

Volusia/Flagler Chapter

PR 
pulse

THE MONTHLY NEWSLETTER OF THE VOLUSIA/FLAGLER CHAPTER
OF THE FLORIDA PUBLIC RELATIONS ASSOCIATION
WWW.FPRAVF.ORG

Kathryn Hughes to discuss Halifax Health's image makeover at Feb. 19 FPRA luncheon

Halifax Health Chief Marketing Officer Kathryn Hughes will discuss the health system's branding project and the resulting marketing campaign at the Tuesday, Feb. 19, FPRA luncheon.

Hughes leads all aspects of marketing, communications and media relations for Halifax Health. Before joining Halifax in June 2006, she was vice president and chief marketing officer for Virginia Hospital Center.



HUGHES

The luncheon will be in the Volusia Room of Daytona Beach International Airport. For reservations, contact Melissa Sheets at 313-4040 or msheets@flaglercounty.org by noon Friday, Feb. 15. The cost is \$20 for members, \$25 for nonmembers, and \$18 for students.

Would you like to sponsor this meeting? You can enjoy lunch, set up a display table and tell the group about your business for only \$125. For more details, please contact Joe Radcliffe, APR, at 254-8801 or radcom@bellsouth.net.

"Take 5" member survey: What can PR professionals do to add credibility to the field and practice of public relations?



NIKOLLA

"For one, we need to be certain that our communications, both verbal and written, are accurate and reflect reality. Too often people in our profession are perceived as disingenuous spin doctors. There are always ways to present ourselves and our organizations in a positive light by simply relying on the actual accomplishments and success of the people and organizations we represent."

- Ted Nikolla, FPRA member since 2006

More "Take 5" responses on the next page.

FPRA Volusia/Flagler has a new Web address

Be sure to note our new FPRA Chapter Web site, www.fpravf.org, to reflect our new name.

Save it in your Internet 'favorites' today!

IN THIS ISSUE

- *Welcome two new members (p. 2)*
- *President's message: We're on a roll! (p. 3)*
- *News from FPRA Volusia/Flagler (p. 4)*
- *Public information officer resource (p. 4)*
- *Sanders discusses Daytona LIVE! (p. 5)*
- *What to consider when furthering your PR education (p. 6)*
- *FPRA Chapter board of directors (p. 7)*
- *Chapter Web site's new features (p. 8)*
- *FPRA conference (p. 8)*

Volusia/Flagler Chapter welcomes two new members: Anastasia Shaw Bucksath and Larry Glinzman

Please join us in welcoming our two newest chapter members: Anastasia Shaw Bucksath and Larry Glinzman. Both are familiar faces as they've been attending luncheon meetings for the past half-year or so, but their membership only recently became official.



SHAW
BUCKSATH

Bucksath, formerly an FPRA student member, has been the chapter's historian and student chapter liaison since Sept. 1. In this role, she has revitalized the chapter's partnership with the student chapters at Bethune-Cookman University and Stetson University.

She began her long career in public relations as a disc jockey in New Orleans and went on to become a publicist and executive assistant for a number of rock bands, actors and artists. Along the way, she worked in many capacities in film and video shoots and was stage manager for a Louisiana dinner theater.

In 2000, she moved to Winter Park, where she earned an associate degree in film and video production from Full Sail Real World Education and a bachelor's degree in organizational communications from Rollins College.

In addition to her work on FPRA Volusia/Flagler's board, she serves on the Board of Directors of the Community Foundation of East Central Florida.

She and her husband of seven years, Marc Bucksath, own Crescent Star Rising Consultants, which offers a wide range of public relations consulting services. They live in Deltona with her grandchildren, Stormie, 9, and Logan, 8.



GLINZMAN

As the child of two Holocaust survivors, Glinzman has dedicated himself to "improving the quality of life for people wherever it is needed."

He was born in Brooklyn and earned a bachelor's degree in psychology from New Jersey City University and an MSW in nonprofit management from Yeshiva University's Wurzweiler School.

Glinzman has worked for a variety of nonprofits including The Institute for Human Relations in New York, B'nai B'rith Foundation, the Jewish Federations in New York and south Palm Beach County, and most recently at the American Lung Association in Daytona Beach, where he was area development director.

Since August, he has been the PR and campaign manager for Community Legal Services of Mid-Florida, a nonprofit law firm whose mission is to provide access to justice through high-quality legal assistance to low-income, disabled and senior citizens.

