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October 10 Luncheon

Jose Luis Dieppa, news producer and assignment editor for the 6 p.m. newscast of the local Univision affiliate, share strategies for "Communicating with our Spanish Speaking Population" at the Tuesday, Oct. 10, meeting of the Volusia County Chapter of FPRA. Make your reservation today to attend this important meeting.

Networking/sign-in will begin at 11:30 a.m. in the Volusia Room of Daytona Beach International Airport, with lunch starting at noon.

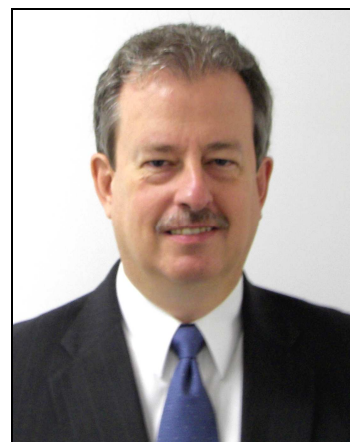
The cost is \$20 for members, \$25 for non-members and guests; \$15 for students. For reservations, please contact **Pat Kuehn, APR**, at (386) 239-7756, ext. 2934, or pkuehn@co.volusia.fl.us by Oct. 6. All cancellations received after 9 a.m. on Oct. 9 will be billed.

Welcome New Member

- Trish Wieland, public relations and communications specialist, Bert Fish Medical Center, trish.wieland@bertfish.com

Presidential PR

What do you do when your boss walks up to you during a "glitch" at a major special event and says, "Whoever is responsible for this is fired!"



Joe Radcliffe, APR, President

Actually, what do you do after you inform him that you are the one responsible? If you were able to attend the recent FPRA State Conference, then you already know the answer.

This was one of the hilarious – yet educational - anecdotes told by one of the keynote speakers, Shirley Powell, senior vice president of corporate communications for Turner Broadcasting System Inc., in her speech: "Hamburgers, Vomit and Presidents – Lessons Learned."

As your chapter president for 2006-07, one of my goals is to make it possible for more of you to attend next year's state conference, and learn from top professionals like Powell. It was the first state conference for me, and it surpassed my expectations in the amount of information I picked up that I can use every day.

As the only local professional organization devoted purely to public relations, FPRA is truly the only game in town. We have a very diverse membership representing many sectors including: corporate, non-profit, education, travel and tourism, sports, health care, public affairs, public safety, entertainment, the arts and more. We will be looking for more ways this year to share our vast expertise with each other.

Our new board of directors recently had a very productive orientation session that outlined these and other goals, such as: recruiting new members, expanding the chapter web site, organizing a "PR Road Trip," encouraging

Presidential PR *continued*

more accreditation, and enhancing our Great Communicator Award and the informative monthly programs we have come to expect.

When I first joined FPRA about eight years ago, I was the marketing director for the local United Way. The organization and I valued the educational and networking opportunities, and I didn't mind being able to list my board membership on my resume.

Now that I've been at the City of Ormond Beach for five years, and plan to stay, I don't care as much about my resume. I value my FPRA involvement more for the friends I have made who have shared their knowledge with me over the years.

At every monthly luncheon I learn new ways to do my job, and meet new people who I can call on if I need some assistance. The APR certification process forced me take my PR knowledge to the next level. And my involvement on the FPRA board continues to sharpen my overall skills in many ways.

Of course, perhaps the best benefit of FPRA is learning from the mistakes of others. Like when Shirley Powell had to tell her boss that she was the one he wanted to fire. The "glitch" occurred at the celebration launching the Cartoon Network, in front of hundreds of kids and dozens of company executives, when the jumbo-tron didn't work.

Powell kept her cool, got some music playing, and continued the celebration. A few years later, that same executive, now at another company, called to offer her a job. Why her? He needed someone who wasn't afraid to give him the advice he needed to hear.

Powell has a big-time job most of us only dream of, but all of us have a boss who relies on our expertise. Enhancing that expertise is what FPRA is all about.

Renew Your FPRA Membership Today And Receive a FREE lunch!

Get your FPRA membership renewal and dues to the State Office by Nov. 1 and you will receive a coupon good for one free lunch, redeemable at any regular monthly FPRA meeting throughout the year (not valid for Great Communicator Award luncheon).

Questions? Contact Andrew Booth, v/p membership, at (386) 947-6714 or a booth@daytonainternationalspeedway.com.

New FPRA Volusia Chapter board inducted

Joe Radcliffe, APR, public information officer for the City of Ormond Beach, began his term as president of the Volusia County Chapter of FPRA on Sept. 1. Joe and others on the board for 2006-07 were inducted in August.



Joe thanks outgoing President Molly Justice.



Officers include, from left, Kent Donahue, v/p special events; Andrew Booth, v/p membership; Melissa Sheets, v/p programs; and Dai Durrance, v/p public relations.



Port Orange City Manager Ken Parker inducts Pat Kuehn, APR, the chapter's president-elect and secretary.

FPRA Member Spotlight

Dai Durrance

**Communications
Coordinator,
U.S. Tennis
Association,
Florida Section,
Daytona Beach**



Recently . . . I was slated as the Vice President of Public Relations for the chapter! I really enjoyed participating in Leadership Daytona, a Daytona Beach Chamber of Commerce program (Class XXVI).

Benefits of joining FPRA . . . Being new to the Volusia County professional arena, I have been able to meet some outstanding, experienced local PR professionals in a single year. I am comfortable to ask other members for advice, etc., and I am proud to say I am a member of the association.

Hometown . . . I am a Volusia County native – born at Halifax Hospital and raised in Ormond Beach.

Education . . . University of Florida College of Journalism and Communications, graduated in 2004 with a B.S. in Public Relations; minor in Recreation.

