

PR Pulse

Volusia/Flagler Chapter of the
Florida Public Relations Association

May 2009



Eugene Campbell of Walt Disney World

Disney exec is keynote speaker at conference

Tuesday's lineup for the Annual Conference is full of professional development and networking opportunities. We'll start the morning with our keynote speaker, **Eugene Campbell**, vice president of community relations and minority business development for Walt Disney World. He will talk about Disney's approach to corporate social responsibility (CSR).

Topics later in the day include cultural influences in CSR decision-making, the relationship between PR and management, and green PR and marketing. The day will wrap up with a "PR under Fire" panel discussion.

Join us for the Annual Conference

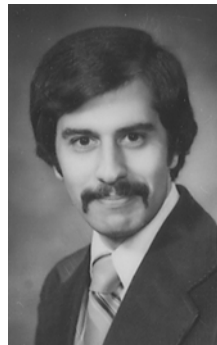
Location: Boca Raton Resort & Club

Date: Aug. 9 to 12

Registration fee: \$595 per person

Register now and make your hotel reservations at www.fprra.org. Rooms start at \$145 a night.

Mike Jiloty to discuss 'weasel words' May 12



Mike Jiloty circa who knows when?

Mike Jiloty, president of Lord & Lasker Florida, will discuss "Weasel Words and the Power of Language for Writers" during the May 12 meeting of the Volusia/Flagler Chapter of the Florida Public Relations Association.

Before joining Lord & Lasker, Jiloty owned Jiloty Communications, which he co-founded with the late Jim Shipley in 1980. The company was a leading Central Florida advertising agency throughout its 22-year history.

Jiloty serves a variety of clients including Volusia County Government, Ocean Center, Daytona Beach International Airport, Votran, Halifax Health, Tomlinson Aviation and the Rice & Rose Law Firm.

He is a past president of United Way, the Futures Foundation, the Florida Travel & Tourism Research Association and the Daytona Beach Advertising Federation. He also was the recipient of FPRA's Great Communicator Award in 2002.

Check-in and networking begin in the Volusia Room of the Daytona Beach International Airport at 11:30 a.m. Lunch will be served at noon, and Jiloty will speak at 12:30 p.m.

The fee is \$20 for members, \$25 for non-members, and \$18 for students.

For reservations, please contact chapter President **Melissa Sheets** at msheets@flaglercounty.org by Friday, May 8. Cancellations made after 8 a.m. Monday, May 11, will be billed.



Dorn

Sheets

Chrapek

Three PR veterans lead proposed slate

FPRA Volusia/Flagler's nominating committee has announced the proposed slate of officers for the 2009-2010 chapter year, which begins Sept. 1. Leading the proposed slate are **Mary Dorn, APR**, as incoming president, **Melissa Sheets** as immediate past president, and **Karen Chrapek** as president-elect.

Dorn and Sheets assume their positions automatically. The nominating committee selected Chrapek based on her outstanding public relations and organizational skills and past service as the chapter's secretary. She is director of donor relations for Neighbor to Family.

Additional nominations may be made by written petition signed by at least 15 percent of the qualified voting membership of the chapter and filed with chapter Secretary **Meredith Rodriguez** by May 27. If additional nominations are made, they will be included on the ballot, which will be e-mailed to members by June 2.

Chapter members attending the June 9 monthly luncheon will vote on the slate, and the new board will be installed at the August luncheon.

2009-2010 proposed slate of officers

President: Mary Dorn, APR

Immediate Past President: Melissa Sheets

President-Elect: Karen Chrapek

Vice President of Finance: Charlann Wrlak

Secretary: Wendi Jackson

Vice President of Membership: Pam Hamlin

Vice President of Communications: Pat Kuehn, APR

Vice President of Programs: Marisol Moreno

Vice President of Accreditation and Certification: Victoria McQuirk, APR

Vice President of Technology: Molly Justice

Vice President of Public Relations: Trish Wieland-Lingenfelter

Student Chapter Liaison: Meredith Rodriguez

Historian: Tangela Boyd

White Paper addresses research on a budget

Research has become an accepted fact of life in the public relations field. Think you can't afford research? In the April FPRA White Paper, Don Dillman shares seven suggestions for conducting effective research with a limited budget. To read the article, log into the member section of www.fpra.org.

