



A MONTHLY PUBLICATION FOR MEMBERS OF FPRA OCALA CHAPTER

FROM THE PRESIDENT'S DESK



PRESIDENT'S MESSAGE

Dear FPRA Ocala Members~

Researching the timeline for our newsletter, I can't help but think of the amazing growth in communication technology – technology we use every day and rely on to do our jobs.

When I was in college, the last thing I wanted was to get stuck in the library's computer lab, poring over whatever it was you called the reams and reams of paper spewing out of a computer the size of a room but with the relative brain-power of a gnat compared to even a modest, modern-day PC. I think they were teaching FORTRAN. Regardless, I didn't want to have anything to do with it. Computers? Me? I was going to become a lawyer, what practical application would I ever have for computers? At least that was what I thought, way back when.

continued on page 8



Laura Byrnes, APR
FPRA OCALA
CHAPTER PRESIDENT

In this issue

- 2 NOVEMBER SPEAKER
- 3 MEMBERSHIP UPDATE
- 4 IMAGE AWARDS
- 5 FPRA RED KETTLE DAY
- 6 HELPING FPRA GROW
- 7 CHAPTER HISTORY
- 8 TIMELINE

chapter news

SAVE THESE DATES

Saturday, December 4th
Ocala FPRA Rings the Bell for the Salvation Army Red Kettle at WalMart on Easy Street.

Thursday, December 9th
3rd Annual Media Breakfast will take place at the new state-of-the-art Emergency Operations Centers at 8 am.





NOVEMBER SPEAKER

Deanna A. Mims

Who Are You and Why Should I Care?

November 19th, 2010

Ocala Hilton • 11:30 am - 1:00 pm

Deanna A. Mims is the owner and chief marketing enabler of MarketDone. She works with startups, small business and non-profit associations to create custom marketing strategy for clarity, collaboration and growth!

With over 20 years experience with social service agencies in community outreach capacities, her expertise lies in helping clients realize their potential and in co-crafting values-centered marketing plans that work. She speaks on a number of personal and professional enhancement and leadership topics to a wide variety of audiences.

Active in the Tallahassee community, Deanna is a member of the Tallahassee Chamber of Commerce, FSAE (Florida Society of Association Executives), LGBT Business Partners and FPRA, Tallahassee. Also, she is on the board of AAFT (American Advertising Federation, Tallahassee), and is President of BPW (Business and Professional Women, Tallahassee).

Another passion is TEN (Tallahassee Entrepreneurs Network), a growing venue for entrepreneurs to learn how to network more effectively and build genuine relationships. She envisions the creation of a business community hub in Tallahassee based on collaboration *not competition*, mentoring, synergy and community contribution.



Growing Your Membership

Planting Time

by Peveeta Persaud

Hopefully you've already "prepared the soil" by renewing your membership. If you haven't, there's some additional information at the end of this article that's important for you to read!

The next phase of your membership growth is to "plant" it. You're already a member of the best FPRA Chapter in the state, so why not "plant yourself" and commit to taking an active role in your membership this year?

In our chapter's 30th anniversary year there will be abundant opportunities to get (and stay) involved. For example, the first Mid-Florida Image Awards are already being planned by your chapter leaders and are a great way to get your feet wet. There are also several other committees that could use your assistance and expertise. Keep your mind open to these opportunities and volunteer when something piques your interest. The experience will be mutually beneficial as you'll also gain invaluable resume building skills.

Another great way to get the most out of your membership this year is to help diversify the members on the Ocala Chapter's roster, which are also networking possibilities for you. Do you know someone who performs marketing or public relations duties for his or her organization? If so, please provide me with the contact details to follow-up, and reach out and invite them to attend a meeting to learn more about FPRA!

Next month we'll explore the importance of "watering" your membership - providing some basic needs to keep it nourished.

Now, if you haven't renewed your membership, there's no need to panic (yet!). Chapter memberships typically expire on October 31. However, you can renew through December 31, without penalty. After December 31, a late fee will be assessed to your membership renewal. Why wait? Renew today and start your membership growth right away.

2010-11 OCALA FPRA BOARD

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Mid-Florida Image Awards

by Allison Campbell, President-Elect

Take me out to the ball game...So how do you get in the game? Since we are four months away from Image Entry deadline day - March 18th - we want to be sure that anyone and everyone makes the line-up. It's never too early to consider which projects you would like to enter.

You'll need to have the right equipment. Think of the five elements included in the Image Summary as important as you would your helmet, glove, cleats, or bat and ball. When you include research, objectives, implementation, evaluation and budget in all of your public relations projects all year long, you will be well on your way to a successful tryout.