Glinzman has served on the Board of Directors of the Jewish Federation of Volusia and Flagler Counties, is vice president of the Board of Directors of the Center for the Visually Impaired of Central Florida, and is an active volunteer with the United Way, Florida Equality and One Voice for Volusia.

He spends most of his time at the beach and reading everything he can get his hands on. He lives in Ormond-by-the-Sea with his partner of more than 25 years, Carlos Murphy.

- Pat Kuehn, APR, Chapter President

Do you know somebody who might want to join FPRA? If so, refer them to Pam Hamlin, vice president of membership, at 226-1400, ext. 115, or pamh@flcoasttocoastredcross.org.

"Take 5" member survey: What can PR professionals do to add credibility to the field and practice of public relations?

"The credibility you earn for yourself and your field depends upon your behavior, work ethic and professionalism. Whether you're a public relations practitioner, human resources manager or accountant, I think many of the same general principles apply. Speaking about public relations, it's important to be active in professional organizations like FPRA. You also need to create a strong network of contacts both inside and outside of your organization. This makes you an invaluable resource for both your internal and external 'clients.' Be the 'go to' person for projects within your department and those outside your normal duties. Be a leader and follow through. Be available and responsive. Develop strong interpersonal skills and treat everyone in your organization with respect and courtesy — from the facilities staff to the CEO."

— Molly Justice, Past President, FPRA member since 2001



JUSTICE

President's message: We're on a roll!



KUEHN

Your Board of Directors is on a high-energy roll this year, living and breathing FRPA, and implementing exciting new programs to enhance the value of your membership. Check out the board's list of accomplishments since taking office Sept. 1:

- Sponsored a Media Day that attracted 44 PR professionals and 17 media representatives and netted more than \$1,000 for the chapter (Cindi Brownfield, Mary Dorn, APR, Joe Radcliffe, APR, and Pat Kuehn, APR)
- Created a 21-page Media Directory with AP style tips (Kuehn and Dorn)
- Changed the chapter's name to the Volusia/Flagler Chapter to better reflect our service area and reach out to the growing business community in Flagler County (All)
- Launched a successful renewal campaign with an impressive 80 percent retention rate and recruited several new members (Pam Hamlin)
- Created an exit letter and survey to determine why non-renewing members chose not to rejoin (Hamlin)
- Kicked off a member recognition program by honoring four long-time members in December (Hamlin)
- Presented the first-ever Holiday Social and collected 12 boxes of food for the Second Harvest Food Bank (All)
- Enhanced the chapter's Web site, adding a members-only section, student resource page, events calendar and photo archive; increasing the number of job listings; and expanding coverage of chapter meetings and state events (Dorn)
- Created a pictorial directory of members and a digital chapter history from 1998 to present (Kuehn)
- Updated and revised the Bylaws, Policies and Procedures, and Board Member Responsibilities (All)
- Arranged for members to participate in high school career days and speak to high school marketing classes (Sharon Warriner)
- Created a "Careers in PR" brochure and chapter display for presentations (Dorn)
- Launched a sponsorship program that has already raised \$1,000 (Radcliffe)
- Laid the groundwork for a PayPal system that will enable members to prepay luncheon fees with their credit cards

(Chantel Roy)

- Worked with the airport caterer to improve the quality of food while minimizing costs (Karen Chrapek)
- Redesigned the chapter newsletter, increased frequency to monthly, and expanded coverage of chapter events and PR issues (Vickie Pleus, APR)
- Met with advisers and students from Stetson University and Bethune-Cookman University, laying the groundwork for active partnerships (Anastasia Shaw Bucksath)
- Recruited high-quality speakers covering topics ranging from the Oklahoma City bombing to Daytona Live! (Brownfield)
- Changed the news release focus and format to improve news coverage (Warriner)
- Increased the chapter's treasury by \$2,000 since August (All)

Want to be part of the excitement?

If you would like to be part of this progressive **Board of Directors**, please contact Joe Radcliffe, APR, at radcom@bellsouth.net. He's chairing a committee to recruit new members who will take office Sept. 1.

We will have several openings, including secretary and vice president of finance. You can help us plan an even bigger and better year!

What's next?

Anastasia Shaw Bucksath is working with students at **Bethune-Cookman University** to schedule a Scholarship Fundraiser on campus March 11.

Vickie Pleus, APR, is planning this year's **Great Communicator Award Luncheon** at an exciting new venue, the DeBary Hall Stable. The April 8 event will include two new awards: Chapter Member of the Year and Media Member of the Year.

