



A MONTHLY PUBLICATION FOR MEMBERS OF FPRA OCALA CHAPTER

FROM THE PRESIDENT'S DESK



Dear FPRA Ocala Members~

Anyone who has raised children, puppies, guppies, or backyard vegetable gardens knows that we don't do so, at least not successfully, without inevitable growing pains. If everything ran smoothly 100% of the time, how would we ever improve? How would we ever enrich our experience, knowledge, talents, and contributions?

Growth is very much a work in progress and it is not always easy. Nor are the fruits of our labors always immediately evident. Yet, if we're diligent, if we work hard at it, growth comes, inch by inch, day by day.

As we head into the holidays, and as we look back on what for many has been a very difficult year, I invite you to consider ways your chapter can continue to help you grow as a professional. I also invite you to add just one more resolution to your list for the New Year: resolve to become fully engaged in your chapter. Do more than just show

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PRESIDENT'S MESSAGE



Laura Byrnes, APR
FPRA OCALA
CHAPTER PRESIDENT

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Reminders

Warm Some Hearts

As the cold is upon us, there's plenty of people that could use some warm blankets to get them through this winter. Please make a holiday gesture and bring a new blanket to our meeting Fri, Dec. 17th, so that no one in need goes without.

**FPRA Breakfast
Coming this February**



DECEMBER SPEAKER

JODY PHILLIPS

Cracking the (QR) Code

December 17th, 2010

Phillips Printing ♦ 1711 SW 17th Street

11:30 am - 1:00 pm



You've seen them before—they look like a black & white game board or a crazy quilt pattern. They are QR (Quick Response) Codes and you will learn how to use them to revitalize promotions, event responses and marketing campaigns. QR Codes are one of the hottest applications in the marketing world today. If they're not on your marketing "to do" list - they should be.

Owner of Phillips Printing, Jody Phillips is an avowed techno-strategist and will share what's to love about QR codes at our next meeting. As an additional bonus, Jody will briefly discuss his top five Facebook strategies for business.

A long member and board contributor to FPRA, Jody Phillips is known for his breakthrough approach to the printing industry. His company was recently recognized by Senator Evelyn Lynn as "The highest quality, ecologically friendly print leader in Central Florida." He was also acknowledged by Agfa Graphics for his green, eco-friendly efforts, receiving their GreenWorks Environmental Recognition Award.

In addition, he is well-known for supporting the community by contributing printing services to many non-profits and other organizations, is a member of the chamber, and a former Rotarian; serving on many committees and organizations.

Jody effectively uses social media to advertise and build his customer base, creating marketing cross-promotions, developing links with other businesses, and helping them grow along with him. You'll see his presence on Facebook and Twitter—sharing news and helpful information about his company and his world. This astute FPRA member continues to bring his company forward, meeting challenges with state-of-the-art technology.

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Growing Your Membership

Step 3: Water! Water! Water!

by Peveeta Persaud

Through our monthly meetings, you not only benefit from the guest speaker but also from the well-versed colleagues that are sitting in the same room as you. I encourage you to arrive early (networking begins at 11:30 a.m.) and spark up a conversation with someone you don't know, or someone you haven't connected with in a while. The best public relations resources in the county participate in our chapter so why not seize the opportunity to help your current project, or to get ideas for future ones?

In addition to the monthly meetings, we also have the Media Breakfast approaching soon, along with the Toolkit for Success seminar a little later in 2011. Be sure to keep an eye out for these events and commit them to your calendar.

These membership benefits are customized for the Ocala Chapters' members (you!), helping you fulfill your basic public relations needs. Keeping your FPRA membership well-nourished and watered guarantees a bountiful picking at the end of the year! Next month, we'll dig a little deeper and examine the best "fertilizer" for your membership with more detailed involvement opportunities for you.

Don't forget, the countdown has begun! New Year's Eve (Dec. 31) is synonymous with saying goodbye to the old year and welcoming a new one. But, if you haven't renewed your membership by then, it could also mean saying goodbye to an additional \$25 and welcoming a late fee. Avoid this new year's drag and renew today!

