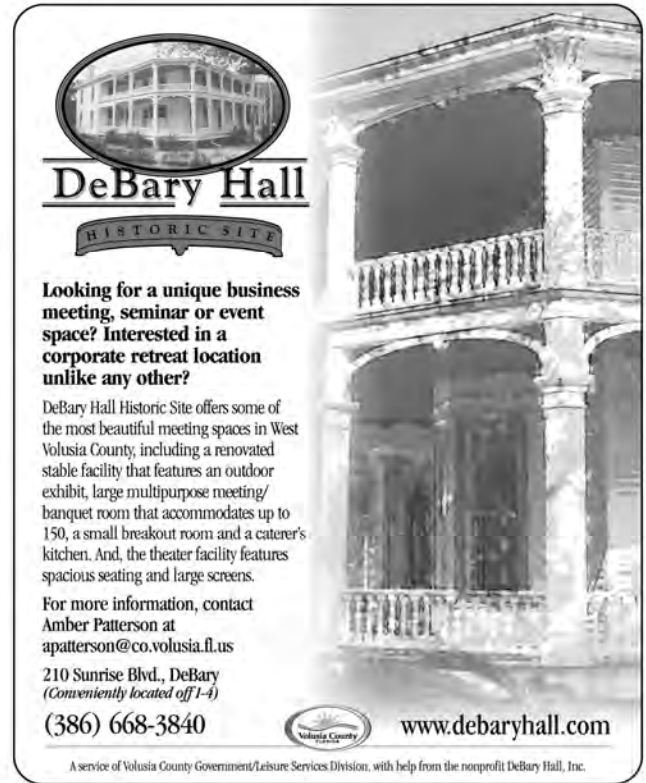
Welcome to our newest member Jo Lynn Deal, chief development officer for the Community Partnership for Children. Deal oversees communications, fundraising and the volunteer program for the nonprofit organization, which helps children who have been abused or neglected.



New FPRA members Marisol Moreno, who joined this spring, and Jo Lynn Deal are given membership pins by Pat Kuehn, APR, at the June FPRA luncheon.

Previously, Deal was a marketing specialist for Daytona Beach International Airport, where she was elected Volusia County Employee of the Year in 2003.

She has a bachelor's degree in business management from the University of Central Florida. A proponent of community service, Deal is a member of the Westside Elementary School Executive Committee, the Food Brings Hope Initiative Committee, and the Daytona Beach Rotary Club.



DeBary Hall
HISTORIC SITE

Looking for a unique business meeting, seminar or event space? Interested in a corporate retreat location unlike any other?

DeBary Hall Historic Site offers some of the most beautiful meeting spaces in West Volusia County, including a renovated stable facility that features an outdoor exhibit, large multipurpose meeting/banquet room that accommodates up to 150, a small breakout room and a caterer's kitchen. And, the theater facility features spacious seating and large screens.

For more information, contact Amber Patterson at apatterson@co.volusia.fl.us

210 Sunrise Blvd., DeBary
(Conveniently located off I-4)

(386) 668-3840

www.debaryhall.com

A service of Volusia County Government/Leisure Services Division, with help from the nonprofit DeBary Hall, Inc.

Stumped? In a Slump? Ask the PR Experts

FPRA Volusia/Flagler invites you to bring your PR question to "Ask the PR Experts," an online, nationwide community service of the Volusia/Flagler Chapter of the Florida Public Relations Association.

The chapter's public relations specialists will assist business people who can't afford to maintain a public relations/communications department but have a question, or any public relations practitioner seeking a temporary mentor on an issue.

Try it! Just go online to www.fpravf.org. Click the link, ask your question, and we will forward it to one of our senior members specializing in your need. We also may feature your question on the site in the future.

To help us get started, we need to hear from our members about their specialties, so we can refer the right questions to the right people. Please contact Mary Dorn, vice president of technology, at prexpert@earthlink.net.



- Mary Dorn, APR

President's message

It has been my pleasure and honor to serve as your president for the past year. The experience helped me to grow as a person and a public relations professional, and I thank all of you for your support throughout the year.

