



2022 FPRA Ocala Chapter Management Report

May 31, 2022

By Heather Danenhowe, APR, CPRC,
Ocala Chapter president

Presented to Devon Chestnut, APR, CPRC,
FPRA state president

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Ocala Chapter Board of Directors

Our Voting Members Include:

- Heather Danenhowe, APR, CPRC, president.
- Tammy Gantt, president-elect.
- Carole Savage-Hagans, APR, CPRC, past president.
- Laura Byrnes, APR, CPRC, communications director.
- Beverly Brown, membership director.
- Kristina Donohue, treasurer.
- Lindsay Tozer, secretary and newsletter chair.
- Lauren Delorio and Kevin Christian, APR, CPRC, co-programs directors.

Our Nonvoting Members Include:

- Jen Pagh, hospitality chair.
- Allison Campbell, APR, CPRC, and Lisa Varner, APR, CPRC, Image and Communicator of the Year co-chairs.
- Lisa Varner, APR, CPRC, ACES chair.
- Lauren Debick, APR, accreditation and professional development chair.
- Greg Davis, social media chair.
- Rachel Cote, website chair.
- Chris D'Avanzo, community service chair.

The FPRA Ocala Chapter is known for its warm, welcoming and inclusive culture.

Hello and welcome to the Ocala Chapter of the Florida Public Relations Association! Formed in 1980, the Ocala Chapter boasts a strong membership representing a variety of industries, including government, nonprofit, education, healthcare, corporate and small business.



With our warm, welcoming and inclusive culture, our members are committed to helping each other become more effective public relations practitioners. Like a compass, we are always moving in the right direction and never bereft of ideas to make an agency stronger and better.

We are pros – professional, resourceful, open and strategic – and relentless in our pursuit of excellence.

Top Three Strongest Performance Areas

1. Chapter Management.
2. Membership Engagement.
3. Community Engagement.

Strength No. 1: Chapter Management

We designed an evidence-based strategic chapter plan rooted in research.

- The plan focused on providing quality professional development and networking opportunities for members – what members said they value the most about their membership – and promoting a warm, welcoming and inclusive culture – what members said they like best about the Ocala Chapter. The plan also included board actions, owners, timelines and SMART objectives.

We established board tenets to keep us focused.

- Our “excellence is our standard” tenet called for operating ethically; checking the bylaws, policies and job descriptions instead of relying on tribal knowledge; making financial prudence everyone’s responsibility; and producing professional materials. Another tenet called for helping, advocating for, learning from and coaching each other in candid yet caring ways – and having an enormous amount of fun.

Board tenets

1. Excellence is our standard.
 - We operate ethically.
 - We check the bylaws, policies and job descriptions instead of relying on tribal knowledge.
 - We understand that financial prudence is everyone’s responsibility.
 - Our written materials are professionally produced.
 - We start and end meetings on time.
 - We meet deadlines and commitments.
2. We take care of ourselves and our families. If we are exhausted and distracted, we are unproductive and working unsustainably.
3. We help, advocate for, learn from and coach each other in candid yet caring ways – and we have an enormous amount of fun.
4. We pursue clear, credible, consistent and predictable outcomes. “Clear is kind. Unclear is unkind.”
5. We strive for emotional intelligence and to give others our time and attention – the rarest and truest form of generosity.

We focused on leadership and succession planning.

- We are a small chapter, and one-third of our membership is on the board. Identifying and developing new leaders is a struggle, so we took action to address the problem.
 - We started succession planning in September 2021 and filled our 2022-2023 slate in May with time to spare.
 - We developed a “Follow the Leader” segment for the monthly newsletter, featuring Q&As with board members describing why they serve on the board and how they’ve benefited from the experience.
 - March’s professional development meeting, “Presidential perspectives: Why leadership matters” featured a panel of past Ocala Chapter presidents: Toni James, APR, CPRC; Carole Savage-Hagans, APR, CPRC; and Lauren Delorio.
 - We invited rising leaders, Lindsay Tozer and Beverly Brown, to the state association meetings in November and May.

Strength No. 2: Membership Engagement

We made decisions based on the needs and preferences of our members.

- Members said they prefer to meet in person, and they appreciate advanced notice of meetings. We resumed in-person meetings in November and offered video recordings of our meetings in February and March based on feedback.
- Members requested monthly professional development meetings start and end on time, better meals for lunch and a horseshoe or roundtable room set up instead of classroom-style. We held meetings at four locations and served menus from five businesses, adjusting our approach based on member feedback. We also used three room set ups: classroom-style, horseshoe and roundtable.
- Members said less is more and asked us to focus on quality instead of quantity. Therefore, we offered three unique socials – a “Merry Mixer” in December at Elevation 89, “Get your paint on” at Picasso’s Palette in May and “Roll with us” at Skate-A-Way South in July.
- To keep members informed, we leveraged the three most popular communications channels – our monthly newsletter, Mid-Month standalone messages from the president and announcements and PowerPoint slides that ran on a loop during our monthly professional development meetings.

Our members gave back to other members through professional development, sponsorship of events and community service.