Melissa Sheets is organizing a half-day **Spokesperson Training Seminar**, set for May 2.

- Pat Kuehn, APR, member since 2003

Breaking news from the Volusia/Flagler Chapter of FPRA

- The FPRA Volusia/Flagler **treasury balance** is \$5,071.70 as of Dec. 31, 2007.
- **“There’s a lot of noise coming from the Volusia/Flagler Chapter**, which has traditionally been one of our quieter chapters,” State President Suzanne Sparling, APR, said at the Feb. 2 State Board meeting. “They have an outstanding board of directors that has changed the face of FPRA in Volusia and Flagler counties.” Sparling also noted the improvements to our Web site, praised our increased involvement with the student chapters, and congratulated us for creating a digital history.
- The **Counselors’ Network mid-year meeting** will be held at the fabulous Casa Monica Hotel in St. Augustine on Feb. 7-9. If you are interested in playing a round of golf in St. Augustine on Thursday, please contact Cheray at shima@kscadvpr.com. The CN Mid-Year Meeting is an exclusive benefit of CN membership, so now would be a great time to join Counselors' Network. Membership in the Counselors' Network is open to any universally accredited member, in good standing, of the Florida Public Relations Association who is actively engaged in providing counseling service, either as a full-time principal, officer, partner or employee of a public relations firm, corporation, organization or agency, and who has been in a counseling capacity for at least three years and has 10 years of public relations experience. — *Christopher Carroll, APR, CPRC, Co-Executive Director*
- **"Profiting from Special Events"** is the topic of the Feb. 7 Small Business Hotline presented at 7:30 p.m. on Daytona Beach College Public Broadcasting Channel 15. Special guests include Gilly Aguiar, Gilly’s Pub 44; and Kevin Kilian, VP Events & Communication, The Chamber-Daytona Beach/Halifax Area. The half-hour live, call-in show is hosted by Ned Harper, director of the Small Business Development Center at Daytona Beach College. The program will focus on capturing special event business.
- A **“Government in the Sunshine and Public Records Law”** seminar is scheduled for Tuesday, Feb. 18, at the Advanced Technology Center in Daytona Beach. The seminar is free and is presented by the Daytona Beach News-Journal, Daytona Beach College, the League of Women Voters and the Office of the State Attorney. Call Kathy Tiller at 681-2415 for more details. Be sure to register by Feb. 14.

PIN: Another networking resource for public information officers

Public information officers who deal with public safety may look to the Volusia/Flagler Public Information Network for networking and training. This group consists of more than 40 active members who meet monthly to train, share ideas and discuss experiences. Representing a wide range of agencies including city and county governments, law enforcement, fire services, ambulance, hospitals and public schools, the main objective of the V/F PIN is to ensure that public information practitioners will collaborate on and coordinate public information by having a focused message to the public to avoid misinformation and miscommunication.



SZAFRANIEC

During emergency incidents, the group provides mutual aid public information support to one another within the counties of Volusia and Flagler. In addition, the PIN’s operating principle is that public information resources are available to support an incident’s lead agency/incident commander irrespective of agency boundaries.

The PIN meetings are the second Thursday of the month from 3 - 4:30 p.m.; locations vary. For more information, please visit www.volusia.org/PIN or contact Volusia County Community Information at (386) 822-5062 or via e-mail to Sszafranec@co.volusia.fl.us.

— *Shelley Szafranec, APR
FPRA member since 1999*



MEMBER RECOGNITION
— Pam Hamlin, right, presents a certificate of appreciation to Jill Meridith for five years of service to FPRA at the Jan. 15 FPRA meeting.

Donna Sue Sanders discusses ISC community involvement; previews Daytona Live! at Jan. 15 FPRA luncheon

Daytona International Speedway Corporation's success is largely due to maintaining involvement in all aspects of the community, according to Donna Sue Sanders, director of community and local governmental affairs for ISC.

The ISC representative spoke at the Jan. 15 luncheon of the Volusia/Flagler Chapter of FPRA at Daytona Beach International Airport.

According to Sanders, ISC is a large company that owns 12 developed racetracks in the United States. All locations serve as significant contributors to their local economic base. Daytona International Speedway is considered its crowning glory, Sanders said. The company originally invested \$50 million into the speedway in Daytona Beach and today the racetrack is a major tourist attraction, economic contributor and investor in community-based projects.

