



A MONTHLY PUBLICATION FOR MEMBERS OF FPRA OCALA CHAPTER

FROM THE PRESIDENT'S DESK



PRESIDENT'S MESSAGE

Dear FPRA Ocala Members~

The economy is still in the doldrums, no surprise there. As businesses grapple with the slow recovery, we've been hearing a lot lately from our chamber friends and others about economic gardening and the GrowFL movement to cultivate second-stage companies. Similarly, it's time we took seriously the task of membership gardening and the cultivation of a first-rate FPRA chapter.

When you look up the word "growth" in your dictionary of choice, you'll find three general definitions: 1) the degree of increase in size, number, strength, value, power; 2) an outgrowth or offshoot; and, 3) the process of developing.

The Ocala Chapter is helping facilitate creation of a new Lake/Sumter Chapter, so there's the offshoot. We strive to provide meaningful professional development opportunities through our monthly meetings and special sessions and workshops, so there's that "process of developing." Right now, we need to concentrate on the more traditional notion of growth. While our Membership Director Peveeta Persaud has more on this on page 3, I'd like to share my thoughts on the subject.

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Laura Byrnes, APR
FPRA OCALA
CHAPTER PRESIDENT

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chapter news

RISE & SHINE!

3rd Annual Media Breakfast

Save the date! The third annual Media Breakfast is set for Thursday, Dec. 9th, beginning at 8 a.m. at the Marion County Sheriff's new, state-of-the-art Emergency Operations Center. If you've attended the first two events, you'll know they just keep getting better and better.

This year's Breakfast committee is chaired by Judge Cochran, with help from Jenifer Lowe and Lisa Varner, APR. If you'd like to be on the Breakfast's champion team, contact Judge at jcochran@marionso.com.



OCTOBER SPEAKER

Roy Reid, APR, CPRC

Improving Results

by Improving Relationships

October 15, 2010 • Ocala Hilton • 11:30 a.m. - 1:00 p.m.



Roy Reid, APR, CPRC, is a leading authority on improving results by improving relationships through a greater emphasis on cultivating trust. He works with business leaders and organizations as a counselor, strategist and coach to grow, maintain and protect their interests.

An award-winning strategic business and public relations expert, he is also author/creator of Outrageous Trust® -- "a program designed to help organizations strengthen relationships, improve culture and achieve greater results". Roy is a sought after speaker on numerous business topics including trust, issues management, crisis communications, ethics, change, and other related topics.

In 2008, Roy was honored with the "Frank R. Stansberry/Public Relations Society of America Ethics Award" in recognition of his commitment to ethics in his life, profession and business. In addition, he was inducted into the University of Central Florida's Nicholson School of Communication Hall of Fame in 2010.

Roy's clients include Fortune 500® companies, private companies, entrepreneurs, professional service firms and public agencies. He works to help clients assess risk and issues within the organization and in the marketplace, and then develop strategies to manage the identified issues from the inside/out.

An active member of the Public Relations Society of America (PRSA), accredited in Public Relations (APR) and a Certified Public Relations Counselor (CPRC), this talented man is a regular speaker for both organizations at the local, state and national levels. He has been an officer and national delegate for PRSA, including president of the Orlando Regional Chapter in 1999.

Roy earned a degree in Business Administration with a minor in Communications from the University of Central Florida, where he also served as student body president. In 2007, he was recognized by the College of Business as its Alumni of the Year for his professional achievements.

*Friday, October 15th
Ocala FPRA recognizes National Boss' Day
(Official Date: October 16th)*

Growing Your Membership

Membership Update

by Peveeta Persaud

To align with this year's theme of "30 Years and Growing," the monthly membership update will revolve around growing your membership and will focus on opportunities which will enable you to harvest the end-of-the-year fruits of an active Ocala Chapter membership.

Step 1: Prepare the Soil

The first step in any planting project is to prepare the soil. Whether you're a seasoned member, or still digging into the world of public relations, now is the time to start thinking of how you can prepare the foundation for your FPRA Ocala membership this year.

Have you renewed your membership yet? If the answer is yes – thank you!! If it's no, don't worry there's still time. It can be all too easy to open the renewal reminder from the state office, place it on your desk and add it to your "to do" list, and it accidentally slips to the bottom of a pile of paperwork. Think of it this way, it'll only take a few moments to complete, which can be done right now, and then you won't have to worry about it for another 12 months.

The Ocala Chapter receives a rebate for renewals before Nov. 1st, so your membership dues will benefit you directly if you renew this month. And keep in mind, after Dec. 31st, the state chapter purges its membership list and assesses a \$25 late fee on renewals. We're excited to have you rejoin the Ocala Chapter, so please let me know if you have any questions.

