



A MONTHLY PUBLICATION FOR MEMBERS OF FPRA OCALA CHAPTER

## FROM THE PRESIDENT'S DESK



Dear FPRA Ocala Members~

As we embark on our chapter's 30th year, it is important to reflect on where we've been and where we are going. That's why this year's theme, 30 Years and Growing, is one that honors our roots as we continue to grow in strength as a chapter, as professionals and as a profession. That means keeping up with the (PR)evolution and new technologies. That also means remembering why we're in this business in the first place and the ethics and core, old-school skills we must possess to do our jobs well.

What we set out to do this year is nothing short of ambitious. Happily, we have a strong ally in this effort in state FPRA President Jennifer Moss, APR, CPRC, whose focus is on serving the chapters and exceeding expectations.

We also owe a debt of gratitude to those who have plowed the field and prepared it for continued growth. I know you join me in thanking Immediate Past President Ryan Gerds, APR, and his board

• *continued on page seven*

PRESIDENT'S MESSAGE



Laura Byrnes, APR  
FPRA OCALA  
CHAPTER PRESIDENT

## In this issue

- 2 SEPTEMBER SPEAKER
- 3 ANNUAL MEMBERSHIP SURVEY
- 4 CHAPTER HISTORY
- 5 MEMBERSHIP UPDATE
- 6 PR HISTORY
- 7 OUR IMAGE

## chapter news

### *In Appreciation*

Special thanks to Tom Kotkow, art director of Phillips Printing, for designing the 30 Years and Growing logo for this year's chapter theme. Thanks also to FPRA/Ocala member Pamela Gardener for facilitating the project and to Jody Phillips, owner of Phillips Printing and a former chapter member, for sponsoring it. We appreciate the time and talent it took to come up with a logo that is just right!





# SEPTEMBER SPEAKER

## HEIDI OTWAY, APR

### Reality Check: Using PR & Digital Media to Reap Rewards

September 17, 2010 • Ocala Hilton • 11:30 a.m. - 1:00 p.m.

Heidi Otway, APR, is experienced in all aspects of media strategy, planning and social marketing. She is the Vice President, Director of Public Relations at Salter>Mitchell, a Tallahassee-based public relations, social marketing and behavior change firm. Heidi's responsibilities include strategy formation on client accounts, providing advice and counsel to senior management, community relations, management of communications personnel and tactics, project budgeting, and management of vendors and consultants. Heidi's experience includes research, strategy, and implementation of statewide media and public relations campaigns using a full range of tactics, including paid media, earned media, social/digital media and grassroots mobilization.

She has worked on a number of statewide campaigns including the Florida KidCare Outreach campaign to increase the number of uninsured children enrolling in the state and federally-subsidized insurance program and she just wrapped up a campaign to ensure more Floridians and veterans with Disabilities were counted in the 2010 Census.

Salter> Mitchell's weLiveFIT campaign to help Tallahassee families shape up their personal finances won the prestigious Dick Pope All Florida Golden Image Award, recognized as the top PR program in the state. In presenting the weLiveFIT case study, Heidi will discuss integrated use of public relations, marketing and advertising to create ideas that sell themselves and focus on the bottom behavioral line: change.

Heidi is the Immediate Past President of the FPRA Capital Chapter and was recognized as the 2010 Chapter President of the Year during the FPRA Annual Conference. She is a graduate of Florida A&M University and is accredited in public relations by the Universal Accreditation Board. Heidi is happily married to her college sweetheart and they have three children, and a dog named Tazz.

*Save the Date: Friday, October 15th  
FPRA recognizes National Boss' Day (Oct. 16th)  
Guest Speaker: Roy Reid, APR, CPRC  
Consensus Communications, Orlando*



The 2010/2011 Board of Directors (back row l-r): Miranda Inglesias, Technology Chair; Mandy Wettstein, APR, Credentials Chair; Laura Byrnes, APR, President; Ryan Gerds, APR, Immediate Past President (front row) Amanda Cebula, Programs Director; Allison Campbell, President-Elect and Image Chair; Peveeta Persaud, Membership Director; Jenifer Lowe, Communications Director; and Heather Danenhower, Professional Development Chair. Not pictured Beth McCall, Treasurer; Tamara Fleischhaker, Secretary; Rose Derkay, Newsletter Editor; and Lisa Varner, APR, Hospitality Chair.

