

A MONTHLY PUBLICATION FOR MEMBERS OF FPRA OCALA CHAPTER



Allison Campbell, APR
FPRA Ocala Chapter President

I hope that you all had a wonderful Thanksgiving holiday with your family and loved ones. While I was traveling to Tennessee the Friday of our November meeting (again my apologies for missing it) my uncle suffered a very sudden, fatal heart attack. Instead of a lot of joy surrounding our trip, we were met with the unforeseen opportunity to see many members of our extended family and dozens of old friends as we laughed and cried together.

I only share this candid story with you, because my recent week away from work gave me a lot of time to reflect on so

many different things, some of which I would like for you to ask yourself as well. What kind of mark am I leaving everywhere I go? When people think of me and my work, what are their impressions? Do I smile, laugh and enjoy myself enough? Am I making lasting friendships in the workplace and in groups like FPRA? And of course, do I spend enough time with my family?

Please don't take this start to our December *PRestige* in a somber, melancholy way. If the above reflections have you asking how you can do a few things differently, then we have a lot of great opportunities in FPRA for you this month. Want to help build friendships with like-minded professionals while having a good time, too? Then you won't want to miss the Tinsel & Tunes social on Friday, December 9. It's a great time to unwind and just socialize and spouses/guests are welcome. Want to help improve your work with the media to make a good mark when you are in the spotlight? Then the Media Makeover on December 14 is just what you need. How about making a lasting impression for a hurting community? Try ringing the bell for the Salvation Army's Red Kettle campaign on FPRA day- December 17. Bring a family member along, so you can spread some holiday cheer together. Most importantly, I encourage you throughout this month to take some extra time spending it with those you care about the most. I am so blessed to call so many of you my friends, and I can't wait to spend some time with you this December!

Life really is short. Let's make the most of every day we have, both on the job and at home. There's no greater gift you can give than the gift of your time. Merry Christmas to you all!

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Mark Your Calendar!

DECEMBER 9

Tinsel & Tunes @ Magnolia Room
5:00-6:30 p.m.

DECEMBER 14

Media Makeover @ Sheriff's EOC
9 a.m.—1 p.m.

DECEMBER 17

Red Kettle Bell Ringing, 9 a.m.—7 p.m.

JANUARY 11

New Member Orientation



CREDENTIALS CORNER

LAURA BYRNES, APR

The New Year is almost here and that's a great time to make professional advancement by earning your APR credential a top goal for 2012!

Your APR credential means you are Accredited in Public Relations, the internationally recognized standard of competence in our profession. Your FPRA membership affords you the opportunity to sit for the examination, take advantage of study resources and earn rebates from both the state association and our chapter.

If you attended the November professional development meeting, you know that our chapter also recognizes newly credentialed members with gift cards and cake! Congratulations to the Ocala Chapter President Allison Campbell, President-Elect Peveeta Seeraj, (formerly Persaud), and returning member, Heather Danenhower, who have earned their APRs in recent months, and to Membership Director Mandy Wettstein, the chapter's newest Certified Public Relations Counselor.

This year, your chapter wants to support your accreditation efforts like never before. We will hold a brown-bag orientation on Wednesday, Jan. 11 at noon at the Workforce Connection boardroom (room 206 of the Enterprise Center, building 42, at the College of Central Florida).

The agenda is simple: demystify the credentials process and provide candid feedback from your FPRA/Ocala colleagues who have gone through it. We will begin chapter Study Sessions on Wednesday, Jan. 25.

Don't miss this outstanding opportunity to take your career to the next level! If you think you don't have time to earn your APR, or that the credential is much ado about nothing, this Jan. 11 orientation is for you. So bring your lunch and bring your questions.



MEDIA MAKEOVER

Your FPRA Ocala Chapter is bringing you some of the most experienced names in communications and media for our annual media makeover event. Rosie Moreno-Jones, with Real Oldies 104.7, and Buddy Martin, 2011 Communicator of the Year recipient, will fire questions on a breaking news topic during **In the Hot Seat**. You're sure to build your on-camera skills. Shawn Kaplan with Kaplan Media and Jim Robertson with WIND-FM/KCountry will present the **1, 2, 3's of great PSA's**.

After these skill-building sessions, you will have the chance to go one-on-one with the four professionals in a **Media Question and Answer Session**.

