

# PR Pulse



Volusia/Flagler Chapter

## APRIL 2011

### Please join us!

### *Red Carpet...Live Music...& Cocktails*

**When: Thursday, April 14**

**Where: Flagler College, St. Augustine, Florida**

**4pm - Reception at Markland House**

**5:30p.m. - Image Awards Presentation at Gamache-Koger Theater**

**Fees for attending: \$20 students, \$35 for members & guests**

**Heavy Hors d'oeuvre & Cash Bar**

**To register go to [fpravf.org](http://fpravf.org) or email us at**

**[fpravf@gmail.com](mailto:fpravf@gmail.com) or**

**call Kent Donahue, Secretary 386-506-5501**

**Deadline to register is Thursday, April 7!**

**Great Sponsorship Opportunities still available! Contact Pam Hamlin,  
VP of Special Programs, at [phamlin@bellsouth.net](mailto:phamlin@bellsouth.net) or 386-235-6213**

A graphic with a dark background and a bright, glowing light source at the bottom. The text 'A PARADE OF PR ROCK STARS' is written in large, bold, white letters. The word 'A' is smaller and positioned to the left of 'PARADE'. 'OF' is smaller and positioned between 'PARADE' and 'PR'. 'ROCK STARS' is the largest and most prominent text. The background features silhouettes of a crowd with their arms raised, and a stage with spotlights and musical equipment.

# A PARADE OF PR ROCK STARS

**RECOGNIZING PR STRATEGISTS ACROSS COUNTIES**

FPPA Image Awards • Thursday, April 14, 2011 • St. Augustine, FL • Jacksonville and Volusia/Flagler Chapters



## Message from President - Making Members Matter!

I am pleased to announce that Tangela Boyd has agreed to be our chapter president-elect. A Daytona Beach native, Boyd is the Senior Media Relations Manager for the Daytona Beach Area Convention & Visitors Bureau. Her responsibilities include creatively developing, implementing and measuring the CVB's strategic public and media relations plan. Prior to joining the CVB's staff, Boyd worked in marketing, promotions and special events for major retail, arts and government organizations. Beginning her communications career as a news reporter for the Daytona Times, Boyd later worked as a staff writer for an Orlando arts and entertainment magazine. A long time member of the Florida Public Relations Association, she also belongs to the American Advertising Federation of Daytona Beach. In addition, she serves on Visit Florida's Communications Advisory Board. Boyd is a graduate of the University of Florida's public relations program and also holds an M.A. in marketing from Webster University. Tangela - your willingness to serve our chapter is greatly appreciated.



February marked the halfway point of the 2010/2011 FPRA board year. Thank you to those members who answered our spring survey. Your feedback is important to us and we always welcome your input. Survey responses formed the basis of our discussions at our board pizza party/spring retreat. We met to review the past six months, make changes to our goals and brainstorm on how to make your membership even more valuable. One result was to roll out an "Adopt a Member" initiative. So expect a call from one of our board members in the near future.

The remainder of the year will provide an elegant red carpet Local Image Awards event, a chance to participate in a community service project and other exciting programs/ events to enjoy. Please don't forget about our Member Network Zone. This specially marked area in our meeting room is a place where all of our members can bring brochures, flyers and business cards to advertise their companies. Bring your collateral and stay tuned for additional member benefits in the months to come.

Request for Nominations: Nominations for the John Dillin Award (deadline 4/4/11), Doris Fleischman Award (deadline 4/4/11) and Curley Rising Leader Award (deadline 4/29/11) are now being accepted. More information is available on the home page of the FPRA website-[www.fpra.org](http://www.fpra.org). These awards are presented each year at annual conference.

Now is a great time to get involved. We are looking for committee members to help coordinate our June Great Communicator event. Also Immediate Past President, Mary Dorn, APR, is heading up the nominating committee to select our 2011/2012 slate of officers. We hope you will use your investment in FPRA to the fullest by taking a board position or joining a committee. Such activities add valuable leadership skills to your PR repertoire. For details, contact Dorn at 386-672-9152 or [prexpert@earthlink.net](mailto:prexpert@earthlink.net).

Thank you.

**Karen Chrapek**  
President, Volusia/Flagler Chapter of FPRA



## 2010 - 2011 Board of Directors

### President

**Karen Chrapek, Neighbor To Family**  
[karen.chrapek@ntf.org](mailto:karen.chrapek@ntf.org)

### President-Elect & Vice President of Programs

**Tangela Boyd, Daytona Beach CVB**  
[tboyd@daytonabeachcvb.org](mailto:tboyd@daytonabeachcvb.org)

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

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

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

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[JoLynn.Deal@cbcvf.org](mailto:JoLynn.Deal@cbcvf.org)

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**Pam Hamlin, Public Relations Consultant**

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**Bissy Holden, Florida Health Care Plans**

### Student Chapter Liaison

**Meredith Rodriguez, Bethune Cookman University**

### Chapter Secretary

**Kent Donahue, Special Assistant to the City Manager**  
(386) 506-5501  
[kdonahue@port-orange.org](mailto:kdonahue@port-orange.org)



Florida Public Relations Education Foundation (FPREF) 25th anniversary campaign:

We were asked at the State Board meeting to donate two gift baskets for the Annual Conference FPREF Silent Auction.

