



What's Inside

Member Spotlight.....	3
Image Award winner.....	5
2007-08 chapter officers.....	6

August 14 Luncheon Meeting

Our Annual Leadership Installation Luncheon will be Tuesday, Aug. 14, at a special location - the beautiful Atlantic Center for the Arts in New Smyrna Beach.



FPRA state wide President-Elect Suzanne Sparling, APR, will be the speaker. She will also facilitate a discussion about the chapter's direction in the new program year. Sparling is vice president of investor relations and spokeswoman for United Way of Brevard County.

After the program, members are invited to stay for a 30-minute tour of the Atlantic Center for the Arts at no extra charge. The center is nestled in the woods just west of US 1 on Art Center Avenue. Visit the ACA Web site for directions and more information about this wonderful artists' community and art education facility at: <http://www.atlanticcenterforthearts.org>.

Check-in and networking will begin at 11:30 a.m., and lunch will be at noon. The cost is \$20 for members, and \$25 for non-members. For reservations, contact Karen Chrapek, secretary, at (386) 523-1440, ext. 124, or e-mail Karen.Chrapek@ntf.org by noon Friday, Aug. 10. Cancellations made after 8 a.m. Monday, Aug. 13, will be billed.

Presidential PR

Chapter finishes year honoring Al Tolley as 'rain event' fails to become 'emergency situation'



Our FPRA members ended the program year on a high note, as 85 friends, family and colleagues of the late Sgt. Al Tolley came together to honor his work, his life and his sharp wit at the June 12 Great Communicator Luncheon. *Joe Raddiffe, APR*

The turnout was the largest for any FPRA event since I joined the chapter about 10 years ago. It was a wonderful tribute to Al, who served the people of Daytona Beach for nearly 30 years as a police officer and public information officer. Al passed away last August after a short battle with cancer, so the outpouring of affection meant a lot to Mrs. Jeanne Tolley and their daughter Amy.

With several police officers, firefighters and PIOs in attendance, it was fitting that the LPGA meeting room gave us a great view of a menacing thunderstorm – tornadoes included. Since Al and his cohorts liked to try to get the media to use redundant phrases in news reports, I guess Al would have reported it this way: "A nearby rain event luckily failed to materialize into a tornado event or other emergency situation, which may have caused the attendees to hit the bar and become overly beveraged guests."

But seriously, thanks to the many people involved who made the event a wonderful success, including our board of directors and several past board members.

Our next meeting will be the Annual Leadership Installation Luncheon on Tuesday, Aug. 14, at a special location – the

Presidential PR *continued*

beautiful Atlantic Center for the Arts in New Smyrna Beach. Take a little extra time to tour this unique artist colony, nestled in the woods, that brings many of the world's top artists and writers to Volusia County.

As we close out the year, I want to recognize board members who did so much to provide our members with first-rate programs and professional development. Several board members had new jobs or new job duties – and three new babies! Yet, nobody dropped off the board because everyone pitched in to help each other. That's what great teams do.

Past President Molly Justice of the Seventh Judicial Circuit Court and Incoming President Pat Kuehn of Volusia County Government both provided the board with valuable insight, advice and assistance this year. Pat will represent the chapter at the fourth quarterly state board meeting in August – her second such trip this year.

Molly will be leaving the board after several years of continual service and playing key roles in many successful events and initiatives. We will greatly miss her guidance and leadership.

Challenges this year included rising meal costs, which was successfully managed by our Secretary Karen Chrapek of Neighbor To Family, who does so many things to ensure our meetings and programs run smoothly.

Chantel Nel of the Tavern and Chapel in the Garden, continues to serve in the hard-to-fill position of V.P. of Finance, and has provided a high level of expertise with her background in small-business book-keeping.

Although we had good attendance early in the year, attendance at our luncheons kept increasing as the year progressed, thanks to our V.P. of Programs, Melissa Sheets of Flagler County Government. She provided a great mix of speakers, including many of the top PR and media professional in Central Florida.

Cindi Brownfield, Stetson University, consistently provided our members with professional communications, including meeting notices and the writing and design of the PR Waves newsletter.

Cindi worked closely with our V.P. of Public Relations Dai Durrance, who started a new job with Halifax Community Health System while getting the chapter good media coverage this year – especially for the Great Communicator Award.

Our chapter web site (www.fpravolusia.com) continues to expand under the leadership of Mary Dorn, PR Consultant and V.P. of Web Services. Features include same-day coverage of our monthly programs and archives of past programs, lots of photos, a great job site, tons of links, as well as state FPRA news and resources.

Vice President of Special Projects Kent Donahue, PIO and Special Projects Manager for the City of Port Orange served as our Great Communicator co-chair, shot great photos at all our events and played a big role in the success of last year's Leadership Luncheon.

Our V.P. of Membership, Andrew Booth of the Daytona International Speedway, finished the year with 54 members, four more than last year and just one short of his goal. However, we just learned that three new memberships are coming soon!

