

A MONTHLY PUBLICATION FOR MEMBERS OF FPRA OCALA CHAPTER



Allison Campbell, FPRA Ocala Chapter President

PRESIDENT'S MESSAGE

Thank you to the members of the FPRA Ocala Chapter for choosing me as your chapter president for the 2011-2012 year. In all my years of volunteering in clubs, on committees and boards, I have never taken the leap to serve in a presidential role, yet here I am! I count it an honor and privilege to lead such a fine group of professionals over the next 12 months.

My theme for this year is "One Vision. One Voice."

Within our profession, we all know how difficult it is to tell

our stories without proper direction and "vision." I hope this year you will see what FPRA can do for you and this community, and we can all use our "voices" to share that solidified, unified vision. One of the first ways I plan to kick start this theme is to have an "FPRA Friday Focus." Since our chapter meets on Fridays, we hope you'll get used to seeing something from your Ocala Chapter nearly every Friday this year—from newsletters to invites to "Friday Focus" email updates to surveys, etc. Hopefully that will help keep our vision from getting too blurry.

I have an excellent group serving in board leadership this year, and we have great ideas stirring for this next year of programming and activities with plenty of opportunities for you to get your feet wet, helping out in whatever capacity you can. Some options you can consider right now are: December Media breakfast, Mid-Florida Image Committee, Professional Development Toolkit, Non-Profit Seminar, and the May FPRA State Board Meeting Social. Please let me know if any of these look like a way you could see yourself getting involved.

As my Dad once told me, "If you don't take the lead your view never changes." So here I am, leading our Chapter into another year with boundless opportunities lying ahead of me on the open road. Won't you consider catching the vision and sharing your voice with me?

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Mark Your Calendar!

OCTOBER 21

Joe Curley, Sr. PR Consultant for Universal Studios
Ocala Hilton, 11:30 a.m.-1p.m.

DECEMBER 1

Media Breakfast

DECEMBER 9

Social Mixer @ Magnolia Room
5:00-6:30 p.m.



WELCOME 2011-2012 BOARD MEMBERS!

At the August professional development luncheon, our new chapter board was installed and they are ready and willing to serve our membership this year. Chapter president, Allison Campbell, held a board retreat to discuss this year's goals and objectives. There is certainly a lot in store for our chapter—planning for our annual media breakfast is already underway!

With a broad spectrum of talent and experience, each board member has something unique to bring to the chapter. We have members who work in public service, education, advertising, economic development, the list goes on. Here is a brief description of our new board and how they serve Marion County:

Allison Campbell, Executive Director of the Hope Foundation benefiting ARC Marion—We are the fundraising arm of the largest organization serving the developmentally and intellectually disabled in our community. We are a nonprofit raising money for a nonprofit, and my duties include everything from fundraising and event planning to PR and communication for both organizations, website maintenance to budgeting and finance and everything in between.



Peveeta Persaud, Public Education Specialist for Marion County Fire Rescue—Develops, plans, implements and evaluates large county-wide fire safety and injury prevention campaigns within Marion County, as well as conducts and coordinates daily public education event requests in the community. Also serves as an adjunct Public Information Officer for Marion County Fire Rescue, providing accurate, consistent information to the media in a timely manner to serve the needs of the citizens of Marion County.

Laura Byrnes, APR, Communications Manager for CLM Workforce Connection—Develop, plan, direct and monitor communications strategies to effectively promote Workforce Connection services to job seekers and employers within Citrus, Levy and Marion counties.

Lois Brauckmuller, APR, Assistant Director of Marketing and Public Relations for College of Central Florida—Collaborates with Marketing and Public Relations team to establish comprehensive marketing and public relations strategy for the college.

Amanda Cebula, Community Relations Coordinator for Webster University—As the Community Relations Coordinator for Webster University, I am responsible for student recruitment for our graduate programs, event planning, and public relations.

Carole Savage, APR, CPRC, Executive Director for the Public Education Foundation of Marion County—Managing the foundation's programs such as Tools 4 Teaching, the Golden Apple Teacher of the Year, Grants for Great Ideas and the Take Stock in Children program, a scholarship-mentoring program providing college education.

Toni James, APR, Owner/President of Toni James & Assoc. Strategic Public Relations—Developing public relations strategies, repairing, strengthening, and building relationships for your business or organization.

