

# PR Pulse

## MARCH 2011



Volusia/Flagler Chapter

### PR & MARKETING STRATEGIES OF THE LPGA MARCH 8 11:30AM TO 1PM



*Please join us at our next  
FPRA Volusia / Flagler Chapter  
meeting at Indigo Lakes Golf Club.*

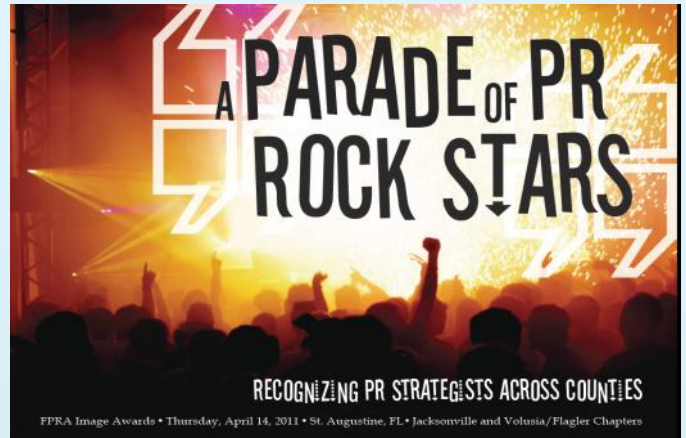
David Higdon, Chief Communications Officer of the LPGA, will be our guest speaker. He is a versatile, energetic, proactive and innovative business executive who has worked as a reporter, writer, editor and producer before transitioning into leadership roles with international organizations.

David's responsibilities include overseeing LPGA players and teachers as well as managing the LPGA Tour. LPGA is golf's premier international women's tour featuring tournaments in U.S., Europe, China, Taiwan, Malaysia, Japan, Thailand, Singapore, Mexico and Canada; LPGA Futures Tour; LPGA Foundation / LPGA-USGA Girls Golf; and LPGA Teaching & Club Professionals (T&CP). His day to day focus is on direct communications and public affairs, stakeholder relations, media and community relations, and TV and digital/social media content. He also serves as LPGA primary spokesperson and coordinates agency support and Commissioner and Board communications including speeches, presentations and interviews. He is a Member of World Golf Hall of Fame Advisory Board and World Golf Foundation's Golf 20/20 Executive Committee. Whether you follow golf or not you will learn some interesting tactics from a "True PR Pro".

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 [fpravf.org](http://fpravf.org) or email us at [fpravf@gmail.com](mailto:fpravf@gmail.com) or call Kent Donahue, Secretary (386) 506-5501**

RSVP deadline is Friday, March 4.  
**ALL walk ins and last minute registrations  
are \$30.00 at the door. No shows will be billed.**



## Reminder of Deadline!

Entries for the competition are due to the our local chapter by **March 11, at 5 p.m.**

For more information about rules, guidelines and entry fees to enter in the Local Image Awards competition, contact Pam Hamlin, VP of Special Programs, at [phamlin@bellsouth.net](mailto:phamlin@bellsouth.net) or (386) 235-6213

All forms are available online on our chapters website:  
[fpravf.org](http://fpravf.org)

The image awards competition is conducted annually by the Florida Public Relations Association to recognize outstanding public relations programs in Florida. While the entrants do not have to be members of either the Volusia/Flagler Chapter or FPRA in general, they should exemplify the highest professional standards of public relations in the state of Florida. The awards competition includes four divisions of categories: Public Relations Programs, Printed Tools of Public Relations, Audio/Visual Tools of Public Relations, and Student Projects in Public Relations.

**Red Carpet...Live Music...Cocktails**

**When: Thursday, April 14**

Where: Flagler College, St. Augustine, Florida

4:00 pm ~ Reception at Markland House

5:30pm ~ Image Awards Presentation at Gamache-Koger Theater

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

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

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

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

## Message from President ~ *Making Members Matter!*

Please help me welcome our new Chapter Secretary,  
Kent Donahue back to our board!



**Kent Donahue**, Special Assistant to the City Manager, has worked in the Port Orange City Manager's Office since 1997. Handling special projects for the City Manager, Kent is a member of the City's labor negotiation team. He manages the City's public relations efforts including: press releases, publications, media requests, web site, citizen newsletter, and the employee newsletter. Serving as the producer, director, and general manager of Port Orange Government TV channel 199, Kent launched the channel on-air in 2005. Besides his public relations responsibilities, Kent secures grants for the City. Recently he surpassed the \$26 million mark in grant awards.



Prior to joining the City of Port Orange, Kent earned his Bachelor of Arts degree in art and Masters in public administration, both from the University of Central Florida. He has been a member of the Florida Public Relations Association Volusia/Flagler chapter since 2002. His long-standing membership along with his previous board experience and background in public relations makes him an asset to our leadership team.

I also want to welcome our newest chapter members, Crystal Recktenwald, VP of Marketing, Creative & Social Media, Daytona Regional Chamber of Commerce and David James, Director, Community Relations and Development, Halifax Urban Ministries. We hope you will use your investment in FPRA to the fullest. Please take advantage of membership benefits that are dedicated to the success of public relations professionals. These benefits include networking, continuing education, professional accreditation/certification, monthly professional development programs, peer recognition and a comprehensive four-day state conference.

One way to enhance your FPRA membership is to become our president-elect. This two and a half year commitment is sure to give you new leadership skills and a chance to develop life-long friendships throughout the state. Attendance at quarterly state meetings provides access to a wealth of PR expertise and a breadth of networking opportunities. Feel free to talk to me or any current board member about serving on the board. We want to make our chapter the best ever and hope you will assist us in doing so.

*Please get involved by joining 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.***

### **Thank you**

Karen Chrapek  
President, Volusia/Flagler Chapter of FPRA



Pictured to left is our featured speaker from our February 8 meeting, **Jonathan Giles, Integrated Marketing Director with the Volusia Flagler Family YMCA** as he shared with FPRA the reason behind the rebranding of the YMCA.

Now known as "the Y," this cause driven organization strives to strengthen the foundations of community by focusing on three key areas: Developing Youth, Healthy Living and Social Responsibility. Many members took away not only good information about the process that the Y engaged in, but lots of "food for thought" about their own branding efforts.

## 2010 - 2011 Board of Directors

### President

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

### President-Elect ~ Now vacant

Please contact Past President, **Mary Dorn, APR**  
(386) 672-9152 or [prexpert@earthlink.net](mailto:prexpert@earthlink.net)

### Vice President of Accreditation/Certification

**Vickie Pleus, APR, CPRC / VP Communications**  
[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**  
[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 - New Board Member

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

**Our Member Spotlight Speaker**  
**for our February meeting**  
**was Erin Hunter, Marketing and**  
**Public Relation Manager for**  
**Florida Hospital, Deland**



Erin Hunter is the Marketing and Public Relations Manager at Florida Hospital DeLand, a division of Florida Hospital under the Adventist Health System. Florida Hospital DeLand and Florida Hospital DeLand - Victoria Medical Park is committed to a healthy neighborhood. In their fully certified 156-bed hospital and 25,000 sq ft medical park, they have more than 900 caregivers and 150 physicians working to provide quality health care to the residents of DeLand by offering the latest in medical technologies, illness prevention and wellness promotion. Our mission: They extend the Healing Ministry of Christ with Skill and their Compassion.



Volusia/Flagler Chapter

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

Or Visit us at  
[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, 2011  
at Naples Grande  
in Naples, Florida



# FLORIDA HOSPITAL DELAND

*Driven by Faith. Redefining Health Care.*

**Members don't forget to bring your marketing materials for our networking zone! WE also have a resume book available.**