Just a couple of other things your trainer might want you to consider:

- Evaluate every project as a potential entry
- Keep good records
- Record your objectives
- Set quantifiable goals
- Organize your support materials. Include survey results, proof of research, before and after samples, media clips, letters of appreciation, pertinent reference material. Get audio and video files of all radio and television publicity.

We hope you'll join us this year and be a real team player in the competition, and we hope to provide you with all of the tools and techniques you will need to knock it out of the park!

Memorial Service



The memorial service for our late friend and colleague, Nancy Scharmach, APR, will take place Thursday, November 18th at 6 p.m. at United Way of Marion County, 1401 NE Second Street, in Ocala.

Ring Out Loud!

by Jenifer Lowe

FPRA is excited to announce we have committed to assist with the Salvation Army Red Kettle Campaign this year. We are currently looking for FPRA members to commit to a one to two-hour time slot on Dec. 4th, at our kettle location at WalMart on Easy Street - 2600 SW 19th Ave. Rd. As Marion/Ocala professionals, giving our time is a great way to make an impression on our community during the holiday season. You can ring with your kids, play an instrument, or even ring with your pet!

To sign up to ring the bell for this great cause, contact Jenifer Lowe at 352-368-3598 or by e-mail at jlowe@marionso.com.

***Note: All time slots not filled by volunteers will have to be filled by paid volunteers through the Salvation Army - taking away from the proceeds of the campaign.**

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Credentials

The APR Study Group for begin meeting Wednesday, Jan. 12, 2011, with location in Ocala still to be determined. All those interested in participating or helping facilitate the sessions should call Amanda Wettstein, APR at 352-406-0422 or 877-467-6694, ext. 1026 or email her at ajwettstein@embarqmail.com or mwettstein@buildintelligence.com.

Celebrating November Anniversaries:

Peveeta Persaud - 7 Years

Christy Jergens - 3 Years

Laura Byrnes, APR - 10 Years

Brad Nimmo - 3 Years

Tamara Fleischhaker - 2 Years

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

Helping *Grow* FPRA



In recognition of our own heritage, the Ocala Chapter has been helping facilitate the rebirth of a chapter in Lake County. This is a nod to when Ocala split off from the Osceola Chapter (after being nurtured by Gainesville), and also harkens back to the first social hosted by our chapter in September 1980, with the members of the Lake Highlands (Lake County) chapter as guests.

Last month, Ocala Chapter President Laura Byrnes, APR, met with interested PR practitioners hosted by Amanda Wettstein, APR, at That Company in Leesburg. Also on hand were FPRA Co-Executive Directors Chris Carroll, APR, CPRA, and Cheray Keyes-Shima, APR, CPRC. Fifteen applications were distributed.

In short, Lake County professionals would join the Ocala Chapter, albeit briefly, and petition to form their own chapter once they have at least 10 members and the state board approves the new charter. Member rebates will be held in order to provide the new chapter with a starting treasury.

Until then, Lake County members are encouraged to participate in Ocala Chapter functions and invited to attend chapter board meetings. The group plans to meet in January to discuss chapter organization and the APR.

Chapter History

1986, 1987 & 1988

The Ocala chapter, which had changed its name to the Ocala-Marion County Chapter in 1985, started the 1986-1987 membership year on Nov. 1, 1986 with a balance of \$2,552, which was quite an increase from the \$386 ending balancing just two years earlier. How did they do it?

One report indicates that revenues were up 12 percent over budget while expenses came in 87 percent under budget. Other ways the treasury was bolstered included a Roast and Toast and a professional development “seminar and luncheon” held at the Hilton, the day-long seminar, Newsletters ... the Professional Communications Tool, cost \$50 for members and \$60 at the door. There were 62 attendees and the chapter cleared \$1,500.

Another initiative was a “Media Reception” described as a “good-natured roast and toast to show appreciation for all the support given throughout the year by the press, radio and television.”

The chapter also adopted a family for Christmas that year with Dr. Steve Gilman and the late Mary Lou Gilman delivering the gifts.

FPRA/Ocala also collaborated with AdFed in September 1987 to host the Hinton O. Bradbury Memorial program, *Music and Memo the*

Memories of Marion County, held at what was then Central Florida Community College’s fine arts auditorium and emceed by John Evans of WESH TV. The purpose of the fund-raiser was to “establish an endowed scholarship in communications for CFCC.”

Another treasure that grew early on was membership. Can you guess which one of these influential Ocalans was among the chapter’s 34 members in 1986-87? Was it Karen Optiz, longtime owner now retired of First Impressions Printing; Karen Jensen, then head of the Big Sun Volunteer Center and now community liaison for the Marion County Public Library system; Linda Marks, publisher of Ocala Magazine; Morrey Deen, former Ocala Chief of Police now with the Honor Flight; Jim Copeland, then customer relations manager for United Telephone (which became Sprint, which became Embarq which became CenturyLink)?