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2010-11 OCALA FPRA BOARD

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Heart of Public Relations Beats at Annual Conference

Edward Bernays and Ivy Ledbetter Lee were pioneers in public relations. While the way we may execute our profession has changed through the years, one thing remains unaltered: the fundamental goal of building mutually-beneficial relationships. This is the heartbeat of public relations and it is the heart and soul of PR 2001: The Evolution of Public Relations, according to the vice president of the annual conference, Terri Behling, APR, CPRC.

"The 2011 FPRA annual conference will embrace the evolution of public relations including the foundational skills and knowledge required to be competitive in today's marketplace, as well as taking a giant leap forward ...exploring the journey ahead for our industry," Terri said.

Remember, the conference takes place Aug. 7th-10th at the Naples Grand Beach Resort. Early bird registration is still just \$595. Not sure if you should go? Just talk to any of your fellow members chapter who attend – from first-timers to seasoned conferences – to get the scoop firsthand. Meanwhile, here is a sneak peak at the line up:

If you're mad for "Mad Men," especially the character of Don Draper, you won't want to miss the opening presentation by Myra Janco Daniels. She started her own firm at age 24, was the first woman in the country to head up a major national advertising firm, and became the youngest person to be honored as National Advertising Woman of the Year by the Advertising Federation of America. After 30 years in the industry, she is now founder and CEO of the Naples Philharmonic Center for the Arts and Naples Museum of Art. Her late husband, Draper Daniels, was one of the original "Mad Men" in the 1960s and served as the model for the character Don Draper on the Emmy-winning TV series.

Back by popular demand, Tom Preston, APR, Fellow PRSA, is returning to Florida and FPRA's annual conference. Preston is Executive Director of the Kentucky Office of Homeland Security and also serves as Senior Advisor to the Governor. He will reflect on the tragic events of September 11, 2001, and other terror events that have shaped the public relations industry in the past 10 years.

The closing session will feature Steve Shenbaum, a former actor and current President and Founder of Game On Media, LLC, based at the world-famous IMG Academies in Brad-

enton. He oversees all communication, social acclimation, and media training programs at IMG Academies. Traveling throughout the world, his presentations focus on the power of honesty, humility, and humor through the use of improvisation. Shenbaum has worked with first overall picks in the NFL, NBA and NHL drafts, including Sidney Crosby, Eli Manning, Greg Oden, Alex Smith, Erik Johnson and John Tavares.

Check out the state website at www.fpra.org for videos, blogs and more information.

Mid-Florida Image Awards

by Allison Campbell, President-Elect

Hopefully by now you've keyed in on a project or two you've worked on over the past year that you would like to consider entering in the Mid-Florida Image Awards competition. Once you're in the game, you don't want to strike out. While you may have a lot runs to back-up your great entry, the notebook is only worth a small percentage of the total score. It's that two-page summary that means the most...70%! Think of it as the time you'll step up to the plate for your first at bat during a big game.

Take your time. Plan ahead. Do some strength and conditioning to get that summary just right. Start writing now. Take a few practice swings. Trust me. You'll be changing your stance, your grip, and your swing plenty between now and game time (Image deadline).

Our first "Skills Drills" session will be held MONDAY, JANUARY 10th, from 4:30-6:30 p.m., in the College of Central Florida's Ewers Century Center Strategic Planning Room. We'll be covering categories, research and objectives, so it's a great chance for you to hone your skills early. We promise to have plenty of training for you over the next few months, so let us help you be sure you have your form down just right.

First, you have to set your mind that you'll be in the game with us instead of just rooting for the home team from the stands. Let's get in the game together, and be sure to RSVP to me at AllisonCampell04@gmail.com with your plans to attend our Skills Drills.

You won't want to miss it!

Chapter History

1989 - 1992

The chapter roster as of Sept. 28th, 1989, boasted 42 members including: Jim Copeland of Sprint United Telephone, who coordinated the annual Jerry Lewis Telethon; Tony Burke, then public relations officer for the Marion County School Board; "Kep" Barber [sic]; and Sandra Bullock, information specialist for CFCC, not the Oscar-winning actress.

At the time, the Ocala Chapter had four APRPs (accredited public relations practitioners, now known as APR); Bill Mansfield, Diane Mathes, Otis Winegar and Jenta Wyatt. The late Nancy Scharmach joined their ranks by March 1991.