Step 2: Sowing the Seeds

The perfect way to ensure the successful use of your membership this year is to join a committee. I am actively recruiting energetic members for the Membership Committee to help reach out to potential new members in Ocala. What sort of time commitment are we talking about here? Very minimal! We're going to focus on a different business sector (hotels, retirement communities, medical care facilities, etc.) monthly from a list that already exists. This only requires a few phone calls and follow-up e-mails per month. It's relatively effortless, and you'll make great community contacts in the process.

Please give me a call or send me an e-mail if you're interested and get ready for a bountiful harvest!

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2010-11 OCALA FPRA BOARD

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Let's apply a little RPIE (research, planning, implementation and evaluation) to the proposition that you should attend FPRA's most anticipated professional development event of the year – the 73rd Annual State Conference.

Research:

For four days, FPRA members and other PR professionals from around the state join for one common goal – to enhance their career through networking opportunities and professional development seminars, led by nationally acclaimed speakers. By offering experts on a variety of industry-related topics, FPRA's goal for the annual conference is to present tools, tactics, and strategies that participants may immediately put work.

Planning:

The conference takes place Aug. 7th-10th at the Naples Grande Beach Resort. Members can also take advantage of remarkable rates, which are available before and after the conference, to enjoy a vacation with family. Car-pooling and room-sharing are cost-cutting options. Don't forget, you can also apply for a full conference scholarship from the state association, as well as from our chapter!

Implementation:

Register for conference. Attend conference. Repeat next year.

Evaluation:

Visit the Annual Conference page at www.fpra.org and watch the video about the 2010 conference. If that doesn't convince you, talk to members who have attended – from first-timers to road warriors. In the words of Dr. Jay Rayburn, FSU's Division Director for Advertising and Public Relations, "If you've never been to an FPRA conference you really never lived if you're in the public relations business. I've been to conferences all over the country and I can tell you there's not one anywhere that's even close to this."



OUR IMAGE

by Allison Campbell, President-Elect

Were you able to catch onto our Image theme by the clues I put in my September PRestige article? (There were six.) If you didn't figure it out or weren't in attendance at the September Professional Development meeting, then it's time to get you in the game. Even though many teams are currently in the off-season, we all need to stay in shape for "sPRing training" baseball!

Our first committee meeting is October 12th, and we're always looking to add a few more draft picks...I mean committee members. Please let me know if you're interested, or we may just send some scouts to check you out. We still plan to have Call for Entries to you by the end of 2010, and several other things are being lined up as well, including: Skills Drills, aka Image Workshops; Intra-squad Practice Games, aka Chapter Reviews; and, Critiques. All this before Image deadline! And, of course, the Image Awards Season Opener is slated for April. Want in the line up? Then stay in the game with us. You won't want to miss a single pitch!

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Calling All Credential Candidates

If you've been thinking about pursuing your Accreditation in Public Relations (APR), or Credential in Public Relations Counseling (CPRC) now is the time! FPRA will be offering study sessions beginning the second week of January 2011 so get ready. For more information or to reserve your spot, please e-mail Amanda Wettstein, APR, at ajwettstein@embarqmail.com, or call Mandy at 352-406-0422.

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Step Right Up!

We currently need chapter members with leadership skills to head up our Professional Development and Community Service committees. If interested, contact President Laura Byrnes, APR, at 816-1264, or 291-9559.

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Kudos to the First Three

Congratulations to Tina Banner, APR; Bill Mansfield, APR; and Beth McCall – they were the first to renew their membership for 2010-2011. Early renewal is great for members because it ensures continuity of benefits and guarantees inclusion in the state directory. Early renewal helps the chapter, by earning rebates that are invested right back into member services.

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Chapter History 1983 to 1985



HOT on the heels of the state association adopting the Quotation Mark as FPRA's official logo, in 1983 the late Nancy Scharmach, APR, served what turned out to be her first, but not last, term as president. By then, the chapter's long-standing practice of meeting the third Friday of the month was firmly entrenched.

At the time, the professional development luncheons were held at the Rustic Inn on Northwest 25th Avenue, which has been home throughout the years to the Rustic Bar and Grill, Hightowers, Shells, Grill 754 and most recently Bonnie and Clyde's.