- **Professional development:** Members requested professional development topics featuring our own members. Eleven members presented five topics during monthly professional development meetings, contributing to the professional development of other Ocala Chapter members and promoting the chapter’s “get-to-know-you” culture, including:

- “A candid look at COVID communications from the lens of those in the trenches” with Christy Jergens, APR, and Lauren Debick, APR.
- “Presidential perspectives: Why leadership matters” with Toni James, APR, CPRC, Carole Savage-Hagans, APR, CPRC, and Lauren Delorio.
- “E³ = Experience, Experiments and Excellence” with Devon Chestnut, APR, CPRC, Heather Danenhowe, APR, CPRC, and Lisa Varner, APR, CPRC.
- “Speed Rounds” with Allison Campbell, APR, CPRC, and Marc Rice.
- Members also presented during COMMference: THE CONFERENCE FOR COMMUNICATORS, our annual professional development seminar.

▪ **Sponsorships:** Four members sponsored Ocala Chapter meetings and events, including:

- Tammy Gantt’s business, Discover Cuba, sponsored November’s meeting.
- Lisa Varner, APR, CPRC’s business, C.L. Swag, and Allison Campbell, APR, CPRC’s business, A&A Campbell Group, sponsored the Mid-Florida Image and Communicator of the Year Awards.
- Heather Danenhowe, APR, CPRC’s, workplace, Duke Energy, sponsored COMMference: THE CONFERENCE FOR COMMUNICATORS, and Duke Energy’s Foundation contributed \$100 to the chapter’s Pace Center for Girl’s community service project.



▪ **Community service:** We sponsored three community service events, giving back to the nonprofits where our members work, including:

- Pace Center for Girls with Carole Savage-Hagans, APR, CPRC.
- Early Learning Coalition with Wendy Williams.
- Marion County Public Schools with Kevin Christian, APR, CPRC; Lauren Debick, APR; and Meghan Magamoll.

BUILDING A SMARTER ENERGY FUTURE®

Strength No. 3: Community Engagement

The Ocala Chapter is well known and respected in the community through the chapter’s Mid-Florida Image and Communicator of the Year event and community giving efforts.

Since 2011, the Ocala Chapter has hosted the Mid-Florida Image Awards. In recent years, the Lake and Volusia/Flagler chapters have sponsored, competed in and attended the awards gala.

Our 1980s-themed [Mid-Florida Image and Communicator of the Year Awards](#) was totally rad, and MTV became MPR.

About 50 people attended the gala at the Marion Theatre, including Madonna, Andie Walsh from the 1986 movie *Pretty in Pink* and several others sporting shoulder pads and teased hair.



Allison Campbell, APR, CPRC, and Lisa Varner, APR, CPRC, led the event, securing \$2,500 in sponsorships from seven entities, including sponsorships from two businesses owned by members, the Lake County Chapter and the Volusia/Flagler Chapter. The team exceeded their \$1,700 sponsorship objective by \$800 and netted \$1,900 in revenue for the chapter. This is the first time in recent memory that the Mid-Florida Image and Communicator of the Year event made money. Most of the time, because of the cost of the awards, the event breaks event or shows as a loss.



The committee hosted two Image workshops with 16 and eight members attending each, respectively. We received 11 Image entries and awarded 14 awards, including three Image Awards, four Awards of Distinction, six Judges' Awards and one Grand Image Award in the Digital Tools of Public Relations division.

The Ocala Chapter's Wilton F. Martin Communicator of the Year Awards recognize individuals and institutions for excellence in strategic communications that improve the quality of life in Marion or Citrus counties.

We recognized four institutional nominees and five individual nominees.

[Free the Ocklawaha River Coalition](#) – led by its founder, Margaret Spontak, who was also Ocala Chapter president in 1984 – won the institutional award for its efforts to reconnect the Ocklawaha River to the Silver and St. Johns rivers and Silver Springs. Spontak’s tribute to her late brother as the reason why she wants to Free the Ocklawaha River sent shivers through the auditorium.



NPR’s Joe Byrnes, a versatile and veteran reporter and editor, won the individual award for his “unrelenting commitment to quality journalism – reporting, distilling and communicating the most complex topics with uncommon clarity and color.” Byrnes gasped when his name was called. He was humble and said Supervisor of Elections Wesley Wilcox should have won given Supervisor Wilcox’s work to “preserve our democracy.”

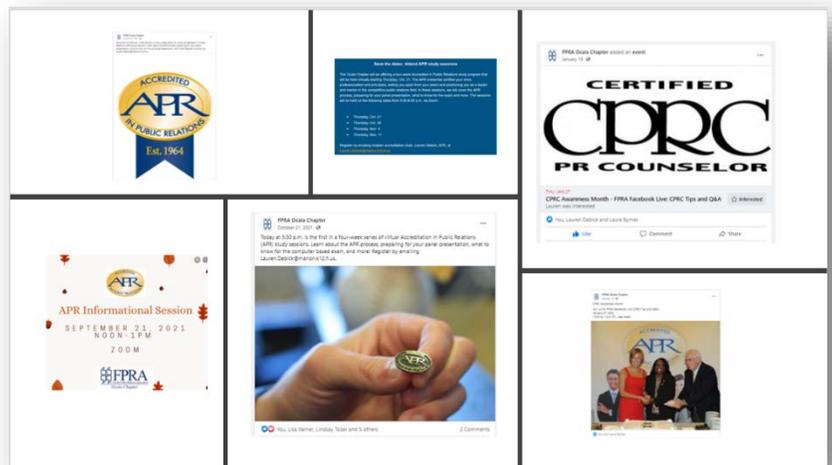
Our three community service projects benefited Pace Center for Girls, Early Learning Coalition and Public Education Foundation of Marion County (see more in the community service section).

Accreditation

We started the chapter year with a goal to remain one of the most accredited and credentialed chapters in the state.

To continue our momentum from the previous year, Lauren Debick, APR, remained accreditation chair for a second term.