Thanks to the hard work of the board of directors, the dedication of our chapter members, and the support of the state board, this has been the most productive and exciting chapter year in our history. Here are a few of our major achievements:

- We increased attendance at our monthly meetings by 20 percent and increased our treasury by more than \$2,000.
- We recruited more than a dozen new members and introduced a member recognition program.
- We introduced several new programs including a Spokesperson Training Seminar, Scholarship Fundraiser for Bethune-Cookman University, and a Holiday Social.
- We also expanded the Great Communicator Award luncheon to include two new awards – Chapter Member of the Year and Media Member of the Year.
- The quality of our monthly programs – which ranged from Media Day to a discussion of branding by Halifax Health's former vice president of marketing – was outstanding. New services and information were added to our Web site, and the newsletter's frequency was increased to monthly.

Please join me in applauding our outgoing board members for the time and energy they devoted to our chapter:

Joe Radcliffe, APR, our immediate past president, provided invaluable advice gained from six years of experience on the

board and launched a sponsorship program that raised nearly \$2,000.

As vice president of programs, **Cindi Brownfield** recruited excellent speakers and served as the board's conscience, reminding us more than once that even PR people have to follow the rules.

Anastasia Shaw Bucksath worked hard to increase our involvement with our student chapters and was responsible for implementing the first-ever scholarship fundraiser for Bethune-Cookman University.

Sharon Warriner was new to the board this year and was always willing to help in a pinch with creative solutions to puzzling problems. She distributed professionally written news releases and arranged for chapter members to speak at high school career days.

Karen Chrapek and **Chantel Roy** have worked closely since 2006 as secretary and treasurer, respectively. They've kept our minutes and our books and have kept us straight. We'll miss their smiling faces at the registration table!

With **Melissa Sheets** taking the helm as president Sept. 1, we can look forward to another exciting and eventful chapter year!

- Pat Kuehn, APR



KUEHN

Volusia/Flagler Chapter of FPRA: 2007-'08 Board of Directors

Pat Kuehn, APR, President
pkuehn@co.volusia.fl.us

Joe Radcliffe, APR, Immediate Past President
radcom@bellsouth.net

Melissa Sheets, President-Elect
msheets@flaglercounty.org

Cindi Brownfield, VP of Programs
cbrownfi@stetson.edu

Pam Hamlin, VP of Membership
pamh@flcoasttocoastredcross.org

Chantel Roy, VP of Finance
Sagirl107@msn.com

Vickie Pleus, APR, VP of Chapter Communications
vpleus@co.volusia.fl.us

Debi McNabb, APR, VP of Accreditation and Certification
deborah.mcnabb@fhfm.org

Anastasia Shaw Bucksath
Student Chapter Liaison/Historian
asb@crescentstarrising.com

Mary Dorn, APR, VP of Web Services
prexpert@earthlink.net

Sharon Warriner, VP of Public Relations
sharonwarriner@cbe-fvc.org

Karen Chrapek, Secretary
Karen.chrapek@ntf.org

News from FPRA Volusia/Flagler and around the state

- The latest **FPRA White Paper** examines professionals and their organizations that have faced credibility issues and offers ways to measure and enhance our trust and credibility. Go to www.fpra.org to download it.
- **Outgoing and new board members to retreat Aug. 22** - Annually, the new FPRA board and the old FPRA board have a retreat to get to know each other better, learn about their new roles on the board, and brainstorm and plan activities for next year. This year's retreat will be at the Flagler County Government Services Building in Bunnell from 11:30 a.m. - 3:30 p.m. If you're on the board and need to RSVP, please contact Melissa Sheets at (386) 313-4040 or msheets@flaglercounty.org.
- The Volusia/Flagler FPRA **treasury balance** as of the July 31, 2008, is \$5,185.82.
- Save the date! The **Sept. 9 FPRA luncheon meeting** will feature Daytona State College President Kent Sharples and/or Marketing and Communications Director Glyn Johnston. The discussion will be about the college's new name, four-year degree programs, university center and related branding, marketing and PR initiatives. The meeting will be in the Daytona State College's Café 101; tours of the culinary program and the Southeast Museum of Photography will be arranged as part of the meeting.
- Congratulations to incoming Chapter President **Melissa Sheets** for winning one of the coveted FPRA conference scholarships to the event Aug. 3-6 at the Gaylord Palms Resort in Kissimmee. The scholarship is valued at more than \$500.