Trick question. They were all members of FPRA/Ocala. Though the state records don’t show it, Anita Winter, who was with Dayco at the time, was not only a member then, she was treasurer. Ket Barber also joined in 1986 and Karen Jensen served as chapter president in 1986-1987.

Records show the chapter continued to meet

the third Friday of the month, with meetings held at Marion Community Hospital. Members and their guests were charged \$6.25, while nonmembers paid \$7.50.

The chapter's bylaws were only four pages long and the annual Chapter Management report, which now takes up three-inch thick binders, was only one page long.

Mary Lou Gilman served as president in 1987-1988. During her tenure, the chapter really ramped up its community service presence.

Area nonprofits, invited to present their requests to the board in January 1988, included the Humane Society's Pet Health Fair, the Teen Center's Graduation Nite, Central Florida Regional Library and SAVE (Substance Abuse Volunteer Education drug program). The Humane Society was selected in March 1988 with the first phase of the project, a phone poll to gauge public awareness, was conducted in April.

Bill Mansfield, APR served as membership director and there were 28 renewals and nine non-renewals, including former chapter president Margaret Spontak. Jenta Wyatt served as accreditation chair and Morrey Deen was vice president of programs.

Programs during the year included Bill Mansfield's "Media relations: insight from both sides of the fence," Steve Rodinaro of WESH TV discussing a "typical day in TV news and how we can work with them better," and "Can APR and CPRC study groups work together?" For Your Eyes Only, the chapter newsletter, was published 10 times a year – of which nine issues were sponsored. In June 1988, Mary Lou

Gilman suggested giving the newsletter a new name and holding a contest among members for ideas.

The newsletter was renamed PReStige to be written by Diane Mathes, wife of then Star-Banner executive editor Mark Mathes, and new member Carole Savage. The original masthead was designed by new member Mary Verrandeaux and it was printed by First Impressions (FIP's Karen Opitz, it should be noted, was asked by the state association to write a section of the FPRA stylebook).

The chapter's first APR study group was held on June 4, 1988 at the "agriculture center," and the chapter also issued its first member nametags. Board minutes show there was debate between plastic holders with pins, which cost 20 cents each, or plastic badges with the FPRA logo for \$1.05 each – the second option was selected in favor of the badges' "more professional appearance."

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October Speaker Roy Reid, APR, CPRA; Chapter President Laura Byrnes, APR; Founding Member Patti Griffiths

COMMUNICATIONS TIMELINE

1987

1989

1990

1991

1992

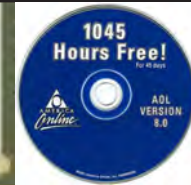
1995



- 1987 US reaches One-Millionth cellular subscriber
- 1989 Microsoft Office introduced
- 1990 Early tools to search web files debut, The Archie. 1991 - Gopher



- 1991 The WORLD WIDE WEB begins
- 1992 Computer server is introduced & WebCrawler becomes first crawler-based search engine



- 1995 AOL, Prodigy & Compu Serve offer dial-up
- Amazon launches, Windows introduced
- Worldwide cellphone users hit 25 mil, Internet tops 30 mil
- DVD's debut

Boss' Day @ FPRA



Michelle Defillip (r) with Ray Strickland



Lisa Varner (l) with Lila Ivy

FROM THE PRESIDENT'S DESK...

• continued from page 1

Since then, I have worked on a Commodore 64 – don't laugh, it was once the world's best-selling desktop computer – and early in my career as a journalist, wrote stories on a Radio Shack Tandy. Of course, technology has become pretty sophisticated and nowadays, just about everything I do on my laptop can be done on my cell phone.

At the same time I marvel at all the high-tech growth in our industry, I realize that when it comes to the profession of public relations, we draw our strength from our roots.

Since November is the official start of our new membership year, as you renew your membership, I invite you to renew your commitment to our Code of Ethics. That code is what separates true public relations professionals from the stereotype shysters so often portrayed on the silver screen. Our pledge to abide by our code recognizes that inherent in public relations is the obligation of a public trust and that everything we do as professionals is done in accordance with that trust. Along with our Vision and Mission statements, you'll now find the Code of Ethics on our website, fittingly on the About Us page.

If it has been awhile since you last read your Code of Ethics, please take some time to become reacquainted. They are, quite simply, words to live by.

Laura Bynnes

FPRA | OCALA CHAPTER
30 YEARS
& Growing