We currently have five members in the APR process, starting the chapter year with three candidates and ending May with five – including two candidates who have passed their APR panel presentation.



To achieve these outcomes, we hosted a total of 15 APR study sessions, including:

- Four study sessions in the fall with an average of five people attending each session.
- 11 APR study sessions in the spring with an average of three members attending each session.

In February 2022, we also purchased the \$159 APRPREP online study course as a member benefit through January 2023. Members have raved about the program because everything in the learning platform can be accomplished on demand, giving members flexibility to fit APR prep into their busy schedules at their convenience. We have been promoting the offering as an added value to retain existing members and recruit new ones.

In addition, we identified four current APRs eligible for the CPRC credential and contacted them via email and personal phone calls. One candidate is in the process of completing the application for the CPRC credential.

We promoted the importance of accreditation through virtual informational sessions in the fall of 2021 and spring of 2022. We also featured stories in our monthly newsletter, on the chapter's social media channels and during in-person professional development sessions.

Leadership Development

In preparation for the 2021-2022 chapter year, President Heather Danenhower, APR, CPRC, conducted a membership survey, held a retreat and met one-on-one with each board member or in small groups. Together, the board designed an evidence-based strategic plan for the chapter year that reflected the needs and preferences of members.

The plan included goals; SMART objectives; defined actions, owners and timelines; and board tenets. The plan also detailed lessons learned, policy nuances and ideas for the president-elect to consider during her chapter year.

The main board tenets called for:

- Operating ethically.
- Checking the bylaws, policies and job descriptions instead of relying on tribal knowledge.
- Understanding that financial prudence is everyone's responsibility.
- Producing professionally written materials.
- Starting and ending meetings on time.
- Meeting deadlines and commitments.

Our president also pre-established the chapter year calendar, placing holds for board meetings, monthly professional development meetings, treasury review workshops and special events, to give board members months to plan.

When our original membership director, Jessica Fieldhouse, resigned due to family and work changes, we quickly identified Beverly Brown as our new membership director, onboarding her during a virtual meeting and partnering her with President-Elect Tammy Gantt to ensure a smooth transition.

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Our president and president-elect also mentored our treasurer and community service chair.

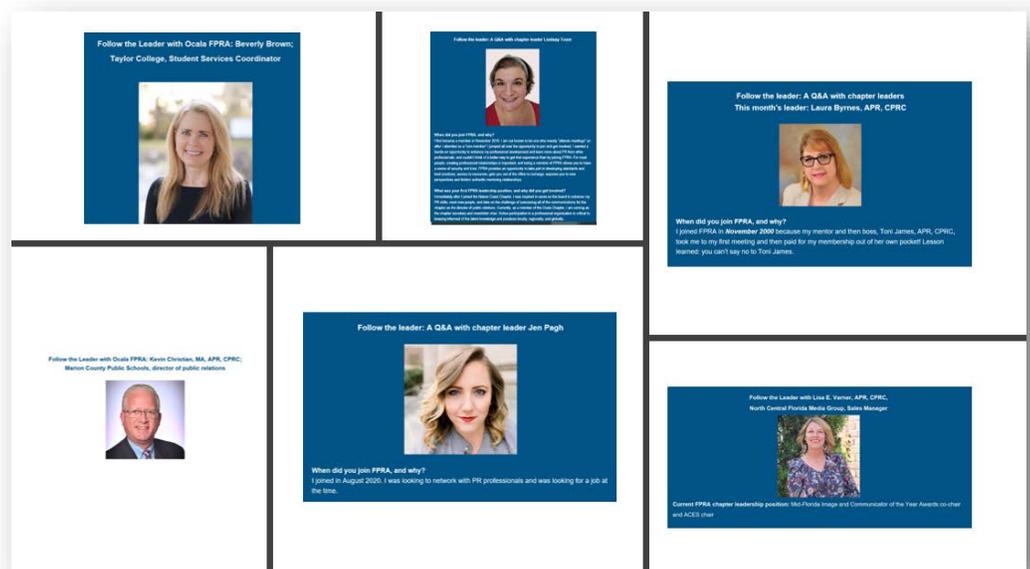
At the beginning of every board meeting we start with recognition, giving kudos to a board members for their hard work and dedication to the Ocala Chapter.

We spend the first few minutes of our professional development meetings on chapter business based on feedback from newer members, who are less familiar with how our association operates. As examples, we provide insights about FPRA – what acronyms we use mean, such as APR, CPRC and COTY; an overview of the state association and number of professional and student chapters; and specifics about the Ocala Chapter. We also celebrate milestones like opening a savings account for the first time, investing in members by purchasing the APR prep course and exceeding sponsorship expectations thanks to our own members.



In December, our Past President Carole Savage-Hagans, APR, CPRC; President Heather Danenhowe, APR, CPRC; and President-Elect Tammy Gantt met in-person to start identifying members to fill the 2022-2023 slate of officers. We also we developed and sent a leadership interest survey and met one-on-one with interested leaders.

As part of our succession plan, we encouraged members to get involved in board leadership by featuring a “Follow the Leader” Q&A segment in our monthly newsletter. We invited up-and-coming leaders – Lindsay Tozer and Beverly Brown – to observe a state board meeting. When our president could not attend the November state board meeting due to a work commitment, President-Elect Tammy Gantt capably filled in.