The group met at Shells restaurant and members paid \$8 for professional development luncheons. Up until March 1992, guests were admitted free! In terms of professional development programs, there was interest in "case studies on how a professional has dealt with a public relations crisis, how to sell the use of the micro computer in the PR field, photography and graphics presentation (and) developing audio-visual presentations ...". Programs included a media panel in November 1990, followed the next month by "Dealing with the media during a crisis." In November 1991, chapter members offered a best-practices roundtable of "PR ideas that worked."

In 1992, Carole Savage, APR, CPRC, stepped in as president to finish the year begun by Donna Hogan, who resigned. Highlights of Carole's term included judging entries for Jacksonville's Local Image Awards. The judging took place at Munroe Regional Medical Center and was done by Carole, Jenta Wyatt, Bill Mansfield and Nancy Scharmach. The chapter also established a membership grant and provided scholarships to Debby Radcliffe of the Girl Scouts, and Judy Watson of Marion County Senior Services.

A program that garnered much interest and media attention featured Jimmy Carnes, chairman of the U.S. Olympic Site Selection Committee and member of the Gainesville Chapter, who discussed how Ocala could become a training site for the 1996 Summer Olympics in Atlanta (cost to attend the program was \$25).

New members in 1992 included Nita Nelson, then with SunBank; Larry Bush, then with United Telephone (later with Ocala Regional Medical Center); and Gloria James with the March of Dimes. Last, but not least, from the minutes of the April 22nd, 1992 chapter board meeting: "(Item) VI. THE BOARD MEETING adjourned briefly to celebrate President Savage's birthday with refreshments and a melodious song ... respectfully submitted, Nancy J. Scharmach, APRP."

Celebrating December Anniversaries:

- Barbara Trebilcock 5 Years**
- Amanda Ostrom 2 Years**
- Amanda Cebula 2 Years**
- Tracy Rogers 2 Years**
- Amy Mangan 2 Years**
- Judge Cochran 2 Years**
- Jenifer Lowe 1 Year**
- John Podkomorski 1 Year**

Thanks for being an important part of our Ocala FPRA Chapter!



Newsman Charles Kuralt got a big, beaming hug from Nancy Scharmach, APR, (L) who introduced him during a keynote address at Syracuse University. The photo was one of many displayed at Nancy's memorial service held last month at United Way of Marion County. Immediate Past President Ryan Gerds, APR, and his oldest daughter, Addison, get ready to take over Red Kettle honors from President Laura Byrnes, APR, (R) who rang the bell and sang carols for the Salvation Army with her husband, Joe. Byrnes said many generous souls contributed so that she would stop singing. Other Ocala Chapter members who participated in the Dec. 4 bell-ringing were Jenifer Lowe, Peveeta Persaud, Allison Campbell and Pamela Gardener.

FROM THE PRESIDENT'S DESK...

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up at a professional development luncheon every month or so.

You're a public relations professional, that means you have amazing skills and creative instincts, coincidentally, your chapter has need of those very talents. Volunteer for a committee, offer to write an article for PRestige or take photographs, recruit just one colleague who would benefit from membership.

Plant one small seed. That's really all it takes. Here's what I'm talking about:

Jenifer Lowe, our communications director, planted the seed of an idea to have our chapter ring the bell for Salvation Army. Not only was this a good thing to do, because it helps those in need, but it heightened our chapter's visibility in the community. When the media breakfast had to be rescheduled, Pamela Gardener stepped forward with a day-saving plan for our December program – a field trip to Phillips Printing and an opportunity to donate blankets and coats. That postponed media breakfast? Without having to be asked, Kevin Christian and Ryan Gerds, APR, assembled a great committee to bring that to us in February. Peveeta Persaud, with her tireless determination, helped Ocala regain its status as tops in the state for membership retention. Rose Derkay puts out this newsletter on top of publishing her own magazine, Family Times. Allison Campbell, Tina Banner, APR and Toni James, APR are rocking our Mid-Florida Image Awards. And Mandy Wettstein, APR, is gearing up for another credentials study group for Ocala even though she lives and works in Leesburg.

During these uncertain times, and certainly during this hectic holiday season, I know we're all struggling to meet greater demands with less time and fewer resources. Even as we do so, please remember that the worst kind of growing pain is not growing at all.

On behalf of your Ocala Chapter board of directors, I wish you and yours a safe and happy holiday.

Laura Bynes

FPRA | OCALA CHAPTER
30 YEARS
& Growing

