

# PR Pulse

Volusia/Flagler Chapter of the  
Florida Public Relations Association

November 2009

## Learn how to recession-proof your career at B-CU conference

FPRA Volusia/Flagler's November meeting will support Bethune-Cookman University's 15th annual Mass Communications Conference Friday, Nov. 13. We encourage members to attend the conference, titled "How to Recession-Proof your Career."



*Dancy*

The popular annual conference, which typically attracts more than 200 attendees, will run from 8 a.m. to 2 p.m. with a job fair from 2:15 to 3:45 p.m.

**Desiree Dancy**, chief diversity officer and vice president of corporate human resources for the New York Times, will speak

during the plenary at 8:30 a.m.



*Burt-Murray*

**Angela Burt-Murray**, editor-in-chief of Essence Magazine, will be the keynote speaker during the lunch session from noon to 2 p.m.

Pre-registration is required and must be made by faxing the registration form on page two to (386) 481-2701 or e-mailing it to **Tanya Person-Irby** at

[irbyt@cookman.edu](mailto:irbyt@cookman.edu) by Nov. 9.

The fee, which includes continental breakfast and lunch, is \$5 for B-CU students and \$15 for non-students. Payment will be accepted at the door. Make your check payable to "Department of Mass Communications - Bethune Cookman University."

For registration information, call (386) 481-2709.

## Two pros, two recent grads join Volusia/Flagler Chapter

Please join us in welcoming the newest members of the Volusia/Flagler Chapter of the Florida Public Relations Association.



*Minor*

**William Minor** is assistant director of communications and marketing at Embry-Riddle Aeronautical University, where he has worked since 2007. Previously, he was senior director of marketing at Pennsylvania State University. Minor has a bachelor's degree from the University of Arizona.



*Bernier*

**Marc Bernier**, a 33-year radio and television veteran, is the new special assistant to the president for community and government relations at Embry-Riddle Aeronautical University. He is well-known locally as the outspoken host of the Marc Bernier show, which airs weekdays on WNDB-AM 1150.

**Nicole Baker** and **Emely Elugardo** graduated from the University of Florida with bachelor's degrees in public relations this year.

Baker interned for NASCAR and was an account executive for GatorWell Health Promotion Services and the Gator Nation Campaign in Gainesville.

Elugardo has worked for the Volusia County Beach Patrol since 2003 and recently interned for David Greenburg Communications in Gainesville.



**FRIDAY, NOVEMBER 13, 2009**

Please complete this form to register for the Conference. You may make photocopies to distribute to other individuals. Fill out one form for each Conference attendee. Payment must accompany registration form. Incomplete registration forms will not be processed.

**Send Completed Form and Payment to:**  
The Department of Mass Communications  
Bethune-Cookman University  
640 Dr. Mary McLeod Bethune Boulevard  
Daytona Beach, FL 32114

**Refer all registration questions to: Ms. Person-Irby (386) 481-2709 or Ms. Milton: (386) 481-2703**  
(Please type or print)

Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Daytime Telephone \_\_\_\_\_ E-Mail \_\_\_\_\_

***YOU MUST BRING A COVER LETTER AND RESUME TO THE CONFERENCE***

**Conference Schedule:**

<b>Registration</b>	<b>8:00 a.m. - 8:30 a.m.</b>
<b>Plenary /Planning Session</b>	<b>8:30 a.m. - 9:30 a.m.</b>
<b>Workshops</b>	<b>9:45 a.m. - 11:45 a.m.</b>
<b>Luncheon Program - featuring Keynote Speaker:</b> <b>Angela Burt-Murray, Editor-in-Chief, <i>Essence</i> Magazine</b>	<b>12:00 p.m. - 2:00 p.m.</b>
<b>Job Fair</b>	<b>2:15 p.m. - 3:45 p.m.</b>

**COST: \$5 B-CU STUDENTS**  
**\$15 NON B-CU STUDENTS**

**PAYMENT:**

Make checks payable to "Department of Mass Communications- Bethune-Cookman College"

- Enclosed is my registration payment of \$5 **B-CU STUDENT**
- Enclosed is my registration payment of \$15 **NON B-CU STUDENT**
- Check here if paying by check

Signature \_\_\_\_\_

***Registration Deadline: November 5, 2009***



*Volusia/Flagler Chapter*

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[www.fpravf.org](http://www.fpravf.org)

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For just 41 cents a day, you can make a wise investment in your future. By renewing your FPRA membership, you can:

- Increase your earnings potential
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- Improve your professional skills
- Gain recognition from your peers

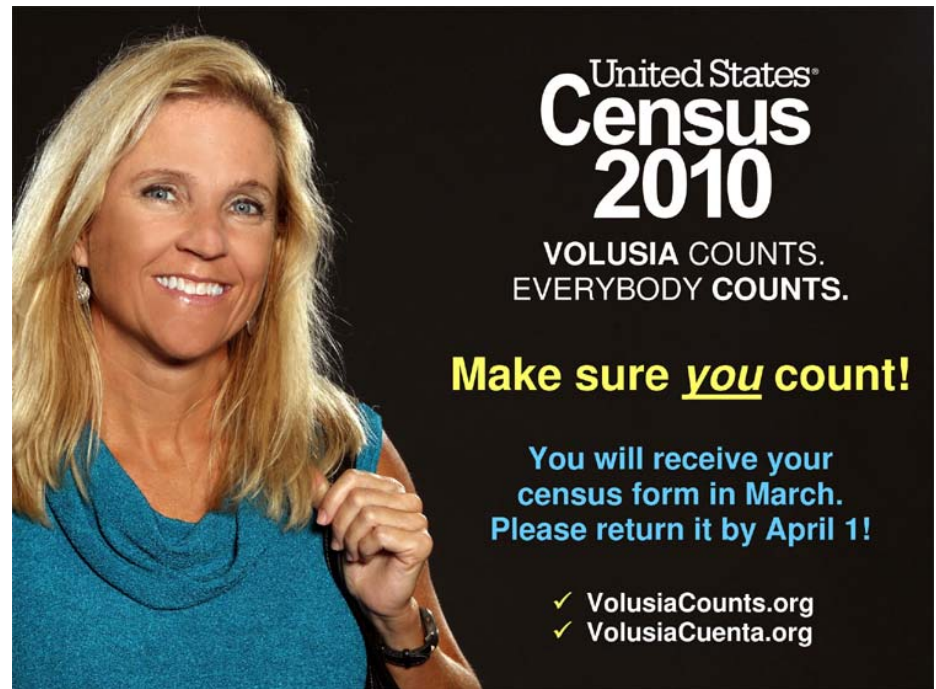
Renewal forms have been mailed. If you prefer, you can go to FPRA's Renew Membership page at [www.fpra.org](http://www.fpra.org). If you don't know what your log-in information is, please contact the State Office at (941) 365-2135, ext. 306, or [state@fpra.org](mailto:state@fpra.org).

For more information, please contact **Pam Hamlin**, vice president of membership, [phamlin@bellsouth.net](mailto:phamlin@bellsouth.net).

## Got news?

Been promoted? Received an award? Heading a community campaign? We'd love to share your good news in "PR Pulse." Just contact newsletter editor **Pat Kuehn, APR, CPRC**, at [pkuehn@co.volusia.fl.us](mailto:pkuehn@co.volusia.fl.us).

## Look who's supporting the census



... Lori Campbell Baker, past chapter president