In addition, we dedicated an entire professional development meeting to leadership development by hosting a panel, “President’s perspectives: Why leadership matters” with Carole Savage-Hagans, APR, CPRC; Toni James, APR, CPRC; and Lauren Delorio. State President Devon Chestnut, APR, CPRC, also attended and provided her insights.

Our Advanced Career Enhancement Series (ACES) group – composed of members with 10 or more years of experience or members with the APR credential – also met three times virtually to discuss a variety of public relations problems.

Membership Development

We retained 83% of our members as of December 2021 and recruited seven new members, exceeding our objective of recruiting five new members – all while managing a change to our membership director position in November, replacing Jessica Fieldhouse with Beverly Brown.

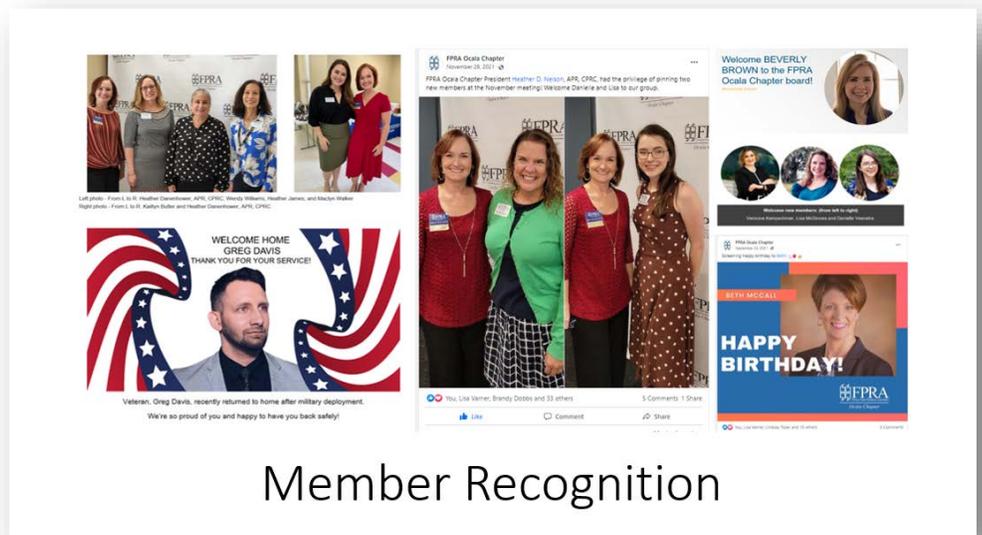
Our membership director, Beverly Brown, is a master at sending proactive, well-written and personalized messages to existing and prospective members, sending 61 standalone messages encouraging members to get involved and prospects to join the Ocala Chapter or thanking members for attending events and acknowledging their attendance.

We maintain a member onboarding checklist to ensure each new and returning member is included on all distribution lists. The checklist includes tasks, such as adding the new member to the newsletter list, Facebook group and chapter directory. We feature new and returning members in our monthly chapter newsletter and on PowerPoint slides that run on a loop during our professional development meetings. We also introduce new members during a pinning ceremony during our professional development meetings.

Members had many positive things to say about the Ocala Chapter’s personality and purpose. Members said the chapter is professional, organized, friendly, engaging, approachable, kind, accepting, inclusive, energetic, open to ideas, welcoming, helpful, experienced, dedicated to advancing the profession, positive and warm.

Personal touches

Most people drop out of an organization because no one knew they dropped in. The Ocala Chapter spends significant time building a culture that is warm, welcoming and inclusive with no real or



Member Recognition

perceived clicks. We strive for emotional intelligence, challenge ourselves to get to know members personally and professionally. The board and fellow members genuinely care about each other, and the personal touches we apply make us stand out.

Some examples include:

- Our membership director – with help from our president-elect and president – held six orientation sessions for new and returning members.
- Our membership director reviews member profiles and pre-identifies hobbies or passions of members and then dedicates time to showing interest in that hobby or passion during the meeting.
- Our president included a handwritten note on every membership renewal letter. She also sent handwritten cards to personally welcome each new member or returning member.
- We send notes of encouragement to members and prospects going through challenging times, such as parents experiencing health issues or losing a loved-one. When members lost a sister, uncles or parents, our president also sent each member a special note on behalf of the board. In one situation, in recognition for how difficult the first Mother's Day would be for a member who had lost his mother in 2021, we sent an Olive Garden meal to his home on Mother's Day.
- When Carole Savage-Hagans, APR, CPRC, won the John W. Dillin Award, FPRA's highest honor, we celebrated her by sending her flowers and choosing Pace Center for Girls, where Carole is executive director, for one of our community service projects.
- When Devon Chestnut, APR, CPRC, became the state association president, we sent her flowers.
- When an Ocala Chapter member was hospitalized with COVID-19, we sent her flowers.

Board expectations

The Ocala Chapter board makes membership development everyone's responsibility, taking pride in ensuring members feel seen, heard and valued.

The board held a deep dive into our prospects list of area public relations professionals and lapsed members – and scrubbed the list to make it more workable. Our membership director and board members reach out individually to our 38 prospects that they know personally.

Our chapter socials have been intentionally focused on quality instead of quantity, and the planned activities are reflective of member feedback. Compared to prior holiday socials, for example, our December 2021 social resulted in our best attendance in recent memory with 16 attendees.

Scholarships

To further promote membership development, we offered two partial scholarships, one for [Annual Conference](#) and another for [LeadershipFPRA](#). We announced the scholarships in May, and the deadline for applications is June 10.

