



NEWS RELEASE – FPRA Volusia/Flagler Chapter

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FPRA Volusia/Flagler Chapter Appoints First Latina President

Deland, Fla — The Volusia/Flagler Chapter of the Florida Public Relations Association (FPRA) proudly marks a significant milestone during Hispanic Heritage Month as Johanna Santana, who hails from Puerto Rico, assumes the role of President, becoming the first Latina to ever hold this position in the chapter’s nearly 50-year history.

Sasha Staton, originally from Venezuela, joins her as President-Elect, making this leadership duo a historic first for the chapter – a testament to its commitment to fostering inclusive and visionary leadership. Both Santana and Staton bring a wealth of experience to the public relations field, ensuring a strong and forward-thinking direction for the chapter.

“I’m honored to be part of this moment in our chapter’s history,” said Santana. “Alongside President-Elect Sasha Staton and our board, we are dedicated to elevating the PR profession, supporting our members in their journey to success, and cultivating tomorrow’s leaders.”

Building upon an impressive showing at the recent FPRA Annual Conference in August, the FPRA Volusia/Flagler Chapter continues to demonstrate its commitment to excellence and empowering professionals from all backgrounds.

Among the notable recognitions, the chapter proudly accepted the President’s Award for Student Engagement for the second year in a row, earned under the presidency of Christine Martindale.

Additionally, Chapter Member Cindi Lane, APR, earned the prestigious 2023 Doris Fleischman Award, exemplifying her selfless dedication and contributions to the public relations field through FPRA and her role in shaping the chapter’s enduring legacy. Her visionary leadership and proactive efforts to foster a more diverse membership have transformed the chapter into a vibrant and passionate community, poised to shape the trajectory of PR in the region for years to come.

Santana, Staton and the rest of the chapter’s board will be installed during a networking social, themed “Celebrating the New Year,” on Thursday, September 28 at Copperline Coffee + Cafe in Port Orange at 6 p.m. The event will include coffee tasting to signify starting the year with renewed energy, appetizers, and a champagne toast. Attendees will also have the opportunity to connect with the newly installed board members and engage in productive networking. State President Wendy Crites Wacker will officiate the board installation.

This appointment, combined with the installation of the new board members, signifies a promising future for FPRA Volusia/Flagler. The chapter looks forward to a year of innovative leadership, delivering valuable experiences and opportunities to its members, and inspiring future leaders in the communications field.