

A MONTHLY PUBLICATION FOR MEMBERS OF FPRA OCALA CHAPTER



Allison Campbell, APR
FPRA Ocala Chapter President

Happy New Year! As I write this, it is a cool 42 degrees outside, and there's no denying winter is here. And so is a new year! I heard a cashier in TJ Maxx the other day say how 2011 had been such a terrible year for him that he was looking for some great things in 2012. How about you? I know I'm excited to see what kinds of great things this New Year holds!

I'm looking for new vision, new inspiration, and new insight on my job, community issues, and life in general. Doing the same thing over and over is boring. I think that's why we all chose PR, because chances are, you don't write the same stories or

do the same events or even interact with the same people day after day, year after year. It is fun to be creative, public relations practitioners, so let's "resolute" to make 2012 one that we will remember for years to come.

I'm ready to kick into gear and get started. Aren't you? You can start soon by attending the first meeting of the New Year on January 20 or participating in our Non-Profit Seminar on January 25. Thanks to Laura Byrnes, APR, for spearheading the ACES speakers for the day. Contact her if you are interested.

We are hitting the ground running. Hope you'll come along for the ride and maybe bring a friend or two as well. Do you know anyone who could benefit from all the benefits of FPRA? Let us know!

Thanks are also in order to those who took the time and completed the online survey regarding our December FPRA events. I must admit, I was quite bummed we had to cancel both the Tinsel & Tunes and Media Makeover, but now that we've heard from you, Peveeta's leadership team will have new insight for planning for 2012-2013.

Be blessed!

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Mark Your Calendar!

JANUARY 20

Professional Development w/ Mike Gibaldi, APR
Ocala Hilton @ 11:30 a.m.

JANUARY 25

Non-Profit Workshop
Chamber of Commerce from 9 a.m.– 12 p.m.

FEBRUARY 2

APR Brown Bag Lunch & Learn
CF Enterprise Center, Conference Room 206 @ 12 p.m.



BUILDING YOUR COMMUNICATIONS PLAN FOR NON-PROFITS

Learning the tools and techniques to take your communications plan from good to great!



The FPRA Ocala Chapter and the Non-Profit Business Council of Ocala/Marion County is hosting a workshop to help non-profit organizations with their communications plans. Topics will include researching best practices, identifying target audiences, building effective strategies into tactics, social media tips and tricks and gauging return on communication.

Presenters include Carole Savage, APR, CPRC; Tina Banner, APR; Allison Campbell, APR; Mandy Wettstein, APR, CPRC; Kathy Morse and Laura Byrnes, APR, CWP.

Join Us!

When: Wednesday, January 25, 2012

Time: 9 a.m.—12:00 p.m.

**Where: Chamber of Commerce,
Board Room
310 SE 3rd Street, Ocala**

The cost is \$35 per person and includes one FREE media directory per organization. Special thanks to our ACES members for coordinating this event.

For more information, contact Allison Campbell, APR at 352-351-2479 or by email at AllisonCampbell04@gmail.com OR Tina Banner, APR at 352-732-2684 or by email at TBanner@uwmc.org.

USING THE PRESS RELEASE AS AN INTERACTIVE MARKETING VEHICLE

PRESENTED BY: MIKE GIBALDI, APR

Press releases have changed radically right along with the dramatic changes in media and news consumption. Are they for human consumption or robots (Google algorithms)? For editorial consideration or business development?

Learn how companies use releases to market online, rank in search engines, fight lawsuits, influence public policy and drive SALES...in addition to their traditional purpose of earning editorial coverage.

Michael Gibaldi, APR, is an Account Manager for Business Wire's Florida region. He is responsible for business development and client service in the North Florida and Miami markets. These duties include providing informal counsel on public relations, online marketing and investor relations matters to communications professionals. Mike has 21 years of newswire experience – all with Business Wire.



Mike is a past president and current board member of PRSA's Miami Chapter and has earned the Accredited in Public Relations designation. He has also serves on the board of the National Investor Relations Institute's South Florida Chapter. Outside the business world, Mike is a volunteer board member for Surfrider Foundation's Miami Chapter.

Mike earned a BBA in marketing and International Business from Florida International University and is a native of Miami Beach.



CREDENTIALS CORNER

BY LAURA BYRNES, APR

It's a New Year and the perfect time to take the next step in your career by becoming Accredited in Public Relations. APR is the only *universal*, post graduate credential available in the public relations profession. It signifies a high professional level of competence and validates your commitment to the field.

When you earn your APR, you'll join an elite group of 4,500 professionals worldwide who have taken the time to demonstrate their knowledge, experience and judgment in planning and managing public relations activities.

We realize the process can seem intimidating and you may have many questions. Please join a panel of your credentialed peers at "Your APR is in the Bag: Brown Bag Lunch and Learn." The one-hour session will provide an overview of the APR process as well as give you the opportunity to get the inside scoop from fellow chapter members who have earned their credential.

The Lunch and Learn takes place Thursday, Feb. 2 at noon in the Workforce Connection boardroom, Building 42, Room 206, in the Enterprise Center at the College of Central Florida. All you need to bring is your lunch and an appetite for information – we'll supply the rest!