Programming rocked. On March 16, members toured the Star-Banner newspaper, then located at 819 SE First Terrace. Guest speakers included then U.S. Rep. Buddy Mackay, who discussed the "Public Relations of Politics" at the June meeting, and John H. Hankinson Jr., in October. Hankinson, the brother of incoming president Margaret Spontak, later was appointed by President Clinton as regional administrator for the Environmental Protection Agency and now serves as chairman of the Florida Audubon Society.

Margaret, then division manager of sales and promotions for ABC Leisure Attraction (which owned Silver Springs), was installed as chapter president in November 1983. Her vice president was Immediate past President Patti Griffiths, then division manager of public relations for ABC Leisure, who went on to serve as Star-Banner editor.

By the time Toni James, APR, began what would be her first of two terms as president in 1985, the state association had 14 professional chapters and 700 members.

Photos Courtesy of Mark Hammer

COMMUNICATIONS TIMELINE

1984



- Apple Macintosh released (introduced during Super Bowl commercial directed by Ridley Scott depicting the IBM PC world destroyed by a new machine).

- Supreme Court ruling ends AT&T Monopoly



1985

- Cell Phones in cars become widespread

- Computer CD Roms debuts

- Microsoft Windows and OS/2 hit the market

- Canon introduces color photocopying



Celebrating October Anniversaries:

- Jay Baillie, 19 years**
- Gerry Brent, 9 years**
- Allison Campbell, 6 years**
- Ed Gorin, 2 years**
- Miranda Inglesias, 1 year**
- Bill Mansfield, APR, 24 years**
- Shannon Shoultz, 1 year**
- Steve Specht, APR, 20 years**
- Anita Winter, 7 years***

Note: Our chapter has no September anniversaries!

FROM THE PRESIDENT'S DESK...

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With the exception of, say, a malignant tumor, just about every use of growth as a noun or adjective is in a positive context. As individuals, we grow physically, emotionally, spiritually, intellectually and financially. Happiness, security, creative energy ... all good things we like to see grow.

Chapter growth is more than a numbers game; it's about building an association strong enough in size, experience, and resources to provide true value back to its members. It's about empowering each member to be a better professional and in so doing, bringing power to the profession – a goal that's just as valid today as it was when Tina Banner, APR, introduced it two years ago when she was president.

So here's the Call to Action: you know that renewal notice you received in the mail last month, the one that's sitting in your in-box waiting to go down to accounting? Fill it out and send it in. I know several employers are cutting budgets and many will no longer pay your membership dues. That's a painful but hopefully not a permanent situation, and it certainly shouldn't be fatal, not when you consider the many rewards of membership.

It may seem counterintuitive, but there is no better time to belong to FPRA than right now. Tony Rossell wrote in last year's, *The Upside of Down* that "individuals and companies turn to associations for security, services, networking and professional development."

Security, services, networking and professional development – let's make sure they continue to grow in our membership garden.

Laura Bynes



FPRA | OCALA CHAPTER
30 YEARS
& Growing



Remembering... *Nancy Scharmach*

One of our earliest members, Nancy Scharmach, APR, suffered a heart attack at her home and passed away on Oct. 5th. Nancy joined the nascent Ocala Chapter in 1981 and served as president in 1983, and again in 2001. She was one of the first in the chapter to earn an Accreditation in Public Relations.

In addition to her membership with FPRA, Nancy was executive director of the Florida Outdoor Writers Association and wrote the Star-Banner's popular Bulletin Board column for many years. The link to the Star-Banner's Oct. 9th story about Nancy is available on our website.

In the story, founding member and former chapter president, Patti Griffiths, described Nancy as a "heck of a fun kind of gal" who would tool around in her red convertible with her beloved German shepherd in the passenger seat.

Nancy's diverse interests included all manner of outdoor activities, travel, and animals and she was an active and involved community volunteer. Her professional career spanned five decades and included early success as author of a children's book, serving as public information officer for Munroe Regional Medical Center, and sole practitioner of her company CD Marketing – the "CD" standing for *carpe diem*.

"There will never be another like Nancy. *Carpe Diem* was certainly the motto for her life. She was, to the very end, an indomitable spirit," said longtime friend, FPRA member, and past President Karen Jensen of the Marion County Public Library System.

Joe Wallace, Public Relations and Marketing Director for the College of Central Florida, said Nancy "was such a positive force. (I'm) glad I had the chance to know her."

Pamela Gardener of Phillips Printing has her own special memory. "I bought a kayak from Nancy several years ago and she regaled me with stories of packing her dive gear on it and heading out to different waterways. I never get in that boat without thinking of her, her love of her dogs and her sense of adventure."

A memorial is being planned and will take place in November. Information will be provided as it becomes available.