## 2010-11 OCALA FPRA BOARD

**Laura Byrnes, APR**  
President  
LByrnes@CLMWorkforce.com

**Allison Campbell**  
President-Elect & Image Chair  
Allison@HeartOfFlorida.org

**Ryan Gerds, APR**  
Immediate Past President  
RyanGerds@MRHS.org

**Beth McCall**  
Treasurer  
BethMcCall@MRHS.org

**Tamara Fleischhaker**  
Secretary  
Tamara@ocalacc.com

**Jenifer Lowe**  
Communications Director  
JLowe@marionso.com

**Peveeta Persaud**  
Membership Director  
Peveeta.Persaud@MarionCounty  
Fl.org

**Amanda Cebula**  
Programs Director  
AmandaCebula01@Webster.edu

**Amanda Wettstein, APR**  
Credentials Chair  
AWettstein@ThatCompany.com

**Lisa Varner, APR**  
Hospitality Chair  
LVarner@HospiceOfMarion.com

**Heather Danenhower**  
Professional Development Chair  
Heather.Danenhower@Marion County  
Fl.org

**Miranda Inglesias**  
Technology Chair  
Miranda.Inglesias@MarionCounty  
Fl.org

**Rose Derkay**  
Newsletter Director  
Rose@EnjoyFamilyTimes.com

## Annual Membership Survey

Links to the two-part Annual Membership Survey on Survey Monkey were emailed to all members last month. If you have not already done so, please take time to give us your feedback. Your responses are key to the Ocala Chapter's ability to develop programs and services that meet your needs. The survey will remain live through the end of the month. Please contact President Laura Byrnes, APR, if you need the links regenerated.

## Get Involved!

Have you ever leapt into a sea of outstretched hands during a team building exercise, or fallen backwards off a concert stage into a crowd confident they would pass you unharmed to your destination? Now imagine doing that with only one person to catch you.

When the heavy lifting is left to the few, things get dropped; when helping hands are many, tasks are easily accomplished.

• continued on next page

• *continued from previous page*

Our committees provide programs and services that benefit each chapter member and enhance the profession. They also provide opportunities to develop or hone marketable skills, expand your networking base and have fun. They may also serve as the first rung on the ladder to chapter leadership, for those interested.

Our dedicated Committee Chairs can't do it all alone. When asked to participate, please don't hesitate to say "yes." Don't have the time? Don't worry; you'll only be asked to contribute as much or as little as you are able.

• • •

## Where were you in '82? (Or '81, or '80...?)

Whether you were around 30 years ago or not, tell us about joining FPRA/Ocala and/or when you first got involved in the profession. What was the cutting-edge, state-of-the-art technology at the time, and what were some of the PR trends and challenges you remember? Send your reminiscences to Rose Derkay, PRestige Newsletter Editor, for inclusion in a future issue ([rose@enjoyfamilytimes.com](mailto:rose@enjoyfamilytimes.com)).

### Here are some reflections to get you started:

"2001 in grad school, we were faxing things to ESPN ... The Internet was so new and foreign to us."

*- Allison Campbell, Chapter President-Elect and Executive Director of the Heart of Florida Hope Foundation, was 4 years old in September 1980.*

"I worked for an ad agency and PR seemed like the dark side, they were the spin meisters ... We used to courier packages of information, that was the old-school way of doing things,"

*- Tamara Fleischhaker, Secretary and Vice President of communications for the Ocala/Marion County Chamber of Commerce, was 8 in 1980.*

"I went to college and had no idea what a jump drive did ... now we use viral marketing and Facebook (though) we still have a fax machine in the (sheriff's) office."

