



Florida Public Relations Association Gainesville Chapter 2006-07 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. In 2004, 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, 2007, the chapter had 126 members
- James Terhune membership scholarship awarded to Stacy Acquista; non-profit membership scholarship awarded to Kelly Ping
- One annual conference registration scholarship awarded to Donna Foster
- 78% of members renewed their membership before December 31 deadline
- Continued to recognize and pin new members at monthly membership meetings
- Boss Appreciation Day held in Fall to encourage support of members' supervisors
- Homecoming & Past-Presidents' Luncheon held in Spring to encourage "alumni" to revisit the chapter.

Senior Members

- "First Tuesday" for senior members (more than 10 years of PR experience) held quarterly
- CPRC prep group launched in September – dissolved due to lack of participation
- Past Presidents Council convened in July to provide feedback and suggestions to incoming board

Student Members

- Surpassed student member goal by 400% recruiting 20 new student members throughout the year
- Two student/professional mixers were held
- 2004-05 FPRA Frank Rathbun Scholarship winner was UF PR major Lisa Johnson

Communication

Internal

- Launch of new chapter website complete with content manager for board members to update info easily
- eNews converted to a WEEKLY communications tool to keep members informed of chapter news

External

- Chapter announcements in *Gainesville Sun*
- Extended media outreach to specific professional organizations, company bulletins and surrounding FPRA chapters

Awarded 2007 President's Award for Communications at the FPRA Annual Conference in August

Professional Development

Programs

Emergency Responses and Crisis Communications during Natural Disasters - David Donnolly, Alachua County Department of Emergency Management	Sept
<u>Boss Appreciation Day!</u> University of Florida and 100 Years of Building Bridges in Alachua County - Florida Bridgewater-Alford, University of Florida	Oct
<u>Joint Meeting with Gainesville Ad Federation</u> Social Media & the Impacts on Public Relations - Josh Hallet, hyku	Nov
Media Training & Public Speaking - David Voss, Voss & Associates	Jan
Crisis Communications and How to Maintain a Wholesome Image Under Challenging Circumstances - Bill Warren, APR, CPRC, Walt Disney World Public Affairs	Feb
FRPA Roundtable Discussions - Tables led by chapter experts on a variety of subjects	Mar
<u>Past Presidents & Homecoming Luncheon</u>	Apr
Research You Can Do: Despite all the standard models for PR practice research seems to be the bugbear for most - Ryan Sheehy, University of Central Florida	May
Gatorade: A One-of-a-kind PR Story - Jane Muir, Assoc. Director of the UF Office of Technology Licensing and Director of the UF Tech Connect Program	June
Keys to Successful Web site Development - Jim Burns, Art Director and Editor for Creative Communications Associates, Inc.	July
2007-2008 Board of Directors Installation	Aug

Professional Development Seminar

- Titled "PR-ville: An Escape to Public Relations Paradise"
- 63 professionals/ students/vendors in attendance
- The committee brought in \$2,260 in sponsorships
- Hosted first-ever post-seminar reception with PDS attendees, PRSSA and the UF PR Dept. Student Advisory Council

Awards and Recognition

Holiday Party (December meeting)

- David Greenberg named Member of the Year
- Karen Smittle, APR named John S. Detweiler, EdD, APR, CPRC, Professional of the Year
- Membership milestones distributed to members celebrating key anniversaries with the chapter (5, 10, 15, 20, 25 years)
- 2005-06 Board of Directors recognized and rewarded for their chapter service

Past Presidents Recognition (April meeting)

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

Image Awards (April)

- "The PR Boat," North Central Florida Local Image Awards, presented by the Florida Public Relations Association Gainesville Chapter in association with the Ocala Chapter
- 26 entries (eight from non-members); 47 attendees to gala
- Event turned a \$2,300 profit

Lt. Col. John Dillin Award (August at State Conference)

- Kathleen Giery, APR, CPRC received John Dillin Award at 2007 Annual Conference in Sanibel, Florida

Accreditation/Certification

- Nickie Doria, APR earned Accredited in Public Relations (APR) status
- Readiness review training sessions held for eligible reviewers
- Study sessions conducted for interested, qualified candidates

Community Service/Involvement

- "Building a Donor Friendly Website" workshop conducted for small businesses and non-profit organizations with 40 people in attendance
- "Developing a Strategic Communications Plan" seminar for PR professionals – 25 attendees; raised more than \$1,000
- Two charitable drives were held benefiting the Alachua County Humane Society and the Children's Home Society

Leadership

- Board retreat held in August for 2006-07 board of directors to plan the chapter year
- Mid-year goal assessment conducted in May 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 2005-06 chapter year and offer suggestions for 2006-07 year

State/Association

- President and president-elect served on the FPRA state association board of directors
- One chapter member served on the FPRA Executive Committee: Paul Ramey, APR served as VP of Professional Development
- Image Director Amelia Bell worked closely with Golden Image Chair to plan and promote Golden Image Awards

Special Projects

- Year-long "Expanding Your Professional Horizon" theme for Gainesville chapter; logo developed and used on all chapter materials
- Activities focused on professional development & leadership skills via:
 - Leadership Luncheons, seminars, workshops, membership surveys, promotion of Golden Image Awards and Annual Conference and nominations, votes and installation of board of directors

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, 2007: \$10,428.38 (\$3,443.02 of this balance is in a certificate of deposit [CD])

2004-05 Gainesville Chapter Board of Directors

President: Nickie Doria, APR

President-Elect/Member Services Director: Sheila Zachow, APR

Past President/Historian: Paul Ramey, APR

Vice President/Secretary/Communications Director: Emily Speichert

Treasurer: Karen Smittle, APR

Accreditation Director: Kathleen Giery, APR, CPRC

Community Relations Director: Katie Weitekamp

Educational Services Director: Jennifer Robinson, Ph.D.

Electronic Media Director: Donna Foster

Image Awards Director: Amelia Bell

Professional Development Seminar Director: Courtney Paige Holmes

Programs Director: Sandra Hice, APR

**Awarded 2007 Presidents Award
for Senior Member Development at FPRA Annual
Conference in August**