

COOKING UP AN OUTSTANDING YEAR

The Gainesville Chapter continues to be fortunate to include some of the best and brightest public relations professionals and students in the state. As the Chapter continues to evolve, it seemed natural that the chapter theme progress like a fine restaurant with the right set of ingredients.

The Gainesville Chapter Board of "Chefs" focused the 2009-10 annual programs and activities on a cooking theme with goals to increase the engagement and retention of the valuable members and to expand chapter membership through targeted outreach and recruitment.

All in all, it was a *sizzling* year for the Gainesville Chapter. This report will detail the 2009-10 year and showcase all of the many achievements, including being recognized by FPRA State President Sheridan Becht, APR, CPRC, as the **2010 Outstanding Chapter of the Year**.

COMMUNICATION

Internal

- eNews was updated into a clean template and distributed to chapter members on a weekly basis
- Board made regular phone calls to members
- "Menu of Programs" distributed and FPRA-branded presentation displayed at each program

External

- First-ever television commercial, featuring programs membership and more, aired 1,000 spots on 13 different local networks
- Chapter announcements in *Gainesville Sun*, *Biz journal* and *GAIN.net*
- Extended media outreach to specific professional organizations, company bulletins, surrounding FPRA chapters and state blog
- Increased social media presence to include 110 fans on Facebook, 119 followers on Twitter and 18 members on LinkedIn
- Website redesign project began in the fourth quarter

MEMBERSHIP

Overall

- Membership reached 110 (94 professional and 16 student) members by August 2010, an increase of 18 percent over the prior year
- A total of 81.5 percent of members renewed their membership before the Dec. 31 deadline
- "It just makes cents" renewal campaign launched with membership incentives and promotions
- Hosted successful quarterly membership mixers
- Thirty percent of chapter membership served on the board and/or chapter committees
- High response rate on membership feedback and surveys throughout the year
- Launched P.I.N. Program (Promoting, Initiating Conversation and Networking to Grow FPRA)
- Recruited more than 30 new members and continued to recognize and pin these members at monthly membership meetings
- Honored members with annual awards, pinning ceremonies and recognition including the new *Golden Spatula* program
- Annual celebration of Boss Appreciation Day and Homecoming/Past-Presidents' Recognition
- Chapter won second place on the Chapter Challenge, funding a half scholarship; The annual conference registration scholarships were awarded to Lindsey Robertson, APR, and Morgan Dunn

Senior Members

- "First Tuesday" for senior members (more than 10 years of PR experience) held quarterly
- Speakers bureau for APR Lecture Series
- CPRC preparation group met throughout the year
- Past Presidents Council convened in July to provide feedback and suggestions to incoming board

Student Members

- Increased student-focused programming, APR education and professional support
- Increased student members from two to 16
- Successfully launched a "Sponsor a Student" program to better engage local students in FPRA; 20 percent of chapter professional members financially supported student membership fees
- Professional outreach to students included an FPRA hands-on skills seminar at UF
- Board approved a cost reduction for student member and future member luncheon fees
- Membership approved a student member turned professional member as a 2010-11 board member

PROFESSIONAL DEVELOPMENT

Monthly Programming

Featured a strong line-up of monthly programs with increased attendance from current and new members. The programs in the chart on the right were scheduled for the year in addition to the professional development conference.

Professional Development Conference

- Full day conference titled "PR Recipes for Success: How to Kick Your Brand up a Notch" was held on June 25 at the University of Florida
- The seminar recruited more than 70 attendees, nine presenters and eight sponsors
- Presentations included a panel discussion featuring a variety of sectors from government to local business, agency representatives presenting on research and best practices and local speakers presenting on two successful branding case studies.
- Speakers received scores of more than 85 percent excellent/good, with the overall value of the seminar at 92 percent
- Net profit totaled more than \$3,000

Welcome from FPRA State President and 2009-10 Board Installation Ceremony <i>Sheridan Becht, APR, CPRC, FPRA State President</i>	Aug
When to Market, When to Hold Back and When to Open the Floodgate <i>Elena Casson, Xhale, Inc.</i>	Sept
Annual Boss Appreciation Day What Your Boss Wants But Hasn't Asked <i>Debbie Mason, APR, Fellow PRSA, United Way</i>	Oct
Joint Meeting with Gainesville Ad Federation Stop, Collaborate and Listen <i>Keith Salwoski, Gaylord Palms Resort</i>	Nov
Positioning for Success in 2010 and Beyond <i>Jack Levine, 4Generations Institute</i>	Jan
Social Media is Here to Stay <i>Robert Castellucci, FB Consulting</i>	Feb
Case Study: U.S Department of Energy Solar Decathlon Communications <i>University of Florida's Alpha PRoductions</i>	Mar
Annual Homecoming & Past President Recognition Designing a Camel <i>Brent Christenson, Gainesville Chamber</i>	Apr
Joint Meeting with Gainesville Ad Federation A Photographer's Search for the Soul of Florida <i>John Moran, Journal of Light author and photographer</i>	May
Enhancing Gainesville's Entrepreneurial Spirit <i>Representative for Dr. Monika Oli, Cade Museum</i>	Jun
Branding During a Recession <i>Andy Fletcher, University of Florida Marketing and PR</i>	Jul



