



Florida Public Relations Association Gainesville Chapter 2003-04 Annual Report



Introduction

Our chapter relies heavily on our member survey feedback and Past Presidents' Council to help set the direction for the chapter each year. Last year, the Past Presidents' Council recommended producing an annual report to let the membership know what our chapter accomplished throughout the year. This annual report follows the same format as the Chapter Management Report submitted to the FPRA state association president by the chapter president.

Membership

Overall Membership

- Currently 114 members (second largest chapter in FPRA)
- First James Terhune membership scholarship awarded to Sarah Templeton
- Non-profit membership scholarship awarded to Nick Williams
- Two annual conference registration scholarships awarded to David Greenberg and Jenny Wills
- 81% of members renewed their membership; Ronnie Lovler won the membership incentive (2 tickets to Florida football game)
- New members recognized and pinned at membership meetings
- New member orientation available on chapter web site
- Gainesville chapter membership directory accessible to members only
- Field trip to NASA organized by the FPRA state association

Senior Members

- "First Tuesday" for senior members (more than 10 years of PR experience) held quarterly with a "PR Survivor" theme
- 35th Anniversary Historical Highlight presented by a past president or senior member at every membership meeting
- Senior members introduced our luncheon speakers

Student Members

- Speed Networking session roundtable with professionals
- Professional/student mixers
- Field trip to Super Bowl XXXIX headquarters
- FPRA/PRSSA Resume and Portfolio Workshop

**Awarded 2004 President's/Executive Award
for Senior Member Development**

Communication

Internal

- Award-winning chapter web site that includes a schedule of chapter events and a link to www.fpra.org
- Monthly eNews with pertinent chapter news and member profiles

External

- Chapter announcements in *Gainesville Sun*
- Advertisement in *Gainesville Sun* announcing Image Awards winners
- Publicized our Community Relations event, "Techno Tools Workshop," in the *GRU Customer Bulletin*
- Reporter from the *Independent Florida Alligator* wrote an article about Julio Sarmiento, former sports PR professional, that appeared in the *Alligator Online*

**Awarded Second Place in the
2004 FPRA Communications Award Competition
Electronic Newsletter Division**

Professional Development

Programs*

<p>Topic: Public Relations in the Non-Profit Sector Speaker: Dr. Kathleen Kelly, APR, Chair of UF PR Department, College of Journalism and Communications</p>	Sept
<p>Topic: Boss Appreciation Day Event Topic: Super Bowl XXXIX: How Jacksonville and Surrounding Communities will Leverage this Golden Communication, PR, Media, & Marketing Opportunity Speaker: Michael Kelly, President and COO, Jacksonville Super Bowl XXXIX Host Committee</p>	Oct
<p>Topic: The Art and Science of Conducting a Focus Group Speaker: Dr. Jay Rayburn, II, APR, CPRC, Fellow PRSA, FSU Associate Professor</p>	Nov
<p>Topic: Save the State Library Campaign, 2003 All Florida Golden Image Award Winner Speaker: Lisa Hall, APR, CPRC, VP of Client Services, Herrie Communication Group</p>	Jan
<p>Topic: War Stories of a Major League PR Pro Speaker: Julio Sarmiento, former PR Director for the LA Dodgers and Florida Marlins</p>	Feb
<p>Topic: Public Relations Skills vs. Business Skills: What Matters Most to the Boss? Speaker: Cathy Ahles, APR, Fellow PRSA, FIU Associate Professor</p>	Apr
<p>Topic: An Overview of Global Public Relations: Status & Trends Speaker: Juan-Carlos Molleda, UF Assistant PR Professor</p>	May
<p>Topic: Not Your Mother's Wheel of Fortune Speaker: Mickey Nall, APR, Senior Vice President, Ogilvy Public Relations Worldwide</p>	June
<p>Topic: Military and Wartime Public Relations Speaker: Captain Joe DellaVedova, Air Force Public Affairs Officer</p>	July
<p>Topic: A Public Relations Viewpoint of the Columbia Tragedy Speaker: Lisa A. Malone APR, CPRC, Deputy Director, External Relations and Business Development Directorate, Kennedy Space Center</p>	Aug

* The December and March meetings were recognition events and are described under Awards and Recognition

Boss Appreciation Day (October meeting)

- Thirteen bosses attended, were recognized, and received a token of appreciation from FPRA
- Boss testimonial given describing the benefits of FPRA to our employers and the organizations we represent
- FPRA traveling exhibit displayed