Over the past few years, our Vice President of Accreditation/Certification, Susan McLain, has helped several members prepare or pass their Accreditation in Public Relations – a key benefit of FPRA membership.

It is very gratifying for me to end the year knowing that we have attracted several new members to the board for 2007-2008. We also learned that at least one of our members will be honored at the state FPRA Golden Image Awards in August.

It has been a great privilege serving as your president this year. With your continued support, our chapter will do more to serve all of you in the coming year. You'll excuse me if I celebrate the end of my tenure by getting "overly beveraged."

For more coverage of the **Great Communicator Awards Luncheon**, see Page 4.

Welcome to new members:

- Lindajeon Western,
Embry-Riddle Aeronautical University,
Lindajeon.western@erau.edu
- Jeff Welsh,
jeffrewelsh@gmail.com

FPRA Member Spotlight

Wendi Jackson

**Community Information Specialist,
City of Deltona**

Recently . . . I've been learning about how to operate a government access cable channel. In March, the City of Deltona, went live on BrightHouse's Channel 99, and Deltona residents can watch our city commission meetings from the comfort of their home. It's been an experience — learning how to operate the cameras in our commission chambers and learning new software.

Benefits of joining FPRA . . . meeting other professionals who perform similar day-to-day tasks yet for very different organizations. It's been great to hear how public relations functions in the public, private and non-profit sectors.

Hometown . . . Hawthorne, Fla. ...Yes, I'm a native. Hawthorne is a small town with many lakes located right outside of Gainesville. Go Gators!

Education . . . Bachelor of Science in journalism with an emphasis on photojournalism from Toccoa Falls College, a small private college in the foothills of Northeast Georgia.

How I de-stress . . . a good swim at the YMCA or if I have at least a couple of hours to be lazy, I head to the beach.

Welcome baby Grace Olivia Jackson!

The Volusia County Chapter of FPRA congratulates member Wendi Jackson and her husband, Ian Jackson, on the birth of their daughter. Grace Olivia Jackson was born Thursday, July 12, 2007.

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

President – Joe Raddiffe, APR, Radcliffe Communications, (386) 254-8810, Rad-Com@bellsouth.net

President-Elect – 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

Secretary – Karen Chrapek, Neighbor to Family, (386) 523-1440, ext. 124, Karen.chrapek@ntf.org

VP-Finance – Chantel Roy, 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) 313-4040, msheets@fcbcc.org

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

VP-Public Relations – Dai Durrance, Halifax Community Health System, (386) 226-4523, dai@daidurrance.com

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

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

VP-Special Events – Kent Donahue, City of Port Orange, (386) 506-5501, kdonahue@port-orange.org

Community honors the late Sgt. Al Tolley with 8th Annual Great Communicator Award

Remembering his professionalism and sense of humor, FPRA-Volusia celebrated the life of late Daytona Beach Police public information officer Sgt. Al Tolley on June 12 with the 8th Annual Great Communicator Award.

About 85 friends, family and colleagues attended the awards luncheon at LPGA. Tolley's wife, Jeanne, and their daughter, Amy, accepted his award, the top honor of its kind in the area, given for a lifetime of excellence in public relations and communications. A commemorative plaque was also presented to the Daytona Beach Police Department.

"You've made it very clear that my dad was loved by all who knew him," Amy Tolley said in thanking the crowd. She said her father performed a "balancing act" between his life as a father and husband and his career with the City of Daytona Beach Police Department.



Jeanne and Amy Tolley pose with past Great Communicators, from left, Dave Byron, APR, Mary Harowski, APR and Mike Jiloty.

Sgt. Tolley died of cancer in August 2006 after serving for nearly 30 years on the Daytona Beach police force. Award presenter Dave Byron, APR, Volusia County Government director of Community Information, said Tolley was instrumental in forming the Volusia-Flagler Public Information Network, which coordinates emergency communications between cities, county government, hospitals and non-profit relief agencies.

"Al was one of the early pioneers in the profession in Volusia County," Byron said.

Since Tolley was known for his tendency to mix laughter with compassion during tense situations, speakers chose to keep the tone of the luncheon light.

"He could find the humor in about every situation in law enforcement," said speaker Steve Beres, deputy police chief for Daytona Beach.

Beres found it amusing when he noticed that Tolley's office was filled with awards with other people's names on them. The awards had never been picked up by the recipients, so Tolley stuck them on his wall.



Lt. John King, Daytona Beach Fire public information officer, said Tolley provided valuable advice to him after he volunteered to be the fire PIO, not knowing the challenges of the job. During his speech, King wore a cap given to him by Tolley.

"Al felt sorry for me and took me under his wing," King said.

Great Communicator continued
Page 5

Jeanne and Amy Tolley display the Great Communicator Award with speakers, from left, Lt. John King, Dave Byron, APR, Steve Beres, Mark O'Keefe and Joe Radcliffe, APR.