Membership Communications

Based on survey data, most members said chapter communications are timely (91%), informative (91%), well-written, reader-friendly (91%), easy to access (82%) and member-centric (86%). To continue this positive momentum, we aligned our communications to reflect the top three channels members prefer:

1. Monthly newsletter.
2. Standalone email messages.
3. Monthly professional development meetings.

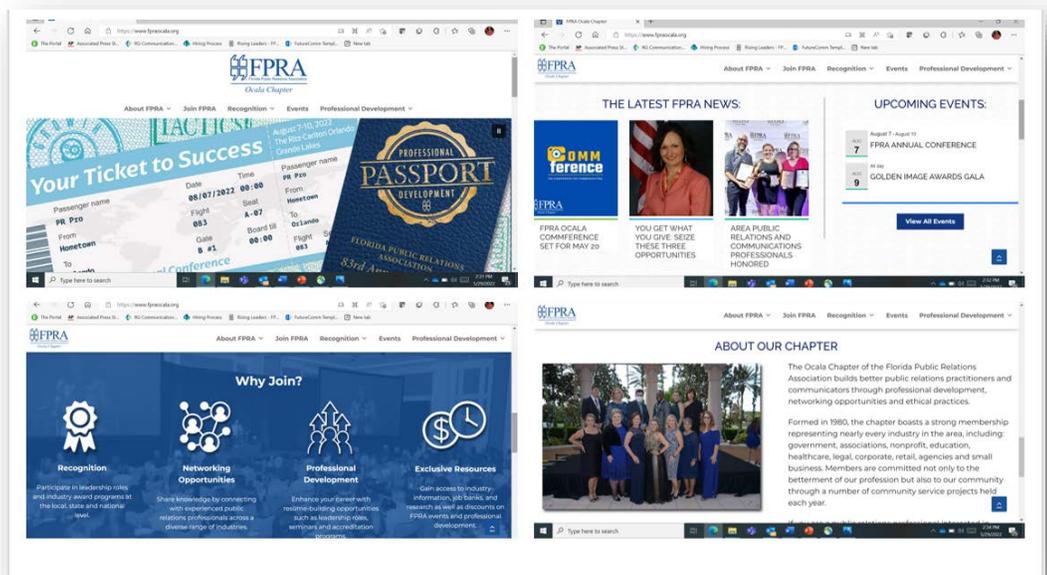
We focused social media on Facebook as the chapter's most followed social media channel in comparison to Twitter and Instagram.

Members also said they visit the website to register for monthly meetings and other events and noted keeping the website updated as an area of opportunity, prompting us to act.

Website Overhaul

We invested \$3,200 to overhaul our fraocala.org website. The work started during the 2020-2021 chapter year, and the new site launched in September 2022 with a more modern style and easier navigation.

Led by our two-term website chair, Rachel Cote, the five-person website committee oversaw the selection of a website agency, primary functionality of the site, design elements and menu navigation. Rachel's committee included Tina Banner, APR, CPRC; Lindsay Tozer; Kathy DeLauro; and Joe Wallace, Ph.D.



As part of the redesign process, all content from the previous website was reviewed and refreshed to ensure accuracy. The committee also removed many outdated pages and sections to provide a more streamlined look and feel.

The new website is updated more frequently to address member feedback about keeping content fresh. New posts and events are featured prominently on the website homepage, and a dynamic slider banner showcases top events or news at the top of the homepage.

In addition, we post messages from our president each month and a special 5 Takeaways feature.

President's Perspective Articles

- [You get what you give: Seize these three opportunities](#)
- [Even if you don't win, you won](#)
- [Fourth things to love about public relations](#)
- [Three New Year's resolutions you can keep](#)
- [Four holiday wishes for you](#)
- [Five things to be grateful for](#)
- [Decisions through data](#)
- [Why I \(finally\) said yes](#)

5 Takeaways

- [Presidential perspectives: Why leadership matters](#)
- [Symmetry and the PR brew](#)
- [COVID communications panel](#)
- [Why it's OK to fail](#)
- [Communicating with employees through a looking glass](#)

Communications by the Numbers through May 31, 2022

- News releases: 13
- Newsletters: 9
- Standalone messages (not including messages from our hospitality chair about monthly meetings or from our membership director): 14
- Facebook posts: 80
- Twitter posts: 24
- Instagram posts: 16



In addition to these communications, we created a PowerPoint presentation to run on a loop during our professional development meetings – highlighting recent events, members and our calendar of events on slides.