Professional Development Seminar

- Titled "Juggling the Many Jobs in the Public Relations Profession"
- 56 attendees from Gainesville, Jacksonville, Ocala, and Orlando
- FPRA traveling exhibit displayed and annual conference promoted

Awards and Recognition

Holiday Party (December meeting)

- Paul Ramey, APR, named Member of the Year
- Arline Phillips-Han, APR, CPRC, named John S. Detweiler, EdD, APR, CPRC, Professional of the Year
- Twelve chapter members recognized for 5-, 10-, 15-, and 20-year membership milestones
- Terry Van Nortwick recognized for 30 years of membership
- 2002-03 Board of Directors recognized and rewarded for their chapter service

Past Presidents Recognition (March meeting)

- Five past presidents recognized
- Each described a major media event occurring during his/her presidency



FPRA Gainesville Chapter, Community Relations Committee, won an Image Award and a Judges Award for their "Techno Tools Workshop." Pictured (l-r) are Debra Amirin, APR; Ronnie Lovler, chair; Karen Smittle, APR, Gainesville chapter president; Dan Jesse; Julie Frey; and Rod Hemphill, APR, CPRC.

Image Awards (March meeting)

- Theme: "You don't need a lucky charm...recognize your talent!"
- 35 image award entries
- 28 awards presented
- Ad placed in *Gainesville Sun* listing winners

Accreditation/Certification

- Suzanne Bachus, APR, CPRC, earned Certified Public Relations Counselor (CPRC) status and was recognized during the Boss Appreciation Day event
- Accreditation process updated to reflect new accreditation test
- Readiness review training session held for eligible reviewers
- Study sessions conducted for interested, qualified candidates

Community Service/Involvement

- "Techno Tools Workshop" conducted for non-profit organizations
- 54 attendees from the north-central Florida area
- Profits received from the workshop will be offered as non-profit FPRA memberships in the upcoming chapter year
- Black History Month sponsor for UF Black Student Union event

Leadership

- Board retreat held in August for 2003-04 board of directors to plan the chapter year
- Mid-year goal assessment conducted in January to ensure our chapter was on track with chapter goals
- "Building Leadership" seminar held in April for potential chapter leaders
- Nominating committee appointed by the president and chaired by the immediate past president to slate incoming board members
- Past Presidents' Council convened to provide feedback on 2003-04 chapter year and offer suggestions for 2004-05 year

**Awarded 2004 President's/Executive Award
for Leadership Development**

State/Association

- President and president-elect served on the FPRA state association board of directors
- Two chapter members served on the FPRA Executive Committee: Valerie Incantalupo, APR, served as VP of Finance, and Kathy Giery, APR, CPRC, chaired the FPR Education Foundation
- Annual Conference Chapter Challenge winner: full scholarship to annual conference and front row table at Golden Image Awards event

Special Projects

- Year-long 35th anniversary celebration for Gainesville chapter; logo developed and used on all chapter materials
- FPRA student chapter establishment evaluated
- Chapter diversity plan developed; all short-term goals met

Chapter Administration

- Board of directors meetings held second Thursday of each month
- Membership meetings held third Thursday of each month
- Chapter bank account balance as of July 31, 2004: \$9,021.57 (\$3,131.75 of this balance is in a certificate of deposit [CD])

2004 FPRA Annual Conference Crystal Clear PR Tactics & Trends



20 Gainesville FPRA chapter members attended the annual conference. Pictured are (seated, l-r) David Greenberg; Linda Homewood, APR; Marsha Anderson; Dan Jesse; Debra Amirin, APR; (standing, l-r) Ronnie Lovler; Julie Frey; Steve Shepherd; Hannah Hamilton; Kristin Cooper; Sarah Carey, APR; Karen Smittle, APR; Wendy Crites Wacker, APR; Kathy Giery, APR, CPRC; Lorraine McGill; Emily Speichert; Valerie Incantalupo, APR. Not pictured: Erin Morton, Jenny Wills, Joy Senart

2003-04 Gainesville Chapter Board of Directors

President: Karen Smittle, APR

President-Elect/Member Services Director: Wendy Crites Wacker, APR

Past President/Historian: Valerie Incantalupo, APR

Vice President/Programs Director: Paul Ramey, APR

Secretary/Communications Director: Sarah Carey, APR

Treasurer: David Greenberg

Accreditation Director: Elizabeth Reyes, APR

Community Relations Director: Ronnie Lovler

Educational Services Director: Peg Hall, Ph.D.

Acting Electronic Media Director: Julie Frey

Image Awards Director: Nickie Mitchell

Professional Development Seminar Director: Marsha Anderson