FPRA to waddle for asthma

FPRA Volusia/Flagler will join the Homewood Suites' Waddlers Team for the Asthma Walk Saturday, May 30, at Riverfront Park in Daytona Beach. Registration begins at 8 a.m., and the walk starts at 9 a.m. After the walk, participants can enjoy food, beverages and family activities.

The walk is sponsored by the American Lung Association, the leading organization working to save lives, improve lung health and prevent lung disease. According to the association, more than 22 million Americans have asthma and nearly 4,000 Americans die from the disease each year.

If you would like to walk with the Waddlers, contact **Marisol Moreno** at Marisol.moreno@hilton.com or visit www.daytonaasthmawalk.com.

Three reasons to join FPRA



Who can you invite to join FPRA, and why would they be interested?

Here are three compelling reasons your non-FPRA colleagues would be interesting in joining FPRA, according to the state vice president of member services, **Trista Wallace:**

1. Monthly chapter meetings

offer opportunities to hear timely speakers, exchange career experiences, and network with other PR practitioners.

2. Exclusive access to professional resources allows you to enhance your professional knowledge with FPRA resources such as local and state electronic and printed newsletters and the White Paper, which features case studies and professional development articles.

3. The statewide job bank, accessible by FPRA members, lists available positions in public relations.

For more information about membership benefits, please contact **Pam Hamlin**, Volusia/Flagler's vice president of membership, at PamH@flcoasttocoastredcross.org.



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AP style tip: Watch your language



The English language is often misused and abused, but you can help uphold its integrity by avoiding these

commonly misused words.

Affect/effect

Affect, as a verb, means to influence. Example: The changes will affect us.

Affect, as a noun, is used only to describe a psychological state.

Effect, as a verb, means to cause.

Example: We will effect changes.

Effect, as a noun, means result.

Example: The effect was immediate.

All right

Never *alright*.

Among/between

Between introduces two items.

Among introduces three or more items. Examples: The assets were divided between Hamlin and Nikolla. The assets were distributed among Hamlin, Nikolla and Boyd.

Compose/comprise

Compose means to create or put together. *Comprise* means to contain, include or embrace.

Examples: The United States is composed of 50 states. Fifty states comprise the United States.

Discreet/discrete

Discreet means prudent or circumspect. Example: I'm afraid I was not very discreet.

Discrete means detached or separate. Example: There were four discrete sounds.

Ensure/insure

Use *ensure* to mean guarantee. Use *insure* for references to insurance.

Examples: Hard work will ensure success. He insured his house.

Entitled, titled

Use *entitled* to mean a right to do or have something. Books are *titled*.

Examples: You are entitled to respect. The book was titled "Lonesome Dove."

Farther, further

Farther refers to physical distance. *Further* refers to time or degree.

Examples: He walked farther into the woods. She will look further into the mystery. We will travel further in time.

Fewer/less

Use *fewer* for individual items, *less* for bulk or quantity. Example: We have fewer employees and less money this year.

Lay/laid/lie/lain

Lay is an active verb. It takes a direct object. The past tense and past participle are *laid*. Examples: Lay it on the table. She laid it on the table. She has laid it on the table.

Lie indicates a state of reclining. It does not take a direct object. The past tense is *lay*, and the past participle is *lain*. Examples: I *lie* on the beach all day. Yesterday, I *lay* on the beach. I have *lain* on the beach.

Over/more than

Over generally refers to spatial relationships. Example: We flew over Florida. Exceptions: She is over 30.

I paid over \$200 for this dress. Use *more than* for items you can count. Example: More than 50 geese flew over the pond.

Presently

Presently does not mean "now." It means "in a short while."

Principal/principle

Principal is a noun and adjective meaning someone or something first in rank, authority, importance or degree. Examples: He is the school principal. He was the principal player.

Principle is a noun that means a fundamental truth, law, doctrine or motivating force. Example: They fought for the principle of freedom.

Lectern, podium, pulpit, rostrum

A speaker stands behind the *lectern*, on a *podium* or *rostrum*, or in the *pulpit*. A podium is a raised platform.

Stationary/stationery

To stand still is to be *stationary*. Writing paper is *stationery*.