



Florida Public Relations Association Gainesville Chapter 2004-05 Annual Report

2005 Outstanding Chapter of the Year

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 Gainesville Chapter published its first annual report based on the feedback of the Past Presidents' Council. The information in this report provides our members an overview of the services and activities the chapter undertook during the year.

Membership

Overall Membership

- As of August 31, 2005, the chapter had 110 members (second largest chapter in FPRA)
- James Terhune membership scholarship awarded to David Freidman; non-profit membership scholarship awarded to Nancy Benton Parrish
- Two annual conference registration scholarships awarded to Kristin Cooper and Katie Jeffers
- 80% of members renewed their membership, the highest in the association
- Monthly "Value of Membership" information shared at luncheon and through eNews
- New members recognized and pinned at membership meetings

Senior Members

- "First Tuesday" for senior members (more than 10 years of PR experience) held quarterly with a "Seasoned Professionals" theme with a 40% increase in attendance
- Senior members introduced our luncheon speakers

Student Members

- Continued increasing student memberships in FPRA
- Gainesville Health & Fitness Centers sponsored a table for 10 students to attend the Image Awards Gala
- Two student/professional mixers were held
- 2004-05 FPRA Frank Rathbun Scholarship winner was UF PR major Lorena Crowley

Communication

Internal

- Award-winning chapter web site that includes a schedule of chapter events and a link to www.fpra.org; initiation of two-year redesign project for chapter web site
- 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 Professional Development Seminar, "Digital PR: Research, Trends & Strategies," in the *GRU Customer Bulletin*

Professional Development

Programs

Sept	Oil Industry Government and Public Relations <i>David Mica, Executive Director, Florida Petroleum Council</i>
Oct	Boss Appreciation Day Event What Senior Managers Wish Their PR People Knew More About <i>Marilyn Tubb, Vice President of Community Affairs, Shands HealthCare</i>
Nov	A Case Study About The Birth of Gainesville Magazine <i>Jackie Levine, Managing Editor, The Gainesville Sun</i>
Jan	Linking PR Outputs To Business Outcomes <i>Angela Jeffrey, APR, Vice President, PRtrak/ Surveillance Data, Inc.</i>
Feb	Benefits of Entering Image Awards (A Case Study) <i>Jason Mudd, AXIA Public Relations and Marketing, Recipient of the 2004 Dick Pope All Florida Golden Image Award</i>
March	Homecoming & Past Presidents Luncheon The Relationship Between PR and Management Staff <i>Joe Curley, retired co-founder of Curley & Pynn Public Relations Management & Marketing Communications</i>
April	Public Relations and its Beneficial Role in Any Organization or Company <i>Rick Criter, CEO, Gainesville Airport Authority</i>
May	Increasing Your Productivity As A Public Relations Leader <i>Lanette Hart, APR, Vice President Corporate Marketing and Public Relations, Bank of America</i>
June	The Jessica Lunsford Case: A 30-day media event <i>Ronda Hemminger Evan, APR, Public Information Officer, Citrus County Sheriff's Office</i>
July	Oak Hammock Case Study <i>Star Bradbury, Director of Marketing, Oak Hammock at the University of Florida</i>
Aug	Working Effectively With Your CFO <i>Kim Rose, Assistant Director of Marketing and Public Relations, Shands HealthCare and Jeff Jones, Vice President of Finance, Shands HealthCare</i>

Professional Development Seminar

- Titled "Digital PR: Research, Trends & Strategies"
- 70 professionals/ students/vendors in attendance from Gainesville, Ocala and Jacksonville
- The committee brought in \$2,400 in sponsorships and ten vendors set up exhibits

**Awarded Third Place in the
2005 FPRA Communications Award Competition
Web Site Division**

Awards and Recognition

Holiday Party (December meeting)

- Peg Hall, Ph.D., named Member of the Year
- Dan Jesse named John S. Detweiler, EdD, APR, CPRC, Professional of the Year
- 2003-04 Board of Directors recognized and rewarded for their chapter service

Past Presidents Recognition (March meeting)

- Eleven past presidents recognized
- Members of our chapter that were previous presidents of other chapters were also included

Image Awards (April)

- Worked to revamp and streamline judging guidelines, entry rules and call for entries copy as a model for the other chapters and the Golden Image Awards
- "World Series of PR," North Central Florida Local Image Awards, presented by the Florida Public Relations Association Gainesville Chapter in association with the Ocala Chapter
- Evening event for Image Awards ceremony for the first time in 10 years
- 37 local Image Award entries

Accreditation/Certification

- Liz Reyes, APR, CPRC, earned Certified Public Relations Counselor (CPRC) status
- Readiness review training session held for eligible reviewers
- Study sessions conducted for interested, qualified candidates

Community Service/Involvement

- "Media Workout" conducted for small businesses and non-profit organizations
- About 30 people registered for the event with proceeds of \$1,320 from registration and a cash sponsorship, plus an additional \$2,900 in in-kind sponsorships
- Collected items and \$160 of spare change for St. Francis House, and a PR advisory kit was delivered to the St. Francis House board

Leadership

- Board retreat held in August for 2004-05 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
- Leadership seminar held in June 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 2005 President's Award
for Senior Member 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: Karen Smittle, APR, served as VP of Membership, and Kathy Giery, APR, CPRC, served as Counselor's Network chair
- Annual Conference Chapter Challenge 2nd place winner: half scholarship to annual conference and front row table at Golden Image Awards event

Special Projects

- Year-long "Building Leadership" theme for Gainesville chapter; logo developed and used on all chapter materials
- Activities focused on building leadership in three areas:
 - Board of Directors –The BOD will act as leaders and representatives of the chapter as a whole, not just one committee, while solidifying our strong leadership chain
 - Gainesville Chapter – the Gainesville Chapter worked hard to establish and promote our chapter as a leader in the Association, and was named Chapter of the Year.
 - Public Relations Professionals – professional development opportunities were focused on relating public relations to business, finance and leadership

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 August 31, 2005: \$10,015.12 (\$3,183.67 of this balance is in a certificate of deposit [CD])
- Engaged a formal audit of the chapter's financial records; the chapter financial records were pronounced to be in excellent condition

2004-05 Gainesville Chapter Board of Directors

President: Wendy Crites Wacker, APR

President-Elect/Member Services Director: Paul Ramey, APR

Past President/Historian: Karen Smittle, APR

Vice President/Programs Director: Nickie Doria

Secretary/Communications Director: Jenny Wills

Treasurer: David Greenberg

Accreditation Director: Elizabeth Reyes, APR

Community Relations Director: Sheila McGrady

Educational Services Director: Peg Hall, Ph.D.

Electronic Media Director: Julie Frey

Image Awards Director: Lorraine McGill

Professional Development Seminar Director: Ronnie Lovler