

PR Pulse

Volusia/Flagler Chapter of the
Florida Public Relations Association

January 2010

Jan. 12 meeting to address small-business marketing



Local magazine publisher **Tim Suddard** will discuss “Mass Media Marketing for Entrepreneurs and Small Businesses” at FPRA Volusia/Flagler’s Jan. 12 meeting.

Check-in and networking begin at 11:30 a.m., followed by lunch at noon and the speaker at 12:30 p.m. We’ll be meeting at a new location – the LPGA Clubhouse.

Suddard

The fee is \$20 for members, \$25 for non-members, and \$18 for students. For reservations, please contact chapter President **Mary Dorn, APR**, at prexpert@earthlink.net or (386) 679-4792 by Friday, Jan. 8. No-shows and late cancellations will be billed.

Suddard grew up around cars as his father and grandfather were Ford dealers in Wareham, Mass. He began restoring cars at age 14 and still owns the first car he restored, a 1929 Model A Ford his grandfather had sold new.

After graduating from Stetson University in 1984, Suddard founded Grassroots Motorsports, a magazine geared toward people who enjoy fixing up and playing with common, readily available sports cars. He later launched Classic Motorsports, which has become America’s largest publication catering to classic sports car enthusiasts.

Meetings will feature drawings

Beginning in January, each lunch meeting will feature a 50/50 raffle and drawing for a free lunch. Members who win the drawing may bring a guest to the next meeting without charge.

PR veteran Joseph Curley to speak at Feb. 9 meeting



In many organizations when the management team huddles in the planning boardroom, the public relations professionals are sitting in their offices unaware of the situation. How can we get our top executives to understand the importance of PR counsel during the decision-making process?

Curley

During the Feb. 9 FPRA meeting, PR veteran **Joseph Curley, APR, CPRC**, will explain 10 proven strategies for earning a place in the boardroom huddle and making public relations an involved and indispensable part of your organization’s business planning.

Check-in and networking begin at 11:30 a.m., followed by lunch at noon and the speaker at 12:30 p.m. at the LPGA Clubhouse. The fee is \$20 for members, \$25 for non-members, and \$18 for students.

For reservations, contact **Mary Dorn, APR**, at prexpert@earthlink.net or (386) 679-4792 by Friday, Feb. 5. No-shows and late cancellations will be billed.

Curley, a Tampa resident, has practiced public relations for more than 35 years and is now semi-retired. He was the co-founder and president of one of Florida’s largest PR firms, Curley & Pynn Public Relations Management, which he sold in 2004. As a PR and marketing consultant at his own firm, Stingray Solutions, Curley has been retained by Universal Studios Parks & Resorts as senior corporate communications counsel for international marketing and public relations.

He is past national president of the Public Relations Society of America Foundation and past state president of the Florida Public Relations Association. He serves on the Communications and Public Relations Advisory Board for the University of Florida.



The prize drawing includes “Jamaica Dream” by Karen Chrapek.

Prize drawing includes airline tickets, hotel stays and more

Seek out board members through March 12 to purchase \$10 drawing tickets for a chance to win one of the following prizes.

- **Triple Play Package** – Two round-trip airline tickets, two-night hotel stay, and a three-night cruise (\$1,500 value)
- **Take off!** – Two round-trip positive space airline tickets from Allegiant Airlines with no black-out dates (\$750 value)
- **Resort Getaway** – Three-day, two-night stay at the Bahama House, Daytona Beach, including continental breakfast (\$500 value)
- **Suite Dreams** – Three days and two nights at the Homewood Suites by Hilton in Daytona Beach (\$350 value)
- **Pevonia gift box** – Nine beauty products to rejuvenate the eyes, hair, face, body and spirit in a leather-bound box (\$250 value)
- **Jamaica Dream** – Original acrylic landscape on 20-inch by 16-inch canvas (\$200 value)
- **Spa gift basket** – Half-day beauty (pedicure, manicure and deep cleansing facial) from the International Academy. Private donations include neck pillow, candles, manicure scrub, room and linen spray, and body lotion, (\$120 value)
- **Daytona Lagoon** – A two-hour wristband (\$100 value)
- **Wake up!** – A pound of Starbucks coffee, a \$20 Starbucks gift certificate, and travel mug (\$40 value)

The first person whose name is drawn gets his or her choice of prizes; the second person gets the second choice, etc.

A portion of the proceeds will benefit FPRA student members.

Five tips for preparing Image Award entries

Start preparing your FPRA award entries now by reviewing your 2009 projects. Look for projects that demonstrated sound public relations research, objectives and evaluation.

Winning an award will be a feather in your cap and will look great on your resume!

In April, FPRA Volusia/Flagler will sponsor the local Image Awards, which are a trial run for the statewide Golden Image Awards in August.

Here are some tips for preparing a successful entry.

- 1. Read the directions.** Make sure to address all five elements of the summary (research, objectives, implementation, evaluation and budget). Don't try to fake any of them. You must provide valid information on each element.
- 2. Track projects throughout the year, not just at awards time.** Keep a file for notes, surveys and documentation. It will make compilation that much easier.
 - Evaluate every project as a potential entry.
 - Keep good records.
 - Record your objectives.
 - Set quantifiable goals.
 - Organize support materials in sheet covers in your binder. Include survey results, proof of research, before and after samples, media clips, letters of appreciation, pertinent reference material. Get tapes of all radio and TV publicity.
- 3. Plan ahead to conduct research and document results.** It will strengthen your work. Manage by fact. Measure your results.
- 4. Put the most work into the summary, not just the notebook.** Be clear, concise and factual, not just creative.
- 5. Review the checklist provided in the call for entries.**



FLORIDA
PUBLIC RELATIONS
ASSOCIATION

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Haven't renewed your membership?

If you haven't renewed your FPRA membership, your name will be removed from the state and chapter lists Dec. 31.

But there's still time to renew. Just visit www.fpra.org and click on Membership Renewal in the left-hand column.

Don't delay! If you wait until January, you will be charged a \$35 reinstatement fee.

FPRA social set for Jan. 28

Celebrate the "New Year, New Beginnings" with your FPRA colleagues from 3 to 5 p.m. Thursday, Jan. 28, at Daytona Lagoon. Network with longtime members and meet new members in the second-floor meeting area.

Included in the \$20 fee are heavy hors d'oeuvres and one free drink. There is a separate \$3 parking fee at the Earl Street Garage.

Dress is business casual.

Reservations are required by Jan. 23 and may be made by contacting chapter President **Mary Dorn, APR**, at prexpert@earthlink.net.

Bad PR



The period from the Civil War to 1900 was known as the "public be damned" period of American enterprise.

The term was attributed to railroad tycoon **William Vanderbilt** (1821 - 1885), who said: "The public be damned, I work for my stockholders ... Period!"



HOLIDAY FOOD DRIVE – FPRA Volusia/Flagler members donated more than 200 items to the Second Harvest Food Bank. Thanks to Marisol Moreno (pictured above) for coordinating the drive and to all members who participated.

Get on board!

If you enjoy making reservations, greeting people and taking minutes, we have a job for you!

The Volusia/Flagler Chapter of the Florida Public Relations Association is looking for a new secretary. This is a great opportunity to help plan and document your chapter's programs and events.

And it could be a stepping stone to bigger and better things.

If you're interested, please contact chapter President **Mary Dorn, APR**, at prexpert@earthlink.net or (386) 679-4792.