External Communications

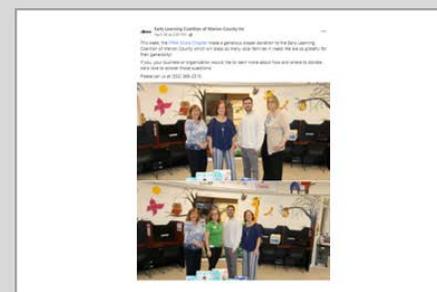
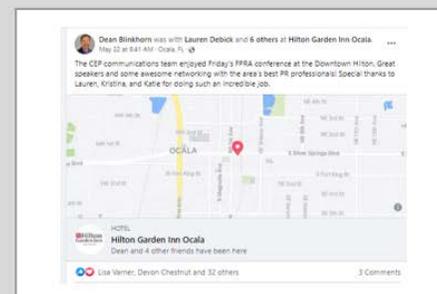
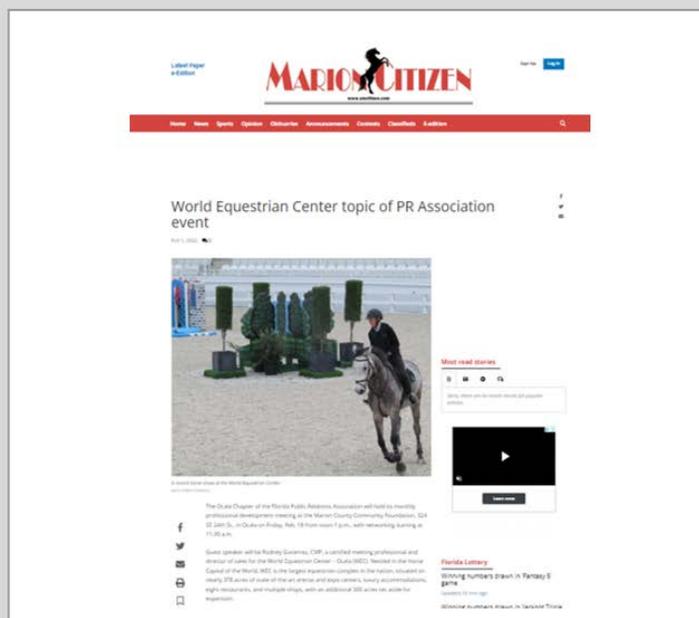
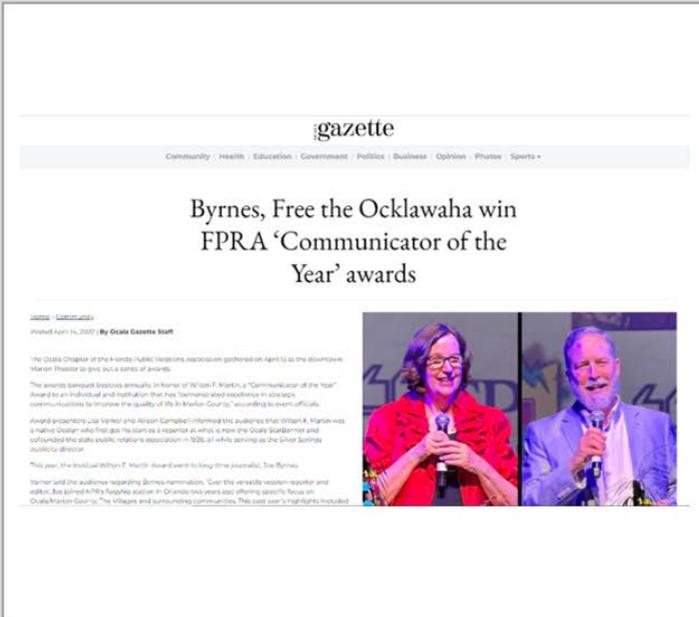
To date, we've sent 13 news releases for each of our monthly professional development meetings, special events and award recognitions – and posted content on our website and social media channels.

Placements

We earned four media placements in the [Ocala Gazette](#), [Ocala Star-Banner](#), [Levy County Chronicle](#) and [Citrus County Chronicle](#) for our 2022 Mid-Florida Image and Communicator of the Year Awards event.

The *Marion Citizen* covered our February professional development meeting featuring Rodney Gutierrez, who presented: “World Equestrian Center: Meeting the needs of an international audience at the local level.”

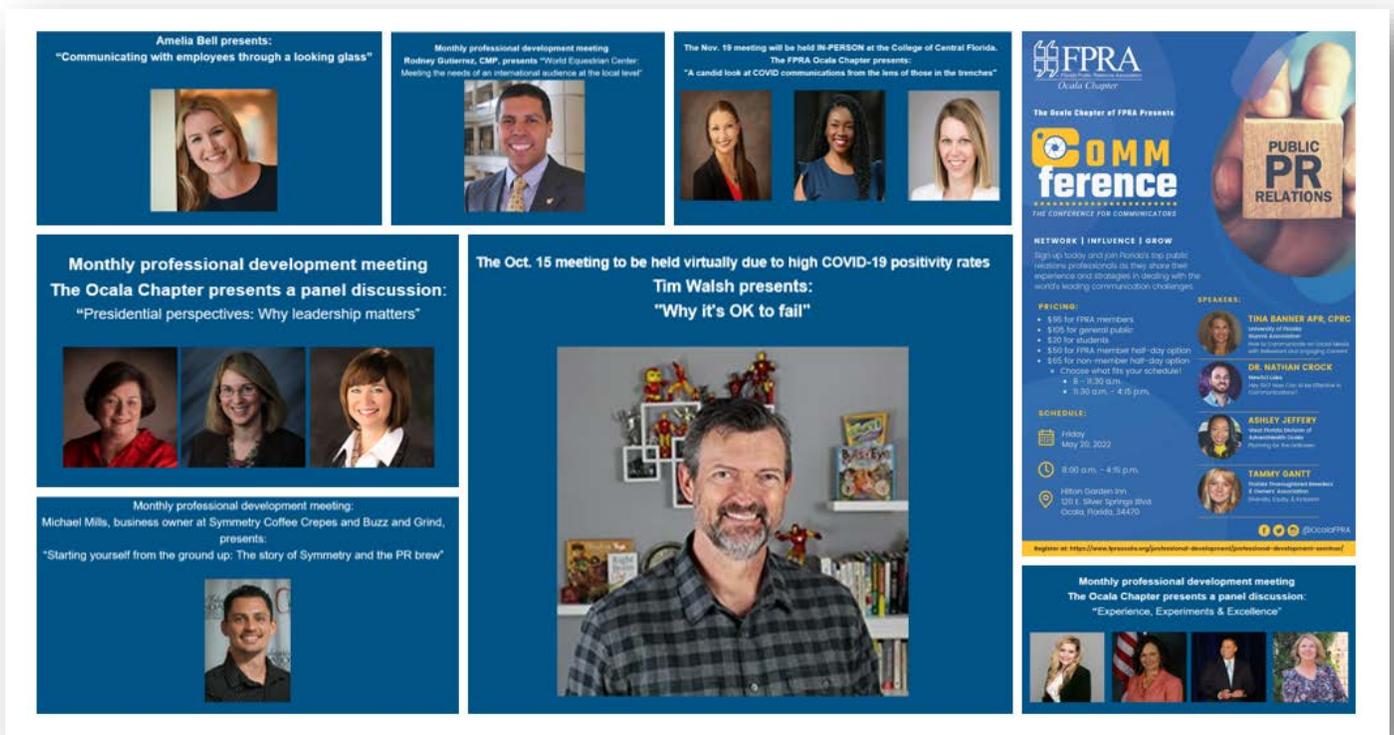
We also earned third-party engagement on social media from the Early Learning Coalition of Marion County thanks to our diaper drive and the Ocala/Marion County Chamber and Economic Partnership about our COMMference seminar.