Our **APR Study Group** begins meeting weekly on Wednesday, Feb. 8 at 5:15 p.m. in Conference Room 206 in the Enterprise Center. The 10-week sessions are free to FPRA members. Please RSVP to Credentials Chair Laura Byrnes, APR at LByrnes@clmworkforce.com or 352-391-9559 or 352-816-1264.

MEMBER PROFILE



Lauren DeIorio

Where are you from? I was born and raised in Louisville, Kentucky where I graduated from the University of Louisville's business school with a BA in Finance. I worked in the public accounting field as an accountant for eight years before meeting my husband, Tony. We married and moved to Utica, New York where he started his Surgical practice and I put my career on hold to start a family. We left Utica about 15 year ago to settle in Ocala and I started my involvement with various non-profit organizations in Ocala.

Affiliation with Public Relations: I'm a very proactive volunteer with Junior League of Ocala, the Marion County Medical Society Alliance, the Florida Medical Association Alliance, the Hope Foundation and the Public Education Foundation of Marion County. I have worked alongside individuals who I consider to be incredible mentors like, Beth McCall, Mike Robertson and Allison Campbell who taught me the skills needed to work within the public relations field.

Little Known fact: I have the equivalent of a black belt in karate. I studied Tang Soo do karate, which is a Korean Martial Art, with my children.

What attracted you to FPRA? The idea that so many people who are members are truly the movers and shakers within the community. It is so wonderful to be in an organization with your peers where you can bounce ideas off of them as well as have that group encourage you to succeed. Sometimes you find that your peers have had similar issues that you might be dealing with in your organization and they can offer new ways of looking at the issue.

Favorite aspect of FPRA: I have come to several meetings in the past as a guest of Allison Campbell and I have always walked away from those meetings with some of the best information. I think FPRA utilizes great speakers who have some of the best hands-on experience that can be applied to any organization.

MEMBERSHIP NEWS



Happy New Year, FPRA Ocala Members!

As we kick off the 2021, I wanted to review how you can make the most of your membership, and to think about other professionals who can benefit from joining our chapter! Together, we make each other stronger PR practitioners.

Reasons to utilize your FPRA membership to its fullest:

- ◆ Increase your new business opportunities through networking with other members.
- ◆ Earn accreditation for our industry - the APR - and stand out from the crowd.
- ◆ Make new business contacts and friends at our luncheons and other events that will gladly provide you with professional guidance and advice. Just pick up the phone or send an email to one of your fellow members. Chances are someone in your chapter has "been there, done that".
- ◆ Keep on top of industry insights and latest trends through our professional development opportunities.
- ◆ Earn professional recognition and validation with from our annual FPRA Image awards
- ◆ Learn tools that help you continue to demonstrate the value of your skills to your businesses and employers.
- ◆ Develop working relationships with qualified vendors who are also members.
- ◆ Be a part of an organization that also gives back to our community. Many of us already do this through business or corporate commitments, but FPRA Ocala also offers opportunities to be involved in making our local communities better!

If you have a friend or colleague who would like to learn more about FPRA, just let me know and I will make personal contact. Best for 2012!

Sincerely,

Mandy Wettstein, APR, CPRC

Member Anniversaries January



Claudia O'Brien— 31 Years
Toni James—31 Years
Carole Savage—25 Years

exPeRiments BY PEVEETA SEERAJ



That's right, the 2012 Mid-Florida Local Image Awards is science-themed! It's time to put the science behind your public relations programs on display and begin preparing your "PRejects" for the local image awards competition.

You'll be receiving the Call for Entries via e-mail soon, but here's a few things to make note of in the meantime:

- Entry Deadline: March 9, 2012 at 12pm
- Two preparation workshops will be held in February (Be on the look-out for more details coming soon!)
- The Science Fair Awards Presentation is taking the place of April's regular meeting on April 20, 2012

Also, if you know of any sponsorship opportunities or interests, please contact Peveeta! We're still looking for Blue, Red, Yellow and White Ribbon sponsors and sponsorship recognition opportunities are far-reaching.

Don't forget, now is the time to dust off your data collection and prepare your best public relations report for the 2012 Mid-Florida Local Image Awards competition.



AVOID THREE CONVERSATION MISTEPS

Even what appears to be a simple conversation can be derailed if you fail to think carefully before you speak. Pause to avoid these three faults:

- **Ignoring the influences.** Factors that have nothing to do with the present conversation can affect it. Examples: You are feeling stressed about another situation and have a short temper. The other person is late for an appointment and not paying full attention. Remember: Your conversation also can affect other people in the room or who hear about it later.
- **Assuming instead of anticipating.** If you begin a conversation with preconceived ideas, you may ignore important information. Plan for what you think will come up, such as the other person responding defensively. However, ask questions and listen before you draw any conclusions. Each conversation can build or tear down your reputation. Don't let those mistakes steal an opportunity to reach the outcome you want and to show your professionalism.
- **Taking it personally.** Learn why the person said or did something, and you will likely realize that it is not about you. — Adapted from "The Secrets of Successful Communication", Kevin McCarney, O'Connell House.