"Treat fans like family, staff like family, and give back to the community" have remained the core values that have led the organization to success.

Did you know that ISC...

- Sponsored an initiative to create a child-friendly hospital environment, and "Speediatrics" was born at Halifax Hospital's pediatrics unit?
- Spearheading the first Motorsports Parade and Festival in Daytona Beach Feb. 2?
- Is a major supporter of the "Ride Quietly" campaign?
- Provides educational program incentives for at-risk high school students to "Get back on track" to improve grades?
- Sponsors the "Racing to Read" program in local elementary schools and a physics program?
- Used its catering services to feed area firefighters and police officers during the 1998 wildfires?
- Shared its generators with local recovery efforts, provided space to park out-of-state utility trucks, and fed utility workers during hurricane recovery?
- Contributes barricades to the city during Black College Reunion and Spring Break?

Now ISC is looking to revitalize the entry into Daytona Beach with "Daytona Live," a \$437 million family entertainment project that will include ISC headquarters, a 450-room round-structured "boutique style" hotel, shopping, restaurants, movie theater, a residential component and music venues.



DONNA LIVE! — Donna Sue Sanders discusses the International Speedway Corporation's community service projects at the Jan. 15 FPRA luncheon.

"We're hoping to occupy the headquarter building in a year-and-a-half. The rest should be developed over three to four years," stated Sanders.

Sanders shared that the initiative, to be developed in partnership with the Cordish Company of Boston, will drive an economic impact of more than \$330 million in new taxes, payroll and employment opportunities, according to a report by the Washington Economics Group in August 2007.

The Cordish Company is responsible for the successful \$650 million Ballpark Village project in St. Louis and a \$70 million "walk" in Atlantic City, N.J.

ISC hopes its latest project will help meet area needs for a family-friendly entertainment site, help to attract new businesses, and keep young professionals in the area.

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In addition to the ISC presentation, the membership of Volusia/Flagler Chapter of FPRA approved the bylaws updated by its board and presented a five-year milestone recognition certificate to member Jill Meridith, who had been unable to attend the holiday social last month.

**-- Sharon Warriner, VP of Public Relations
FPRA member since 2005**

Trish's Top 10 List: What to consider when thinking about furthering your PR education



WIELAND

During the senior year of college for my undergrad degree, I was completing an internship for a TV station. There was an anchor I respected a great deal and she had it all together – including her master's degree. So I thought she would be a good person to ask if I should continue my education or dive into the working world after graduation. She told me she had not seen her master's degree pay off and dissuaded me from pursuing my own.

Almost a decade later, I realized that was not great advice. After a couple years as a reporter and another six in various PR positions, I decided take the plunge back into being a student. Here are some tips I would like to share about my journey, which may help if you are considering continuing your education.

1. Understand your passion. Make sure that what you will be spending time and money on is fulfilling you. You must understand what excites you the most before making a commitment to pursue it.

2. Read through the course requirements. Today, we can rely on the Internet to search programs and see course requirements. Often, schools will list the class title and a course description for each class. These are important to read thoroughly.

3. Ask the experts. When searching for a program, I contacted some professors from my undergrad as well as others in the PR field to help select where I would get my degree. They helped me select a quality institution that had been working with online/distance learning for more than 10 years.

4. Chat with current students. When I had it narrowed down to only a few schools, I asked each institution if I could talk or e-mail a current student in the program. Conversing with them really helped me understand which program would best fit my personality and work ethic.

5. Evaluate your schedule and discuss it with your family. I was surprised at just how much more demanding graduate school is versus undergrad. Talk with your family about how they can help and be supportive during this time.

6. Understand what is required for the entrance exam. I was surprised that there are more test options than the standard GRE (Graduate Record Examination). Be sure you have all the proper information.

7. Arm yourself with entrance exam study guides. These are such a great help and can be purchased at any bookstore. Some of the most popular ones are *The Princeton Review*, *Barron's* and *Thompson/Peterson's*. They offer paper and electronic practice exams in addition to the information you'll need to know for the test.

8. Talk with your employer. The reason for this is three-fold. First, let them know your plans for going back to school. Second, check into their policies for paying part of or all tuition expenses. Third, look for practical and useful ways to apply what you are learning to your current position. By keeping your employer informed of the courses you are taking, they may be able to see opportunities for your coursework application as well.



9. Keep your "batteries" charged. Your time will be at an even greater premium now, so list a few items you will routinely do to keep going! I made a "20-minute" list activities I could do to re-charge on a quick study break. Also, eat nutritious meals and try to maintain a similar schedule each day for work, sleeping, studying and everything else in-between.