Kevin Christian, Public Relations Officer/Coordinator of Television Media Productions for Marion County Public Schools—Work with the public to better understand public education issues, funding, and parent concerns. I also handle all media relations for the district and supervise our audio/video production unit which programs the Marion Education Channel in our area.

Mandy Wettstein, APR, Agency Services Director for THAT! Company—Manages daily operations of the PR and ad agency division; Oversees the agency's top accounts.

Barbra Hernandez, Public Information Officer for Marion County Board of County Commissioners—Create, edit and plan strategic communication pieces to inform the public of county government news, services and events.

Christy Jergens, Public Information Manager for Marion County Board of County Commissioners—Manage external communication initiatives and programs that inform the public about Marion County events, news, programs, projects and services.

Jenifer Lowe, Public Information Officer for Marion County Sheriff's Office—Coordinate media relations, special events, public awareness and education campaigns, manage website content and produce agency publications.

John Podkomorski—See an entire member profile on page 3!

MEMBER PROFILE

John Podkomorski



Where are you from?

Milwaukee, WI originally, then Chicago, then Sacramento/San Jose, then here.

Affiliation with Public Relations:

Recent: Local volunteer work, Outreach chairman for NAMI, lots of newsletter and website work, public speaking.

Little Known Fact:

I once was a semi-pro European Folk Dancer, and played in Orchestra Solo – eastern European (and some American) music. I play a newly developing sport called “Comedy Golf”. But not intentionally.

What attracted you to FPRA?

Really bright people engaged in public relations, hoping to better serve the groups I volunteer for. Lots to learn about contributing to outreach efforts.

Favorite aspect of FPRA :

Networking and educational opportunities.

Dear Members,

We are ready to welcome new members to FPRA Ocala, and look forward to growing this year. Please contact me if you need membership applications and information to share; we are counting on all of our members to help spread the word about our great association, and help recruit new members who can also benefit from joining us.

You can also find information on our website. This year, I plan on doing some recruiting in our neighboring counties, and being there to support your individual recruiting efforts in any way I can.

My contact information is: Amanda Wettstein, APR, awettstein@thatcompany.com, 352.319.0222. Please let me know how I can be of service as your membership director.

Mandy

Bring a Guest Challenge! We are challenging our members to bring at least one guest to at least one lunch in the next six months. If every member meets this challenge, that's 53 guests/potential new members. Think of a colleague at work or someone you work closely with; perhaps your counterpart at another agency. First time members can attend for just \$20 and if you're feeling really generous, you can cover their lunch payment. Remember, planting the seed is the first step to growing a great member!

Member Anniversaries (August)



Tina Banner, APR—11 Years

Dr. Joe Wallace—11 Years

CONFERENCE ON THE BRAIN

TESTIMONIAL BY LILA IVEY

"I truly enjoyed every minute of the conference - it was really top notch. The only challenge was choosing which session to attend! I found the speakers very savvy and approachable. Their generosity in sharing expertise, both during the sessions and off-line, was refreshing and rejuvenating. No matter how disparate our "businesses" may be, there is a way to apply solid PR principles and strategies that crosses all industries. It's all about people and relationships...any way you slice it. I am grateful for the opportunity to be part of the experience!"

Lila Ivey, Hospice of Marion County

SNAP SHOTS AT CONFERENCE



Left top: The Ocala Chapter had eight members attend annual conference this year: Lila Ivey, Selma Canas, Ryan Gerds, Christy Jergens, Laura Byrnes, Allison Campbell, Mike Robertson, Amanda Cebula. Here they are at the Golden Image Awards. Below: Ryan Gerds with Immediate Past President (State), Jennifer Moss receiving his Golden Image Awards. Left bottom: Members Allison Campbell, Laura Byrnes, Selma Canas, Christy Jergens and Gainesville Chapter's Devon Chestnut attending the President's reception.



** The 2012 FPRA Annual Conference will be held at the Renaissance Resort at World Golf Village in St. Augustine, August 5-8. Next month, we will highlight a budget plan, complete with a cost breakdown to help you begin saving now. Stay tuned!

UPCOMING PROFESSIONAL DEVELOPMENT



Preparing Your Digital Canvas is the September professional development luncheon, featuring Michael Winn, Chief Digital Officer of DigitalOpps and Digital Marketing Director at RB Oppenheim Associates in Tallahassee. Winn's presentation on advanced digital strategies will include data and information on five behaviors on the social web, how the

message is connected, targeted and integrated, cross-media optimization tactics and monitoring brand, reputation and relationships. This beyond-the-basics presentation will provide attendees with ideas on how to strengthen their own organization's digital strategies, from Facebook to Google+ to the latest communications technology.