THROWDOWN! WITH FPRA GAINESVILLE
CHAPTER OF THE YEAR: 1995, 2001, 2005, 2006

Annual Report 2009-10



Recipient of the 2010 FPRA Outstanding Chapter of the Year Award

THROWDOWN! WITH FPRA GAINESVILLE

Thank you to the 2009-10 FPRA Gainesville Sponsors

Alta Systems
ProGifts
Cox Communications
SignMasters
Brad Pettigrew
Horizon Promotional
352 Media Group
ExpoDisplays
RTI Biologics
DECA Design
Indigo Design
Gainesville Catering Group
Books, Books, Books



BOARD OF DIRECTORS

President: Courtney Holmes
President-Elect: Katie Weitekamp, APR
Vice President/Member Services: Erin Morton, APR
Treasurer: Morgan Dunn
Secretary/Image Awards: Lindsey Robertson, APR
Past President/Historian: Paul Ramey, APR
Accreditation Director: Julie Frey, APR, CPRC
Communications Director: Donna Foster
Community Relations Director: Devon Chestnut
Educational Services Director: Kevin Coulson
Electronic Media Director: Kelly Donovan
Professional Development Director: Laura Johnson
Programs Director: Steve Shepherd

Designed by: Rachel Kopec

AWARDS AND RECOGNITION

Annual Holiday Party and Awards Ceremony

- The annual holiday party was attended by more than 50 attendees, a 50 percent increase from 2009
- 2008-09 Board of Directors recognized and rewarded for their chapter service
- Nickie Doria, APR, named Member of the Year and Valerie Riley, APR, named John S. Detweiler, EdD, APR, CPRC, Professional of the Year
- Certificates provided to eight members celebrating key annual FPRA membership milestones

Homecoming and Past Presidents' Recognition

- More than 10 past FPRA chapter presidents were recognized at the April membership meeting

Image Awards Gala

- "PR Superhero," North Central Florida Local Image Awards, presented by the Florida Public Relations Association Gainesville Chapter in association with the Ocala Chapter
- Despite the economic climate, the competition recruited 22 entries

Accreditation/Certification

- APR and CPRC recipients were recognized at a special pinning ceremony during monthly programs
- Amelia Bell, APR, Lindsey Robertson, APR, and Florida Bridgewater Alford, APR, earned their Accredited in Public Relations (APR) designation
- Sandra Hice, APR, CPRC, earned her Certified Public Relations Counselor (CPRC) designation
- Hosted successful APR Lecture Series and CPRC Social for interested candidates
- The Gainesville Chapter won the 2010 President's Award for Accreditation and Certification

Community Relations

- Tools for Schools drive was held in the Fall
- Chapter recognized for excellent community service by the Alachua County Board of Commissioners
- Successful media breakfast, "Get Plugged Into Your Local Media," was held in July
- Offered PR practitioners and non-profits the opportunity to interact with area media outlets representing television, magazine, radio and newspaper.
- Event was sponsored in-kind and was a sole profit generator for the Chapter

CHAPTER ADMINISTRATION

Leadership

- "Leadership is Sweet" Ice Cream Social was held in May for more than 30 potential chapter leaders
- Gallup Strengths-focused board leadership development workshops and activities
- Cooking-themed board retreat held in August for the 2009-10 board of directors to plan the chapter year
- Chef Leadership Breakfast held mid-year to explore each board members top strengths led by a certified Gallup Strengths coach
- Mid-year retreat and goal assessment conducted to ensure our chapter was on track with chapter goals
- Nominating committee appointed and chaired by the immediate past president to slate incoming board
- Past Presidents' Council convened to provide feedback on 2009-10 chapter year and offer suggestions for the 2010-11 year

State/Association

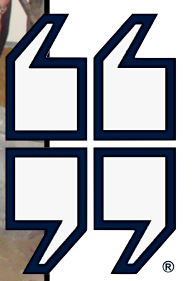
- Chapter president and president-elect served on the FPRA state association board of directors
- Wendy Wacker, APR, served on FPRA Executive Committee as vice president of annual conference

Special Projects

- "Throwdown with FPRA Gainesville" theme
- Each board member and luncheon presenter were given an FPRA-branded apron in appreciation

General Administration

- Board of directors meetings held third Tuesday of each month at Exactech, Inc.
- Monthly membership meetings held third Thursday of each month at Steve's Café Americain
- Due to membership feedback, monthly luncheon location moved to Sweetwater Branch Inn in June
- Chapter bank account balance as of Aug. 31, 2010: \$11,153.07. (\$3684.78 of this balance was in a certificate of deposit [CD])



FLORIDA
PUBLIC RELATIONS
ASSOCIATION