Our assigned themes for the baskets are:

“Going Places” and “Back in the Day”. I am looking for volunteers to help me get items for the baskets.

Please let President Karen Chrapek know if you are willing to help out.



Published by the Volusia/Flagler Chapter of the FPRA, [fpravf.org](http://fpravf.org) (local chapter) [fpra.org](http://fpra.org) (state chapter)



# PR 2011

The Evolution of PUBLIC RELATIONS

2011 FPRA Annual Conference:  
"PR 2011: The Evolution of Public Relations"

**August 7- 10**  
**at Naples Grande,**  
**Naples, Florida**



2011 Golden Image Call for Entries:  
The 2011 Golden Image Call for Entries is now available on the FPRA website.

Hard copies are being printed this week and will be in the mail early in April. Golden Image Awards will be presented during annual conference in August.

If you have questions about Golden Image, please contact Ginny Cooper at a [Ginny@mycoopergroup.com](mailto:Ginny@mycoopergroup.com).

# Last Month Speaker Highlights



Pictured from left is: Michael Smith from the Vince Carter Sanctuary, David Higdon, Chief Communications Officer of the LPGA, Karen Chrapek, President FPRAVF & Ali Kicklighter, Communications Coordinator from LPGA .

Our last month's featured speaker, David Higdon, Chief Communications Officer of the LPGA left us all amazed on the complex PR and Marketing strategies of a global and diverse company. We are fortunate to have such a great company based right here in Daytona Beach. The LPGA has 26 major events in 14 countries. On average, the LPGA is broadcast in nearly 75% of the countries in the world, reaching 129 million households across 144 Countries. LPGA.com delivers LPGA news, statistics, real time scoring, interviews and player profiles to fans around the world. Here are some upcoming names to look for: Paula Creamer, Morgan Pressel, Natalie Gulbis, Anna Nordqvist, Michelle Wie, and Amanda Blumenherst.



MICHELLE WIE
PR

**OUR ATHLETES ARE POSITIVE ROLE MODELS**  
Sportsmanship - Integrity - Approachable - Give Back

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Official Marketing Partnership

LPGA CASE STUDY - ROLEX

Rolex Has a Tour-Wide Global Branding and Messaging Platform  
 Official Timepiece Designation - Rolex Rankings Title Sponsor -  
 Player and Rookie of the Year and First-Time Winner Title Sponsor - On-Site Clock Program -  
 Player Endorsements - Global Advertising Platform

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## Spotlight Speaker Highlights:

**Kate Minnock**, Director of Sales & Marketing for Kemper Sports explained the benefits of Cypress Head Golf Course. Kate's contact information:  
 Phone : 386-756-5449 ~ Fax : 386-756-5452  
 Email : [kminnock@kempersports.com](mailto:kminnock@kempersports.com)  
 6231 Palm Vista Street, Port Orange, Florida 32128



*Cypress Head*  
 Public Daily Fee Course, Port Orange, FL 386 756 5449

For information on how to plan your event at Cypress Head, please call or email for catering menus and pricing.

**WEDDINGS ~ BIRTHDAY PARTIES ~ ANNIVERSARY PARTIES ~ SOCIAL GATHERINGS ~ BUSINESS MEETINGS**

The banquet facility at Cypress Head is available for golf tournaments, weddings, and corporate business meetings.

We can accommodate groups of up to 150 people and will work with you to make your event a memorable one.

Chefs Wilson and Tillman will do their magic with food and presentation to ensure that your event is the best around!

With its superb conditions and beautiful wetlands setting, the Golf Club at Cypress Head in Port Orange, Florida, is a public course that offers a private and tranquil experience as you face the fairways and greens. Noted designers Arthur Hills and Mike Dasher created this course in 1992, and it has stood the test of time environmentally. Hills is known for Renaissance in Fort Myers and Mirasol in Palm Beach Gardens; Dasher is the designer of the North Shore Golf Club in Orlando. The course is owned by the City of Port Orange, and is widely praised for its excellent management and course conditions. It is maintained as well as private clubs and big resort courses, but still has reasonable rates. Cypress Head is often described as

**"THE PUBLIC COURSE YOU'LL WANT TO PLAY AGAIN AND AGAIN."**