How I de-stress . . . go for a jog on the beach, take a bubble bath and read a good book...in that order.

Speaker explains Experiential Marketing

Consultant Bud Hanson of Fish-On Marketing “hooked” us on experiential marketing during his presentation at the September board meeting. “A brand is a promise wrapped in an experience,” he said. For more on Hanson’s explanation of “experiential marketing” and how it fits with public relations, visit the chapter Web site at www.fpravolusia.com.

FPRA Volusia County Chapter Officers and Board of Directors 2006-07

President – Joe Radcliffe, APR, City of Ormond Beach, (386) 615-7021, radcliffe@ormondbeach.org

President-Elect/Secretary – Pat Kuehn, APR, Volusia County Government, (386) 239-7756, ext. 2934, pkuehn@co.volusia.fl.us

Immediate Past President – Molly Justice, Seventh Judicial Circuit, (386) 239-7837, mjustice@circuit7.org

VP-Finance – Chantel Nel, Tavern and Chapel in the Garden, (386) 451-5137, sagirl@msn.com

VP-Membership – Andrew Booth, Daytona International Speedway, (386) 947-6714, abooth@daytonainternationalspeedway.com

VP-Programs – Melissa Sheets, Flagler County Government, (386) 437-7480, ext. 227, msheets@fcbcc.org

VP-Chapter Communications – Cindi Brownfield, Stetson University, (386) 822-7214, cbrownfi@stetson.edu

VP-Public Relations – Dai Durrance, U.S. Tennis Association, Florida Section, (386) 671-8930, durrance@florida.usta.com

VP-Web Services – Mary Dorn, APR, (386) 672-9152, prexpert@earthlink.net

VP-Accreditation/Certification – Susan McLain, APR, smclain@ucnsb.net

VP-Special Events – Kent Donahue, City of Port Orange, (386) 756-5201, kdonahue@port-orange.org

Volusia County Community Information Division receives 7 awards

The Community Information Division of Volusia County Government was recognized for excellence in public information at the National Association of County Information Officers (NACIO) Awards Banquet in August. The banquet was held in Cook County, Ill., during the 2006 NACIO Conference and Exposition.

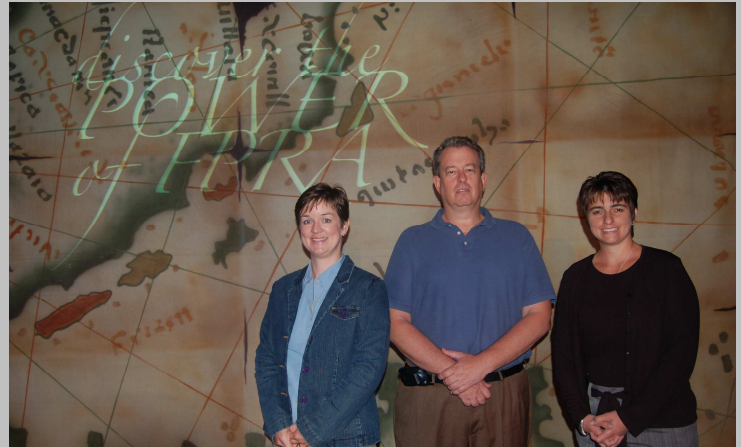
The Community Information Division received the following awards from the 2006 NACIO Awards of Excellence competition:

- Superior awards – *County Line* employee newsletter, Volusia.org and the Volusia County Historic Courthouse grand reopening event
- Excellence awards – ‘*Rx: Commutus Liberatus*’ VOTRAN radio spot, Volusia Magazine television program and the 2005 Media Day event
- Meritorious award - *Leisurely Times* 2006 Leisure Services activity guide

Members of the National Association of County Information Officers (NACIO) strive to create a better understanding of the duties of county government and to improve the communication skills of NACIO members and all other county officials.

Andrew Booth, v/p membership, featured in Weight Watchers Magazine

The inspiring story of FPRA member Andrew Booth's 103-pound weight loss is featured in the September/October issue of Weight Watchers Magazine. "Today I feel empowered – as if I could do anything," Andrew says in the story. Despite working long hours during peak seasons at the speedway, Andrew has managed to keep the weight off by eating at pre-set meal times, adding more vegetables, and avoiding Italian and Mexican fare (because he struggled to make healthy choices).



Representing the chapter at the FPRA State Conference were, from left, Vickie Pleus, APR, Joe Radcliffe, APR, and Michelle Coats, APR.

FPRA State Conference: Attendance is Virtual

Members can still attend this year's FPRA State Conference that was held in August – not literally, but virtually.

Click on the FPRA Blog link below to take a unique tour of the conference, with reports on the various sessions and keynote speakers: www.fprablog.com

Scan all the conference archives for topics of interest: <http://www.fprablog.com/archives.php>

Or at least hit a few of the reports on the keynote speakers and sessions highlights:

- [FPRA Annual Conference: Thoughts on Communications, Life and PR](#)
- [FPRA Annual Conference: A Case Study - The Terri Schiavo Case](#)
- [FPRA Annual Conference: Terri Schiavo](#)
- [FPRA Annual Conference: To Give or Not to Give: Working with Not-for-Profits](#)
- [FPRA Annual Conference: Bringing PR to the CEO Level](#)
- [FPRA Annual Conference: Dillin Keynote - Hamburgers, Vomit and Presidents - Lessons Learned from a Career in Media and Entertainment](#)
- [FPRA Annual Conference: Protecting PR Staff From Lawsuits](#)
- [FPRA Annual Conference: Word of Mouth Marketing](#)
- [FPRA Annual Conference: PR & Passion Rule at Harley Davidson, Seadoo, Segway and the University of Florida](#)