Professional Development

Monthly Professional Development Meetings

- We provided 11 professional development opportunities, including a half- and full-day seminar. Based on feedback, we selected presenters who engaged our members in conversation, provided top takeaways, considered the FPRA membership experience when presenting and started and finished on time, including Q&A. We also selected some speakers from our own membership to advance our “get-to-know-you” culture.



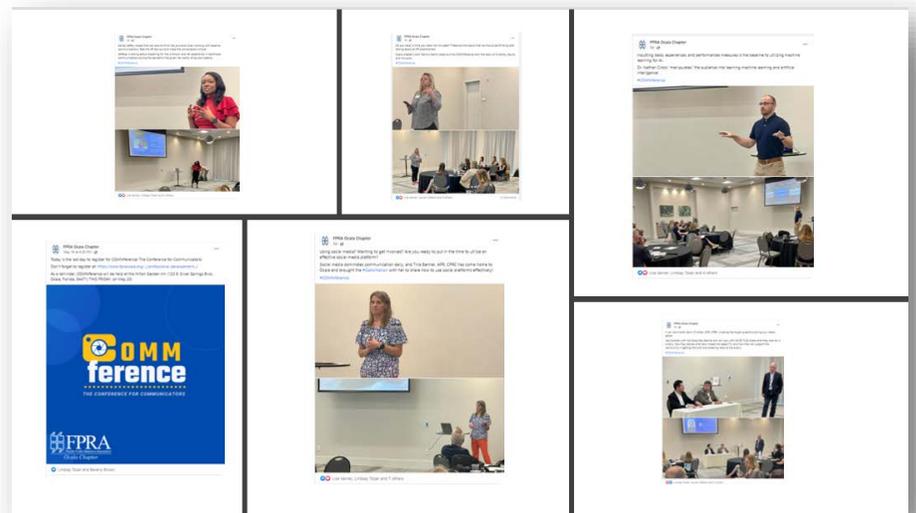
- Our monthly professional development speakers included:
 - Sept. 17, 2021 (virtual):** Amelia Bell, APR, CPRC, presented “Communicating with employees through a looking glass.”
 - Oct. 15, 2021 (virtual):** Tim Walsh presented “Why it’s OK to fail.”
 - Nov. 19, 2021 (in person):** Lauren Debick, APR; Ashley Jeffrey; and Christy Jergens, APR, participated in a panel discussion, “A candid look at COVID communications through the lens of those in the trenches.”
 - Jan. 21, 2022 (in person):** Mike Mills presented “Starting yourself from the ground up: The story of Symmetry and the PR brew.”
 - Feb. 18 (in person):** Rodney Gutierrez presented “World Equestrian Center: Meeting the needs of an international audience at the local level.”

- **March 25, 2022 (in person):** Carole Savage-Hagans, APR, CPRC; Toni James, APR, CPRC; and Lauren Delorio participated in a panel discussion, “President’s perspective: Why leadership matters.”
- **April 22, 2022 (in person):** Lisa Varner, APR, CPRC; Devon Chestnut, APR, CPRC; and Heather Danenhowe, APR, CPRC, participated in a panel discussion, “E³ = Experience, Experiments & Excellence.”
- **June 16, 2022 (in person):** Professor Clay Calvert will present “Speaking out and shutting down: How Florida regulates social media and political speech.”
- **July 14, 2022 (in person):** Allison Campbell, APR, CPRC, Marc Rice and Jeff Dillion will lead “Speed Rounds,” a presentation focused on research and video tips and tricks. The event will also include a takeaway headshot.

COMMference: THE CONFERENCE FOR COMMUNICATORS

On May 20, the Ocala Chapter hosted [COMMference](#), our annual professional development seminar at the Hilton Garden Inn in Ocala from 8 a.m. to 4:15 p.m. Florida’s top public relations professionals shared their experiences and strategies in managing major communications challenges, including:

- “Hey, Siri? How can AI be effective in communications?”
- “Planning for the unknown.” (pandemic communications)
- “How to communicate on social media with relevant and engaging content.”
- “Diversity, equity and inclusion.”
- Kevin Christian, APR, CPRC, also led a media panel discussion with Joe Callahan, a reporter at the *Ocala Star-Banner* and Jon Levy, news director at WCJB TV 20 news, an ABC affiliate in Gainesville.