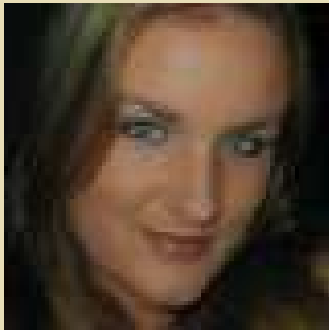
Lunch—baked chicken, vegetables and salad—will be served around 12:15 p.m. and is included in the \$30 registration fee. Members who have prepaid will only owe \$10 at the door. Coffee will also be available in the morning.

Join us, Wednesday, November 14 from 9 a.m. to 1 p.m. for FPRA Ocala's annual Media Makeover event at the Marion County Sheriff's Emergency Operations Center. This would be a great opportunity to bring a guest and introduce them to your FPRA chapter. Consider the benefits your boss, coworkers and/or employees would take away from this professional development workshop.

Want to WOW Everyone When You're In The Hot Seat?

- ◆ Maintain good eye contact
- ◆ Avoid "Uh" and "Um"
- ◆ Stick to key points and don't lose focus
- ◆ Control body language
- ◆ Avoid large hand gestures, slouching and swaying
- ◆ Be courteous to reporters

MEMBER PROFILE



Karleen Howard

Where are you from? Originally from Maine but moved to Florida as a young child.

Affiliation with Public Relations: As the Foundation Coordinator for the Public Education Foundation of Marion County, I am in constant contact with the residents of Marion County whether it is with fundraising efforts or a community events. I am diligently trying to maintain and improve the relationship with Marion County residents and the Foundation. Eventually, I would love for every resident of Marion County to know about the Foundation and its impact on our county.

Little Known Fact: I was attacked by a Great Dane as a toddler and had to be hospitalized for 6 months in a half body cast.

What attracted you to FPRA? The Foundation's past Executive Director, Carole Savage, told me about this wonderful association and invited me to a luncheon. I was able to see how the association plays a huge role in Marion County.

Favorite aspect of FPRA : Being able to meet and network with many people in the same field, and the opportunities to gain knowledge at monthly workshops.

MEMBERSHIP NEWS

As we move into the holidays, it's easy to forget about things like professional development. Here is a friendly reminder that now is a great time to invite a colleague to join our chapter and start the New Year off with a calendar filled with opportunities to learn and network with your PR peers. Our Tinsel & Tunes December Social on December 9th and the Media Makeover on December 14th are the perfect way to introduce others to FPRA. Please be sure and contact me if you have any potential new "recruits"; we will be sure to make them feel welcome.

As we start the New year, I want to ensure you are taking advantage of all the organization and our chapter has to offer.

Professional Development: Whether through educational programs, seminars, workshops or print/electronic materials, members will gain the professional knowledge, skills and abilities needed for career advancement.

Leadership Opportunities: FPRA is run by our members. We can serve on their local chapter board or committees, as well as at the state level.

Accreditation / Certification: FPRA offers a two-tier credentialing process for its members. The first tier, APR (Accreditation in Public Relations), works in partnership with the Universal Accreditation Board and signifies a high level of competence and validates a PR professional's commitment to the field. The second tier, CPRC (Certified Public Relations Counselor), is only available to FPRA members who already have the APR designation and 10 years or more of public relations experience.

Annual Conference: our Annual Conference is the Association's largest and most anticipated event of the year. The state-wide conference features nationally recognized speakers, numerous networking opportunities and peer recognition through the Association's premier awards program.

Professional Recognition: the Golden Image Awards competition recognizes those practitioners who demonstrate outstanding public relations programs or tools. In addition to the statewide competition, local chapters host and award members for best PR programs and tools demonstrated in their communities.

Networking: Stumped on a project? Need an objective opinion? Searching for a printer who can work within your budget? When you join FPRA, you'll gain a network of hundreds of PR professionals who are employed in all areas of PR including: government, healthcare, technology, tourism, public utilities, financial, education, non-profit and agencies.

Web site: FPRA's web site includes an exclusive members-only area that features a library of resources, job bank, membership directory, speakers' bureau and much more. Members can also connect with several social media communities FPRA moderates: FPRA's blog, Facebook, LinkedIn and Twitter.

Counselors' Network (CN): For senior level professionals, FPRA's CN offers advanced educational opportunities and a chance to network with other top public relations counselors and practitioners. A special track at Annual Conference allows CN members to interact with speakers in a small, intimate group setting.

Our Local Ocala Chapter: We meet monthly to hear timely speakers, to exchange career experiences and to conduct general business.