*- Jenifer Lowe, Chapter Communication's Director and PIO for the Marion County Sheriff's Office, wasn't born 30 years ago.*

• • •



**MYSTERY HISTORY: Do you know who this is, when the photo was taken and what was happening?**

# Chapter History




## 1980 to 1983

Andy Williams was installed as president of the Gainesville/Ocala Chapter in December 1979 and finished the year as president of the new Ocala Chapter. Larry Newnam of the American Cancer Society was the Ocala Chapter's first full-year president and Patti Griffiths of ABC Leisure Attractions (Silver Springs) was president-elect. The two organized an Ocala membership drive that resulted in 32 prospects and 17 paid members.

Williams, Newnam, Griffiths, Margaret Hankinson (now Spontak) and other "paid-up" members of FPRA petitioned the state board in July 1980 to create the Ocala chapter. In August, members of the new chapter took a celebration cruise on the Ocklawaha River aboard the River Queen paddle boat and in September Ocala held a tri-chapter social at Silver Springs Attraction involving the Ocala, Gainesville and Lake Highlands chapters.

Gainesville/Ocala held a "scaled-down version" of the Golden Image Awards called the "Imie" contest with the awards banquet "held at a restaurant midway between Ocala and Gainesville." Judging was handled by the Tampa Bay Area Chapter. Cost for monthly luncheons was a "hefty" \$5.50.

The Ocala Chapter met at a variety of venues beginning with the Rustic Inn. Early programs included: Supervisor of Elections discussing importance of voting (Jan. 17, 1981), tour of the Star-Banner (then located at 819 SE First Terrace), then US Rep. Buddy Mackay (June 17, 1983) and Margaret Spontak's brother, John Hankinson, executive director of the Environmental Services Center (Oct. 1983). FPRA adopted the Quote mark as the association's logo in 1982.

|   |  |   |  |
|---|--|---|--|
| <p>1980</p>  <p>Sony Walkman introduced<br/>Laser-read compact disks used for sound recordings<br/>Video renting begins (VHS)<br/>Ted Turner starts CNN</p> | <p>1981</p> <p>First IBM PC sold</p>  | <p>1982</p> <p>FCC approves cellular start-ups<br/>Camcorder becomes commercially available<br/>High school student creates first computer virus<br/>Emoticon sed for the first time in an e-mail :-)</p> | <p>1983</p>  <p>Time Magazine's computer is "Man of the Year"<br/>Internet emerges as ARTANE1 splits civilian from military networks</p> |
|---|--|---|--|



*Top (l-r): Ocala Chapter Member and 2004 State FPRA President, Carole Savage, APR, CPRC, and Jacksonville Chapter member and Immediate Past State President Lanette Hart, APR, CPRC, catch up when Lanette attended and installed new board officers at the August professional development luncheon. Two of the chapter's newest Accredited members Lois Brauckmuller, APR, and Laura Byrnes. Not Pictured: Lisa Varner, APR.*

*Below (l-r): Kevin Christian, Miranda Inglesias and Heather Danenhower - 2009/10 Technology and Professional Development Chairs - enjoy the August luncheon. Outgoing President Ryan Gerds, APR, presents 2009/10 Pacesetter Award to Amanda Wettstein for her outstanding service as Credentials Chair.*



## It's Time Membership Update by Peveeta Persaud

I'm convinced that our membership is the greatest strength of the Ocala Chapter. I am always delighted to reconnect with my peers at each month's professional development session, and encouraged to see new faces eager to learn from the best.

The only way to continue our chapter's past successes and "grow" into the future, is to maintain our strong membership base and expand it, too.

Let's tackle the first issue together immediately. Most memberships expire on after Oct. 31st. You might be asking yourself, "Why should I renew now, in advance?"