SPARE CHANGE



Did you know you can save money by pre-paying either quarterly or annually for your monthly meetings? Continuing with our system that has been in place since 2009, all Professional Development Sessions must be PRE-PAID, but if you prepay monthly, you are charged \$20+ processing fee. If you pay quarterly or annually, you only pay \$18 per meeting! Now that's a deal.

If you choose to pay quarterly or annually, please mail a check to FPRA Ocala, PO Box 5575, Ocala, FL 34478-5575 or bring a check for the full amount to the Sept. or Oct. meet-

ing. (If you need an invoice for the year, please contact Lois at brauckml@cf.edu). Fees are: Quarterly- \$18 per meeting/\$72 per quarter; Annually- \$18 per meeting/\$216 per year.

If you are prepaid and are unable to attend a meeting, you are able to "gift" that meeting to a guest or member of your choosing. What a great way to get someone to try out FPRA!

If you still want to pay monthly, when you respond to the meeting notice, you will be directed to the chapter website to pre-pay. With the help of Technology Chair, John Podkomorski, we believe we have all the bugs worked out with PayPal, so please take advantage of that option if you are paying monthly. We are no longer accepting PayPal annual or quarterly prepays.

I hope that this information is helpful for you. As always, your chapter president, Allison Campbell, or treasurer, Louis Brauckmuller, can always assist with any other issues that might arise.

DECEMBER SOCIAL



The Ocala Chapter has planned a social event for December 9 from 5-6:30 p.m. at the Magnolia Room in Downtown Ocala. The cost is \$20 and includes tasty hors d'oeuvres, water and tea. A cash bar for beer, wine and soda will be available.

This joint social/mixer event will be an opportunity to meet professionals in partnering groups such as Association of

Fundraising Professionals and the Non-Profit Business Council.

After food and drink, we will walk to the Symphony Under the Stars concert on the square. Spread the word!

For more information, contact Toni James, APR at ToniJames@cox.net.



"QUOTABLES"

"Nothing gives one person so much advantage over another as to remain always cool and unruffled under all circumstance."

-Thomas Jefferson, U.S. president (1743-1826)

Mid-Florida Image Awards

We are very excited to be hosting the North Central Florida Image Awards for the second year in a row right here in Ocala. Nature Coast Chapter will be joining us in addition to our friends in Lake and Sumter Counties again as well.

Anyone interested in serving on the planning committee for our Image, should contact Peveeta Persaud. If all goes as planned, you should have your Call for Entries by the end of 2011 with the award entry due date set for March. It's never too early to start thinking of your past, current and future projects as prospects for entries, so start thinking now!

2011-2012 OCALA FPRA BOARD

Allison Campbell
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AllisonCampbell04@gmail.com

Peveeta Persaud
President-Elect
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Christy Jergens
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Jenifer Lowe
Newsletter Chair
Jlowe@marionso.com

John Podkomorski
Technology Chair
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SOCIAL ON SOCIAL MEDIA

When you attend a meeting after hours, it's always a benefit when you can take something away from that meeting that you can apply at work. When you can learn something from one of your peers, it's really icing on the cake. For those of us who attended the Social on Social Media, the joint mixer with the Ocala Chapter and Gainesville Chapters of FPRA and Association of Fundraising Professionals (AFP) of North Central Florida, hearing tips of the trade from Ocala chapter member, Ryan Gerds, APR, gave us those social media nuggets that we can really utilize in our businesses going forward. He kept the topic engaging and fresh. The interaction among peers was great, and we are always happy when we can partner with other organizations in our surrounding area. Thanks to all who attended. We know you weren't disappointed.



Left to right: Beth McCall, Ryan Gerds, APR, Allison Campbell, Meghan Shay, Dick Chady and Lois Brauckmuller, APR.

POST IT HERE!

Ever had an important "Pace Buck" announcement to make but couldn't make it to the luncheon? Or maybe you want to announce something a few months in advance. Your FPRA Prestige newsletter is now offering you a section to publish your announcements and upcoming events.

If you would like to see your message in the Prestige newsletter, email it to jlowe@marionso.com by the 25th of the month. These "mini" announcements are limited to one sentence, plus contact information.