Movers and Shakers

- **Greg Milliken**, former president of FPRA Volusia/Flagler, who has been promoted to chief of staff at Neighbor to Family. Milliken has been with the national foster care agency for four years and was previously vice president of corporate communications. In his new position, he is responsible for providing foster care and placing foster children with families.
- **Dave Byron, APR**, was appointed as Community Services Department Director for Volusia County Government in addition to his responsibilities as Community Information Director. In the additional role, Dave manages more than 300 employees and the county's health, cooperative extension, library, transportation, veterans and community assistance programs.
- **Vickie Pleus, APR** was named Community Information Manager for Volusia County Government. Vickie oversees the day-to-day operations of 13-member division that handles PR and marketing activities for Volusia County government.

Didn't attend FPRA's annual conference? Free peeks are only a click away

The Florida Public Relations Association's 70th Annual Conference was Sunday, Aug. 3, in Kissimmee. The three-day conference featured speakers with considerable public relations experience and insight drawn from business, education, politics and journalism.

Several hundred FPRA members registered for the conference, but of course, not every member of FPRA was able to attend. If you did not attend, don't let that keep you from participating.



ABOVE: Pat Kuehn, APR, and Jamie Floer, APR, Orlando Chapter president-elect, go retro at the FUNK-tion scholarship fundraiser during the conference. The fundraiser raised more than \$15,000 for the FPRA Education Foundation.

As an added member benefit, FPRA offered live blogging of its annual conference, and the files are archived on www.fprablog.com. Review session notes, photos, podcasts and conversations online and imagine you were really there!



ABOVE: Six FPRA Volusia/Flagler Chapter members attended the FPRA state conference at the Gaylord Palms. Pictured are (back row) Sharon Warriner; Jo Lynn Deal; Vickie Pleus, APR; (front row) Melissa Sheets; and Pat Kuehn, APR. Not pictured: Mary Dorn, APR.

LEFT: More than 250 attendees participated in the annual conference. At the President's Luncheon, FPRA Volusia/Flagler won two awards.

FPRA members get online with social media web sites

According to Jeannie Dellutro of Stetson University, one of two speakers presenting at the recent June 10 FPRA luncheon, the term “social networking” was first coined in 1950 by sociologist J.A. Barnes to describe social interactions that occur between 100 and 150 people. In the online world, the term is now applied to networking activities among unlimited numbers of people who tap into the Web every day.

The most popular examples of its powerful influence have developed and grown networking sites such as MySpace and Facebook. Each was initially developed to meet a specific purpose, and the doors of possibilities they offered have grown their usage and popularity over the years.

According to Dellutro and Savannah-Jane Atkins, who utilize these sites in their daily work at Stetson University, MySpace and Facebook are two of more than 120 networking sites operating on the Web.

“Depending on your specific need, there may be a more appropriate site out there to help you reach your target market,” stated Dellutro. “Each comes with advantages and limitations.”

For example, those individuals with limited budgets who wish to place more traditional ads on these sites may want to skip MySpace. According to Dellutro and Atkins, MySpace is focused on attracting the large Fortune 500 companies with extensive budgets and are priced accordingly. Facebook, however, is more flexible to a range of budgets. But, utilizing the free options available to users of each site -- such as creating profiles, connecting with groups and creating an event -- may actually provide you with more interaction with your target audience than ads.