Well, apart from the self-satisfaction of successfully avoiding the lure of procrastination, you'd also be helping your chapter. The state office provides rebates to chapters for each renewal processed before Nov. 1st. You will benefit from this directly, because this money is then invested back into providing top-notch speakers, programs and resources for you. On the flip side, I should mention that a \$25 late fee is assessed to renewal forms submitted after Dec. 31st.

You may also be thinking, "What's in it for me?" Many of you already know the advantages of recommitting to FPRA, including unmatched networking opportunities throughout the state, access to superior professional development opportunities and resources year-round, plus rewarding personal advancement options through leadership positions and certification avenues. So, why hesitate?

I urge you to truly embrace these membership benefits this coming year. If you take an active role in your FPRA membership, it will in turn have a favorable effect on you (and I have a feeling you won't have a hard time deciding whether or not to re-join next year.)

Renewal letters are in the mail and it's time to submit yours to participate in "growing" our chapter's future!

• • •

## EXCITING NEWS ABOUT OUR IMAGE

by Allison Campbell, President-Elect

As the new year for the FPRA Ocala Chapter gets into full swing, I want to let our chapter members and friends know some exciting news. We will be hosting our very own Image Awards competition within the next seven months, right at home in Marion County. I'm also pleased to announce that we pitched the idea to the Nature Coast Chapter and they will be joining us, in addition to our friends in Lake and Sumter Counties. Your Chapter board is very excited, and we hope you are as well. It's going to be a ball!

Anyone interested in serving on the planning committee for our Image, should contact me directly. If all goes as planned, you should have your 'Call for Entries' by the end of 2010, with the award entry due date lined up for March.

It's never too early to start thinking of your past, current, and future projects as prospects for entries that you can really knock out of the park. We'll be happy to keep you up-to-speed as more details become available.

• • •

## Golden Image Award Winners

Heather Danenhower, Christy Jergens

Congratulations to Marion County government's public relations team of Heather Danenhower and Christy Jergens who received the Golden Image award in the audio/visual tools of public relations - electronic communications category for their County Connection E-Publication. The Golden Image Award is presented to the top-scoring entry in each category. Marion County's Office of Public Information launched County Connection to better communicate with its citizens about Marion County initiatives, programs and services. This external e-publication seeks to highlight Marion County activities comprehensively and objectively, informing and empowering citizens and generating positive results that set the standard for quality local government.

• see photo next page

## FROM THE PRESIDENT'S DESK...

• *continued from page 1*

for such hard work. While the focus may have been on sustaining the chapter during a difficult time year, I'm sure you'll agree it was a year of rewarding enrichment. We are all proud that Ryan and the Ocala Chapter were recognized at the state conference with the President's Member Services award.

As we celebrate 30 years, we plan to keep growing. Our board of directors has already held a strategic planning session and formed goals based on your responses to the Annual Membership Survey. We already have some terrific programs lined up and are hard at work planning our Local Image Awards, the chapter's first in many, many years. President-Elect Allison Campbell, who is heading up the effort with help from Tina Banner, APR, can tell you more about Image in the adjoining article.

Membership Renewal letters went out the first week in September so please check your mail. The strength of our chapter is more than the number of members we have, it is the depth and diversity you bring. Strength is also about the resources we can invest in the chapter to serve you, and this year, chapter rebates return to 20 percent. Be sure and read Membership Director Peveeta Persaud's article on Page 5.

During a year that will no doubt include continued economic challenges, we will strive to honor our heritage and prepare for the future by providing the best possible value to our members. With your help, we will tend to our public relations field by developing new ways to GROW our chapter's resources, CULTIVATE diverse membership, NURTURE emerging leaders, and reap our seasoned members' rich HARVEST of knowledge.

I look forward to working with you in this effort.

*Laura Byrnes*



*Sheridan Becht, APR, CPRC, President of the Florida Public Relations Association presents Peveeta Persaud and Miranda Iglesias of Marion County Fire Rescue with an award of distinction and a judge's award for Marion County Fire Rescue's 30th Anniversary Campaign. Not pictured: Heather Danenhower, and Christy Jergens.*