To give members flexibility, we offered three sessions, including morning half-day, afternoon half-day and full-day, and two price points. In all, we offered seven professional development speakers, hosted 24 attendees, acquired a \$500 monetary sponsorship from Duke Energy, our president’s workplace, and \$1,500 in in-kind sponsorships.

We posted to social media in real-time throughout the seminar.



Past Presidents' Recognition, Gavel Pass and Installation of New Officers Event

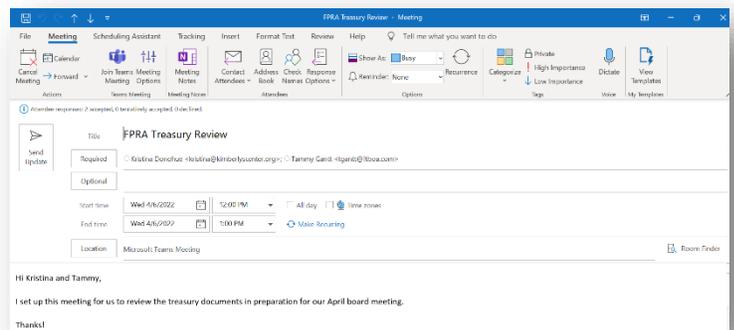
On Aug. 19, 2022, for the first time, we will host an inaugural event honoring the Ocala Chapter's 40 past presidents, install the new board with a ceremonial passing of the gavel (like what's done at Annual Conference) and hear a leadership message from Jay Morgan-Schleuning, APR, CPRC, who will be the 2022-2023 FPRA state president.

Financial Management

Managing the treasury has been the single greatest challenge for the Ocala Chapter this year. The learning curve for any new treasurer is significant. Understanding QuickBooks is no small task, and budgeting and bookkeeping is not intuitive to most communicators.

During the previous year's audit, we discovered our books had not been properly reconciled for at least two years. Our QuickBooks computer crashed. Our bank merged with another bank, and we self-identified that we were out of compliance with the state policy to have at least three months of operating expenses in reserve.

To help our treasurer, Kristina Donohue, ensure accuracy of our books, President Heather Danenhower, APR, CPRC, and President-elect Tammy Gantt met with Kristina each month the week before our board meetings to review the bank and PayPal statements and confirm income and expenditures were captured correctly in the budget line items. This ensured reports provided to the board were accurate, streamlining our board meetings and reducing confusion.



To address the reconciliation problem, Kristina teamed up with another chapter member, Lucy Johnson, spending 20 hours cross-checking four years of transactions to find and fix clerical errors.

When the QuickBooks computer crashed, we switched to QuickBooks online. Setting this up, including taking a virtual training course, took no less than 15 hours. And, when SunTrust merged with Truist, we made several in-person visits to the bank and spent 10 hours working with Truist's helpdesk to establish online banking for our chapter.

Despite these challenges, we have successfully maintained a healthy treasury of \$10,000 or more (for most months).

This success is even more impressive when considering:

- Increases in food prices related to the pandemic, supply chain issues and inflation have prevented us from making money from our monthly professional development meetings.
- We paid \$3,200 to overhaul our website, an expense that the previous chapter board approved but hit our budget due to when the project was completed.
- We invested \$159 to purchase an APR prep course, an unbudgeted item but a worthwhile investment in our APR candidates.

In December 2021, we opened the chapter's first savings account with a balance of \$1,500, and we committed to considering adding more money to the savings account before the new board is installed in August.

For the first time in recent years, we made money from the Mid-Florida Image and Communicator of the Year Awards thanks our Image committee exceeding their sponsorship objective by \$800 (\$1,700 objective; \$2,500 actual) and netting \$1,900 from the event. We also continue to sell our media directory online.

We remain on track to achieve our goal of turning over the chapter books in excellent shape and free from errors to set the new board up to immediately get to work on the new chapter year and be successful. We have already started the turnover process to allow for more time to onboard the new treasurer.



Community Service

We sponsored three community service projects, targeting nonprofits where our members work. In addition, we provided communications consulting services to four agencies and strongly supported FPRA's Show the Love campaign benefiting the Florida Public Relations Education Foundation.

Pace Center for Girls

To honor Carole Savage-Hagans, APR, CPRC, and her John W. Dillin Award, Heather Danenhowe, APR, CPRC, donated \$200 to the Pace Center for Girls, including a Duke Energy Foundation match, during her company's annual Power of Giving campaign.



During our "Merry Mixer" in December, the Ocala Chapter donated \$825 to the Pace Center for Girls, exceeding our \$500 objective and helping the nonprofit provide Publix gift cards to 16 Pace families so they could buy groceries during the holidays.



Early Learning Coalition

We donated 869 diapers in 17 packages to the Early Learning Coalition of Marion County Inc., exceeding our objective to collect 10 packages.

Marion County Public Schools

We will host a school supply drive June-July.

Communications consulting services

- Sheltering Hands Cat Rescue, leading to a successful donated halter program and auction to raise funds for the charity.
- Girls Scouts of West Central Florida, leading to the placement of a segment in Horse Capital TV.
- Florida Horse Park, leading to implementation of strategies for a golf tournament fundraiser.
- College of Central Florida equine program, leading to the coordination of matching job opportunities online with students.

"Show the Love" campaign

Six Ocala Chapter members contributed a combined \$1,029 to FPRA's "Show the Love" campaign, benefiting the Florida Public Relations Education Foundation.

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