Both sites allow you the option of blocking specific information to other users, choosing “friends” and “groups” and

2008-2009 FPRA Volusia/Flagler Chapter Board of Directors*

President — **Melissa Sheets**
Immediate Past President — **Pat Kuehn, APR**
President-Elect — **Mary Dorn, APR**
Vice President of Finance — **Charlann Wrlak**
Secretary — **Meredith Rodriguez**

Vice President of Membership — **Pam Hamlin**
Vice President of Communications — **Vickie Pleus, APR**
Vice President of Programs — **Marisol Moreno**
Student Chapter Liaison — **Victoria McGuirk, APR**
Vice President of Public Relations — **Ted Nikolla**
Vice President of Accreditation and Certification — **Debi McNabb, APR**
Vice President of Technology — **Wendi Jackson**

*Board installation will be during the Aug. 12 FPRA luncheon, conducted by incoming FPRA State President Lanette Hart, APR, CPRC.

“polling” information from the demographics each site collects from its users, according to Dellutro and Atkins. Choosing your targets by demographic data is one huge advantage they offer, but they do not, however, allow for the mass outreach of information to prevent spamming (unless, of course, you are accepted by a large number of friends or groups).



Jeannie Dellutro (right) and Savannah-Jane Atkins encouraged members to get up-to-speed with the benefits social media sites can offer for marketing and public relations programs.

Regardless of your current level of usage, the duo noted that there are extensive resources available online to help you maximize your social networking abilities. As users increase, we may all want to start doing our social networking homework.

Said Dellutro: “MySpace and Facebook might eventually disappear, but online social marketing is here to stay.”

- Sharon Warriner



Years later, she's putting that overactive imagination to good use. Dedicated to providing clients with professional, creative and superior customer service at a reasonable price, Christine Talley will meet all of your graphic design needs while exceeding your expectations. And mom and dad are thrilled (yet still a little concerned).

CHRISTINE TALLEY
design

Advertising • Logo Design • Business Stationery • Sales Collateral
Invitations • Newsletters • Graphics

386.405.3498

christine@christinetalley.com • www.christinetalley.com

Interns are the public relations practitioners of tomorrow



SNELL

This month, once the fall semester begins and students come flooding back onto campus, some of my friends will proudly announce that they had to deliver coffee only a handful of times during their summer internships.

When it comes to internships, there are clearly two experiences to be had. An internship can lend experience for a student's potential as a coffee barista or personal assistant. But the better experience is the chance to gain critical hands-on knowledge about what it's really like

to work in a particular field. Thankfully, I experienced the latter.

This summer, I interned with Volusia County Community Information to hone my skills as a future public relations practitioner. The experience and networking was worth more than anything that could be learned in the classroom.

Attending meetings, working side-by-side with the staff on projects, and being treated as an asset with fresh insight has made me more competent as a student and more confident about my degree.

For today's college student, particularly those majoring in public relations, an internship is a crucial stepping stone, not only necessary for getting hired upon graduation, but also for work experience.

Internships are a student's chance for exploration into a career of interest, as well as an opportunity for employers to brush up on their own skills and possibly learn something new.

To make an internship an educational and enjoyable experience for both the intern and employer, I offer the following advice:

- Total immersion during an internship is key. There is nothing more instructive or beneficial than getting a feel for an office's dynamics. Working with people is a large part of



public relations, so meeting fellow staff and being included in discussion is very helpful.

- Providing a suitable workspace and equipment is necessary. For my internship, I was assigned my own computer, inbox and desk space, which made for a much more authentic and practical experience.

- Start with smaller projects first. Writing skill, comprehension of AP style and expertise will vary with any person. After you are familiar with an intern's capabilities, you will be able to judge what kind of workload they can handle.

- Remember an intern is a student, not a professional. Every public relations practitioner had to learn from their mistakes when they first entered the profession. Having patience and offering constructive criticism is invaluable.

- Lastly, have fun during an internship. My supervisor and I shared stories about past awkward interviews and laughed about our difficulties in navigating through an AP Stylebook. It was reassuring to know others have overcome similar obstacles.

Being only a step away from entering the workforce, interns are the next generation of public relations practitioners that you will be working with.

A student entering the field with an education reinforced with internship experience will have more refined skills and will be a better asset to the profession.

- Katy Snell

*Volusia County Government summer 2008 intern
University of Florida senior*