Great Communicator *continued*

"When Al spoke, people listened. His experience and knowledge was sought after, appreciated and now greatly missed."

Mark O'Keefe, EVAC Ambulance public information officer, said that for laughs he and Tolley would try to sneak redundant two-word phrases into news reports such as, "emergency situation," "shooting incident" and "rain event."

A police officer since 1979, Tolley began his work in public information as an officer assigned to the community relations division of the Daytona Beach Police Department in 1989. He was named the department's public information officer (PIO) in 1992. Five years later, he was promoted to sergeant and returned to the patrol division, but later returned to the PIO position until he passed away last summer.

Two charitable donations were made in Tolley's memory using proceeds from the awards luncheon.



Adrienne Moore, APR, CPRC, Past State President; Joe Radcliffe, APR, Volusia County Chapter President; and Jessica Rye, APR, State President

Bike Week Safety Task Force wins FPRA award

The Bike Week Safety Task Force, chaired by President-Elect Pat Kuehn, APR, received an award of distinction from the Orlando Area Chapter of the FPRA during the 2007 Image Awards Gala on April 19. The award was given in the public service category.

Judging was based on research/situation analysis, objectives, implementation, evaluation and budget.

The task was formed by the Volusia County Council in December and included representatives from Bikers for First Amendment Rights, Daytona Beach Area Convention and Visitors Bureau, Daytona Beach/Halifax Area Chamber of Commerce, Volusia County Hotel/Motel Association, Daytona Beach police and fire departments, EVAC Ambulance, Florida DOT, Florida Highway Patrol, Volusia County Fire Services and the Volusia County Sheriff's Office.

Bob Barker, a longtime member of the Volusia County Chapter of the FPRA, also served on the task force.

Task force members researched local statistics and found that motorists were responsible for five of 12 biker deaths in Volusia County during Bike Week 2006. "The most common cause was violation of right of way, and most motorists said they never saw the motorcycle until it was too late," Kuehn said.

The task force developed a public information campaign to reduce motorist-caused motorcycle fatalities during Bike Week 2007 by raising awareness and encouraging motorists to look twice before pulling into traffic. Elements of the campaign, titled "Look Twice - Save a Life," included billboard and transit advertising, temporary road signs, news releases, public service announcements, print ads, and letters to churches and civic organizations.

By the end of Bike Week 2007, law enforcement officials attributed two biker deaths to motorists in Volusia County. "Certainly other factors played into the reduction of motorcycle fatalities, but we believe the task force played at least a small role by raising awareness among local motorists," Kuehn said.

Congratulations to the incoming 2007-2008 Board of Directors

President – Pat Kuehn, APR

President-Elect – Melissa Sheets

Immediate Past President – Joe Radcliffe, APR

Vice President of Membership – Pam Hamlin

Vice President of Finance – Chantel Roy

Vice President of Programs – Cindi Brownfield

Vice President of Accreditation/Certification- Debi
McNabb, APR

Vice President of Public Relations – Sharon Warriner

Vice President of Web Services – Mary Dorn, APR

Vice President of Chapter Communications – Vickie
Pleus, APR

Student Chapter Liaison/Historian – Anastasia Shaw

Secretary – Karen Chrapek

FPPRA membership exceeds 1,500

On July 5, 2007, the Florida Public Relations Association achieved a tremendous milestone when its membership topped the 1,500 mark for the first time in its 69-year history.

FPPRA's membership now includes 1,503 dedicated professionals and students in the state.

This accomplishment is directly related to the consistent and tireless work we do as members to bring top-notch professional development and networking opportunities to the practitioners in FPPRA's 15 professional chapters and 11 student chapters across the state of Florida.

Congratulations!

It's not too late to register for FPPRA's 69th Annual Conference: 'PR: The Convergence of Art and Science,' Aug. 5-8, 2007 at The Ritz-Carlton, Sarasota

Featured speakers will be:

- Harold Burson, APR, Fellow PRSA, Founding Chairman of Burson-Marsteller, the world's largest public relations consulting firm and author of "E Pluribus Unum – One from Many: The Making of Burson Marsteller."
- Aaron D. Cushman, APR, Fellow PRSA, Retired Chairman of Cushman/Amberg Communications and author of "A Passion for Winning: Fifty Years of Promoting Legendary People and Products."
- Kirk T. Stewart, Executive Vice President of APCO Worldwide, Former Global Vice President for Corporate Communications for NIKE, Inc. & Chairman & CEO of Manning Selvage and Lee, A Global Public Relations Firm.

Hotel reservations can be made directly with The Ritz-Carlton, Sarasota by calling 1-800-241-3333. Questions can be directed to conference chair Erin McLeod at emcleod@seniorfriendship.com.

Member Rates – After July 13

Full Conference \$605.00

Additional Registrants \$585.00

Single Day \$405.00; Students \$150.00

Non-Member Rates – After July 13

Full Conference \$750.00; Single Day \$455.00

More information is available at:

http://www.fpra.org/pd_annual_conference.asp