

PR Pulse

FEBRUARY 2011



Volusia/Flagler Chapter



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

Making Members Matter

Enhance the meaning of your FPRA membership by volunteering for a vacant chapter board position today! Your business savvy and participation are needed and we invite you to add to some leadership skills to your PR tool kit through board membership.

We currently have two vacancies on our Volusia/Flagler Chapter Board. Effective February 28, 2011 Vickie Pleus, APR, CPIC is resigning as President-Elect. Due to an increase in her business, she can no longer commit to the time required to be the Chapter President. She will remain as our Vice President of Accreditation/ Certification and continue to support the chapter in many ways. While we are thrilled that her business is growing, we will miss her expertise as next year's President.

Additionally Chapter Secretary, Marisol Moreno has resigned due to her busy schedule. We appreciate Marisol's previous board participation, past donations to support the chapter and wish her well.

I encourage you to talk to me or current board members regarding the benefits of serving on the board. Click on this link to view the position descriptions for Secretary and President Elect along with the duties of the President.

Please join us in making our chapter the best ever. Another way to get involved is to join our 2011 Nominating Committee to select the 2011/2012 slate of officers. For details, contact Immediate past President, Mary Dorn, APR at 386-672-9152 or prexpert@earthlink.net.

I hope to see you soon and that you will consider joining our chapter. For more information on Florida Public Relations Association membership, please contact Char Wrlak at cwrlak@conklincenter.org.

Thank you,
Karen Chrapek , President
FPRA Volusia / Flagler Chapter

THE YMCA, VOLUSIA / FLAGLER THE REAL STORY OF REBRANDING THE "Y" FEBRUARY 8, 2011 11:30AM TO 1PM



Join us at our February 8th, 2011 chapter meeting starting at 11:30 a.m. at Indigo Lakes Golf Club. Jonathan Giles, VP of Marketing and Communications, "The Y", Volusia-Flagler Family YMCA, will be the guest speaker to discuss the national rebranding of the organization from YMCA to The Y.

One of the nation's most iconic nonprofit organizations, founded 166 years ago in England as the Young Men's Christian Association, the organization underwent a major rebranding in 2010, adopting as its name the nickname everyone has used for generations.

Secondly, if you have a PR project that you are really proud of, please answer our Image Awards - Call for Entries. Our chapter is partnering with the Jacksonville Chapter to host the 2011 Image Awards event on Thursday, April 14. The event will follow red carpet fashion and be held at Flagler College in St. Augustine with a reception beginning at 4 p.m. followed by the awards ceremony at 5:30 p.m. Entries for the competition are due to the local chapter by March 11, 2011 at 5 p.m. For more information about rules, guidelines and entry fees to enter in the Local Image Awards competition, visit fpravf.org or contact Pam Hamlin, VP of Special Programs, at phamlin@bellsouth.net.

After our meeting, guests will have a very special opportunity to see an winning entry from last year, Jo Lynn Deal Chief Communications Officer, Community Partnership for Children will bring her winning entry and be available after the luncheon to answer any questions. The meeting will take place at Indigo Lakes Golf Club, 312 Indigo Drive, Daytona Beach. The registration fee, which includes lunch, is \$18 for students, \$20 for FPRA members and \$25 for non - members.



To register, go to www.fpravf.org or email us at fpravf@gmail.com

RSVP deadline is Friday, February 4, 2011.

ALL walk ins or any last minute registrations are \$30.00 at the door. No shows will be billed.

2010 - 2011 Board of Directors

President

Karen Chrapek, Neighbor To Family

Email: karen.chrapek@ntf.org

President-elect - now vacant

**Vice President of Accreditation/Certification,
Vickie Pleus, APR, CPRC / VP Communications**

Email: vickie@vp-communications.net

Vice President of Membership

Charlan Wrlak, Conklin Center

Email: cwrlak@conklincenter.org

Vice President of Technology

Victoria McGuirk, APR

Consultant - Public Relations, Development

Email: 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—now vacant



Our Spotlight Speaker for January was **Kate Holcomb, APR –Director of Marketing for Hudson Technologies**, a business of JSJ, is located in Ormond Beach and is a leading U.S. manufacturer of deep-drawn (or seamless) metal enclosures and stampings. It uses a variety of high-performance metals, including stainless steel and titanium, to form precision metal cases and diaphragms used in aerospace, aviation, medical, semiconductor, flow control, battery, electronic and other commercial applications worldwide. In 2007 it fully converted to a green manufacturing process that produces no hazardous waste. With 200 employees it is one of Volusia County's larger manufacturers. The Volusia Manufacturers Association named Hudson Technologies the Manufacturer of the Year in 2008. More information is available at www.hudson-technologies.com.

We hope to see you soon and that you will consider joining our chapter. For more information on Florida Public Relations Association membership, please contact Char Wrlak at cwrlak@conklincenter.org.



Volusia/Flagler Chapter

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

Or Visit us at

www.fpravf.org (local chapter)

www.fpra.org (state chapter)



The Evolution of PUBLIC RELATIONS

2011 FPRA Annual Conference: "PR 2011:

The Evolution of Public Relations" August 7- 10, 2011 at Naples Grande in Naples, Florida

At our state board meeting in November, I made an initial plea to our FPRA chapters to identify and recommend members who might be willing to be part of the blog team for this year's FPRA Annual Conference.

Last year, we had the largest blog team to date (17 members!) working behind the scenes to provide real-time coverage of our annual conference. I'd really like to secure at least one representative from each chapter to participate this year. Please promote this opportunity in your chapter communications and help us recruit our best blog team ever! Interested candidates should contact me directly.

Thanks!

Blog: <http://fprablog.com>

Chris Gent

Vice President of Technology

cgent@kua.com



Members don't forget to bring your marketing materials for our member zone!



Pam Hamlin, VP of Special Programs,
is chair of 2011 our Local Image Awards and can be contacted at phamlin@bellsouth.net
Or call: 386.235.6213



The Jacksonville and Volusia / Flagler Chapters of FPRA have teamed up to recognize PR strategists across counties at the 2011 Image Awards.

Red Carpet...Live Music...Cocktails

When: Thursday, April 14, 2011

Where: Flagler College, St. Augustine, Florida

4:00 pm ~ Reception at Markland House

5:30pm ~ Image Awards Presentation at

Gamache-Koger Theater

The deadline to submit entries is

March 11, 2011.

For more information,
please visit your chapters website:

www.fpra-jax.org (Jacksonville)
www.fpravf.org (Volusia / Flagler)

It's more than just a job.



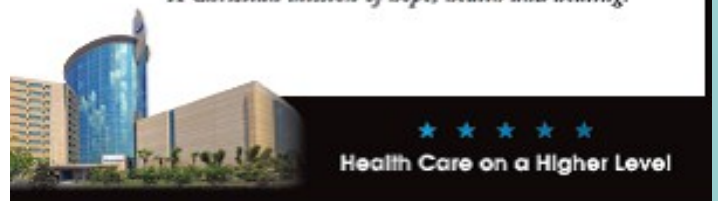
We hold ourselves to a higher level.

We are mission-driven, aiming high to create the ultimate whole person health care experience. This sacred work principle has guided us to the highest physician and patient satisfaction scores in the region. So what does this mean to you? It means taking care of the people who take care of you. Ours is a culture of compassion, empathy and community. And that's how we deliver health care at the highest level at One of America's top 50 hospitals.

floridahospitalmemorial.org



 **FLORIDA HOSPITAL
MEMORIAL MEDICAL CENTER**
A Christian mission of hope, health and healing.



★ ★ ★ ★ ★
Health Care on a Higher Level