10. Realize that it is about *the journey*...not the destination. Okay, okay, cheesy cliché, but it's true! Having your sights set on *just* graduating will prevent you from experiencing the enrichment that continuing your education provides.

- Trish Wieland, FPRA member since 2006

Volusia/Flagler Chapter of FPRA: 2007-'08 Board of Directors

Pat Kuehn, APR, President
Volusia County Government
pkuehn@co.volusia.fl.us

Joe Radcliffe, APR, Immediate Past President
Radcliffe Communications
radcom@bellsouth.net

Melissa Sheets, President-Elect
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Cindi Brownfield, VP of Programs
Stetson University
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Pam Hamlin, VP of Membership
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Chantel Roy, VP of Finance
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Sharon Warriner, VP of Public Relations
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sharonwarriner@cbe-fvc.org

Karen Chrapek, Secretary
Neighbor to Family
Karen.chrapek@ntf.org

Media Day sponsor advertisement

'Transformation' to be celebrated during Stetson University's 125th

The Stetson University Office of Public Relations and Communications will play a major role in Stetson's upcoming 125th Anniversary celebration and change in presidential leadership.

The university will celebrate its 125th Anniversary throughout the 2008-2009 academic year, and President Doug Lee will retire in May 2009.

Special anniversary banners will go up along Woodland Boulevard through the DeLand campus this summer. Stetson is planning a special Founder's Day Celebration in November 2008 and a Music Gala in spring 2009. "Transformation" will be the year's theme.

The Office of Public Relations is working on a commemorative magazine focusing on the university's history, particularly the past 25 years. Stetson is constructing several new buildings, and those will be dedicated during the anniversary.

During Lee's presidency, which began in June 1987, Stetson has improved its academic quality, increased its endowment fund from \$26 million to \$124 million, completed many capital projects, added Stetson centers in Tampa Bay and Celebration, and undergone a cultural transformation built on an institution-wide commitment to seven core values: religious and spiritual life, ethical decision-making, diversity, gender equity, environmental responsibility, community service, and health and wellness. Stetson will begin a nationwide presidential search for his successor this spring.

Please join the Public Relations team as it celebrates Lee's presidency and this milestone in its history.



STETSON
UNIVERSITY

- **Cindi Brownfield, VP of Programs**
FPRA member since 2004

FPRA is on the spot with a new members-only chapter Web page and many other new online features

The Volusia/Flagler Chapter of FPRA is not standing still, and neither is our Web site. Among the new services is a **members-only** secure site. In the "FPRA on the Spot" site, members can access membership contact lists, chapter history, the job list (moved to the secure site Feb. 8), quarterly chapter reports and future member benefits.



Other new online additions are:

- A calendar of upcoming chapter and state events
- How to sponsor an event
- Annual state conference information
- A student resources page, www.fpravf.org/pages/student/resource.htm with internships, recruitment tools, local hiring and income statistics of the profession, and a list of colleges with public relations courses. Members: please send internship information to Mary Dorn, APR, at main@mail.fpravf.org

Expect future changes for member convenience, such as an online registration form for luncheons and events, a Great Communicator Award nomination form and a new design with easier navigation. Mary Dorn still needs to hear from members about their specialties to help produce "Ask the PR Experts" as a service to the community (e-mail above). The information

provided will not be put on the Web site.

Confused about the name change? You can still use the old domain, www.fpravolusia.com for a year, but the new name, www.fpravf.org goes to the same Website and better reflects the chapter's new name.

— *Mary Dorn, APR, VP of Technology, FPRA member since 1998*

FPRA state conference set for Aug. 3-6 in Kissimmee

Mark your calendar for FPRA's 70th Annual Conference, which will be held at the Gaylord Palms Resort & Convention Center in Kissimmee from Aug. 3-6. This is FPRA's premier professional development event and brings together PR professionals with a common goal - to enhance their career through professional development seminars, vendor presentations and networking opportunities.

The member rate for the full conference will be \$535, and the nonmember rate will be \$685.



GAYLORD PALMS RESORT AND CONVENTION CENTER

Hotel reservations can be made by calling the Gaylord Palms at (407) 586-2000. The room rate is \$168 for single or double occupancy; this rate does not include tax or the current \$10 a day resort fee. Each additional adult is \$20. The deadline to make reservations at this reduced rate is July 3.