ADD VARIETY TO PROJECT MEETINGS

Protect your project meetings from becoming a snooze fest. Keep the sessions short and meaningful by making these changes:

- End automatic scheduling. Meet when needed, not because it is Tuesday at 10 a.m.
- Update another way. If all participants do is share status reports, find another channel to distribute them. Send reports by email, post updates on a wiki or use a project management application.



- Mix up the style. Alternate your regular meeting style with "Two n' Out" sessions. During those, each participant has two minutes without interruption to provide an update. Allow one minute for questions and answers between each speaker.

- Focus the agenda. Ask each member to provide a written update on anything that has resulted in or could cause a deviation from your plan. Then build your agenda around those topics only. — Adapted

from "Boring Meetings Suck," Jon Petz, John Wiley and Sons Inc.



PR APOCALYPSE: WATCH A BUSINESS SELF-DESTRUCT IN JUST A FEW EMAILS

(Article by Dave Johnson found on CBSNews.com)

Suppose you have a great business plan, a hot, innovative product that everyone wants, a lot of great buzz in the industry, and a slew of pre-orders for your next big thing? Ask yourself: How can I screw this up? Can I do it in just a couple of days, by sending just a handful of emails?

You bet. That's what happened to N-Control, a video game controller manufacturer that in the span of a few days went from a hot property to the most embarrassing corporate meme on the internet. Search the web for "Avenger controller," "N-Control," or the company's PR rep, "Ocean Marketing," and the top results are now all about what is surely one of the worst marketing flame-outs in tech history.



Here's what happened. Back on Dec. 16, a pre-order customer checked in with Ocean Marketing to find out the status of the upcoming Avenger controller, as it appeared to be delayed with no relevant updates on the website. Ocean's Paul Christoforo responded with a cryptic two-word reply: Dec. 17. When the customer probed for clarity, things went downhill fast. [Click here for the emails](#)

2011-2012 OCALA FPRA BOARD

Allison Campbell, APR
President
AllisonCampbell04@gmail.com

Peveeta Seeraj, APR
President-Elect
Peveeta.Seeraj@marioncountyfl.org

Laura Byrnes, APR
Immediate Past President & Accreditation
LByrnes@clmworkforce.com

Lois Brauckmuller, APR
Treasurer
Brauckml@cf.edu

Amanda Cebula
Secretary
AmandaCebula01@webster.edu

Carol Savage, APR, CPRC
Programs Co-Director
Carole.Savage@pacecenter.org

Toni James, APR
Programs Co-Director
ToniJames@cox.net

Kevin Christian
Communications Director
Kevin.Christian@marion.k12.fl.us

Amanda Wettstein, APR, CPRC
Membership Director
AJWettstein@embarqmail.com

Barbra Hernandez
Hospitality Chair
Barbra.Hernandez@marioncountyfl.org

Christy Jergens
Professional Development Chair
Christy.Jergens@marioncountyfl.org

Jenifer Lowe
Newsletter Chair
Jlowe@marionso.com

John Podkomorski
Technology Chair
John@podspad.us

WORK AND PLAY: MAKE CONFERENCE A VACAY

While most families are in money saving mode, now is the time to get the most for your dollar when it comes to family vacations. If you are considering attending the FPRA Annual Conference this year, also consider making the weekend into a family trip. St. Augustine has so much to offer. By combing work and play, you can save on travel and lodging since you'll already be there.

Here are a few things this quaint, historic town has in store for you:

St. Augustine Lighthouse—The Dark of the Moon evening tour of the lighthouse and keeper's house is a must. Guides share paranormal tales of people who lived and worked in the lighthouse. You can also climb the tower during the day.

FREE St. Augustine Walking Guide and Tour— Be sure to download and print out your free St. Augustine Walking Tour and Guide. This St. Augustine tour is designed to show you the highlights of old town St. Augustine. St. Augustine is the oldest city in the United States (founded 1565). From historic Castillo de San Marcos to eclectic St. George Street, explore at your own pace the beauty, charm and history of this truly unique city. The St. Augustine Walking Tour and Guide is free.

Lightner Museum—Relics of America's Gilded Age are elegantly exhibited on the museum's three floors. Costumes, furnishings, mechanical musical instruments and other artifacts give you a glimpse into 19th century daily life. Enjoy wandering through the museum's setting — the former Hotel Alcazar, built in 1887 in the Spanish Renaissance style. Railroad magnate Henry M. Flagler commissioned architects Carrere and Hastings to design the Alcazar and the Ponce de Leon Hotel (across the street).

The Savory Faire—A Food Tour with taste—St Augustine's original 'foodie tour'. Visit the most unique food establishments, tastings and learning about the historical and cultural influences on the cuisine of St. Augustine over the centuries.

Fort Matanzas—Take a ferry to Rattlesnake Island where there is plenty of interesting history for adults and kids.

Don't Forget the beach! St. Augustine is right on the coast and has great beaches and water