Sincerely,

Mandy Wettstein, APR, CPRC

ACES BY LAURA BYRNES

Advanced Career Enhancement Series: for those who like their PR well-seasoned.

The survey results are in and, based on your feedback, we are putting together three programs for the Advanced Career Enhancement Series (ACES). The programs are tentatively slated for February, April and June. ACES is intended for seasoned practitioners who have at least 10 years of professional experience in public relations, communications, marketing and/or advertising. If you didn't have a chance to complete the survey and would like to offer recommendations, please contact Laura Byrnes, APR, Immediate Past President, who is coordinating the series. She can be reached at 816-1264, 291-9559 or by email at lbyrnes@clmworkforce.com.

HOLIDAY VOLUNTEERING

Your FPRA Ocala Chapter will be spending Saturday, December 17 at the Easy Street Wal-Mart ringing the Salvation Army's Red Kettle bell. You want to be a part of it!



Community service projects offer members a chance to give back to the community in which they live and work. It's an opportunity to give something to others that they might otherwise never have. We are so fortunate to have most or all of our needs met each day. Let us take a few hours of our time this season, to help meet someone else's needs. You can bring your kids, spouse or a friend. You can even bring your pet!

We still need volunteers from 1-7 p.m. To sign up contact Jenifer Lowe at JLowe@marionso.com.

IMAGE AWARDS BY PEVEETA SEERAJ

Interested in helping plan Ocala's top public relations awards program? The Mid-Florida Local Image Awards (hosted by your very own Ocala Chapter) is approaching quickly. Last year's event set the bar high, so we've got our work cut out for us. But, we're excited to get started and we're still looking for dedicated committee members! Please e-mail me at: Peveeta.persaud@marioncountyfl.org to volunteer yourself (or a coworker! :)

Also, don't forget to start preparing your entries for the competition (hopefully the science behind your public relations programs are sound), because it's nearly time to showcase your PRoject at the fair! More information coming soon!

Member Anniversaries

December



Amanda Cebula— 3 Years

Amanda Ostrom—3 Years

Tracy Rogers—3 Years

Amy Mangan—3 Years

Judge Cochran—3 Years

Jenifer Lowe—2 Years

John Podkomorski—2 Years

FPRA presents **ocala**
CHAPTER

Tinsel & Tunes December Social

In conjunction with our friends,
AFP of North Central Florida
and the Non-Profit Business Council.



Friday, Dec. 9, 5-6:30 p.m.

Magnolia Room

212 S. Magnolia Avenue, Ocala

Enjoy holiday bites, cash bar and a little networking before a walk to Downtown Square for the free "Ocala's Symphony Under the Lights" concert presented by the Ocala Symphony Orchestra.

\$20 per person. RSVP and prepayment required.

www.fpraocala.org/events.html

2011-2012 OCALA FPRA BOARD

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Make a 'Thank you' Meaningful

Even if you are polite enough to say "Thank you" throughout the workday, you can turn those two words into powerful recognition for your employees. Spend a few minutes this month showing staff members how much you truly appreciate them.

Say "Thank you" with actions like these:

- ◆ Put it in writing. Send your staff member a letter on professional-looking stationery. You don't need to write much, just a few lines saying specifically why you are glad that this person works with you. Mention details such as the actions, skills or attributes that the person brings to the workplace.
- ◆ Reinforce the behaviors you value. Note progress that the person has made over the past few months or well-established actions that you value. Example: "Rita, your positive attitude always raises the team's morale. I recall just last week when..."
- ◆ Make the delivery special. Hand the note to the person with a few brief remarks, such as "I want to tell you how much we value your contributions." Or mail the letter to the employee's home, where the recipient can savor the praise with his or her family.
- ◆ Ratchet up the praise. Instead of thanking the staff member yourself, ask your boss or another executive to deliver the words with a call or note. Knowing that you have told others about the person's good work will make it more meaningful.



***FPRA-Ocala members – Over the Thanksgiving weekend, the FPRA-Ocala website moved to a new hosting location. You should see NO DIFFERENCES in the operation of the website. If you do find something not working as you'd expect, please send an email to john@podspad.us or call John at (352) 875-9890.

POST IT HERE!

President-Elect, Peveeta Persaud, APR, recently said "I do" and has taken her new name, Peveeta Seeraj. Congratulations and best wishes!

Recruit a new member and both of you will be entered to win a new iPad; \$200 Visa gift card; or \$300 FPRA bucks.

Announcements are limited to one sentence, plus contact information. Send to Jlowe@marionso.com by the 25th of the month.