



**Florida Public Relations Association
Gainesville Chapter
2008-09 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 an overview of the activities the chapter undertook this year.

Membership

Overall Membership

- As of August 31, 2009, the chapter had 90 members
- Annual Membership Scholarships awarded – James T. Terhune Grant was awarded to Mike Palmer; Non-Profit Membership Grant was awarded to Donna Foster
- 71% of members renewed their membership before December 31 deadline
- Continued to recognize and pin new members at monthly membership meetings
- Annual celebration of Boss Appreciation Day held in Fall to encourage support of members' supervisors
- Annual Homecoming & Past-Presidents' Recognition Luncheon held in Spring to encourage chapter alumni to revisit the chapter
- Hardship Program (Aug 2009) created to provide members that have recently lost jobs or are temporarily out of work with chapter assistance
- Annual conference registration scholarships were awarded to Julie Frey, APR, and Amelia Bell.

Senior Members

- "First Tuesday" for senior members (more than 10 years of PR experience) held quarterly
- CPRC preparation group met throughout the year with a set date in Spring
- Past Presidents Council convened in July to provide feedback and suggestions to incoming board

Student Members

- Recruited 2 student members throughout the year
- Successful student/professional mixer was held in the Fall
- 2008-09 FPRA Frank Rathbun Scholarship winner was UF PR major Ashley Scott from Mirimar, Fla.

Communication

Internal

- eNews was updated into a cleaner template and distributed to chapter members on a weekly basis

External

- Chapter announcements in *Gainesville Sun*
- Extended media outreach to specific professional organizations, company bulletins, surrounding FPRA chapters and state blog
- Facebook fan page created with more than 40 fans

Professional Development

Monthly Programs

- Feedback on speakers were all 80% excellent/good
- The following programs were scheduled for the year:

Sex, Murder and Hot Flashes: My 30 Years as a Public Relations Entrepreneur Terry Van Nortwick, APR, Pro Ink	Sept
Annual Boss Appreciation Day Global Change Communications Lanette Hart, APR, CPRC, Bank of America	Oct
Joint Meeting with Gainesville Ad Federation Do you Remember When You Became a Gator? Dan Williams, University of Florida	Nov
Buy Endangered Feces to Save an Endangered Species April Salter Herrle, APR, Salter Mitchell	Jan
Excellence by Leadership: Discussion of John Spence's book, <i>Essential by Design: Leadership</i> John Spence, Flycaster & Co.	Feb
Annual Homecoming & Past President Recognition Roundtable brainstorm/discussion focusing on issues of hosted non-profit organization, Kids Count	Mar
North Central Florida Image Awards Luncheon Let Your PR Take Flight Various speakers from Gainesville and Ocala chapters	Apr
Getting More ROI For/From Your Sponsorships Todd Lynch, St. John & Partners	May
Setting Your Table for Success: A Web Company Built on Service Experience in Food Industry Carl Smith, nGen Works	June
RTI's Merger and Acquisition of Tutogen Medical: 2009 Grand All Image Award Winner – RTI Biologics Wendy Crites Wacker, RTI Biologics	July
2009-2010 Board of Directors Installation Sheridan Becht, FPRA State President	Aug

Professional Development Conference

- Full day conference titled "Netroots Rising" on May 8
- Attendance increased more than 150 percent over last year with nearly 100 people in attendance, including 28 percent of our senior members
- Attendees came from all over the state, including: Tallahassee, Broward County, Miami, Sarasota, Putnam County and Volusia County
- Despite the tough economic climate, net income was 150% more than budgeted, totaling more than \$5K.

Awards and Recognition

Holiday Party (December meeting)

- Annual Member and Professional of the Year Awards – Emily Speichert named Member of the Year and Joe Hice, APR, named John S. Detweiler, EdD, APR, CPRC, Professional of the Year
- Annual Membership Milestones – Certificates provided to members celebrating key membership anniversaries with the chapter (5,10,15,20,25 years)
- This year's recipients included the following: 20 years (Priscilla Bennett, APR, and Dan Jesse), 25 years (Larry Lansford, APR) and 35 years (Terry Van Nortwick)
- 2007-08 Board of Directors recognized and rewarded for their chapter service

Past Presidents Recognition (March meeting)

- More than 10 past presidents were recognized
- Members of our chapter that were previous presidents of other chapters were also included

Image Awards (April meeting)

- "Let Your PR Take Flight," 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 event pulled in more than \$1,800 in profit
- 22 Image Award entries; more than 40 attendees attended luncheon

Accreditation/Certification

- Veronique Kaiser, APR, and Kathy Richardson, APR, earned their Accredited in Public Relations (APR) designation
- Joe Hice, APR, CPRC, Karen Smittle, APR, CPRC, and Julie Frey, APR, CPRC, earned their Certified Public Relations Counselor (CPRC) designation
- Readiness review training sessions held for eligible reviewers
- Study sessions conducted for interested, qualified candidates

Community Service/Involvement

- Annual Fall Food Drive – members donated more than 31 pounds of food for the needy
- Participation in the Alachua County Emerging Leaders 2nd Annual Kickball Charity Tournament
- April luncheon focused on a roundtable discussion to help a local non-profit, Kids Count, with an opportunity to receive advice on current issues
- August School Supply Drive hosted in Fall

Leadership

- Board retreat held in August for 2008-09 board of directors to plan the chapter year
- Mid-year goal assessment conducted in February to ensure our chapter was on track with chapter goals
- Leadership Ice Cream Social was held in May for potential chapter leaders (nearly 30 attendees)
- Power Performer Award initiated to recognize outstanding board performance throughout the year

- Nominating committee appointed and chaired by the immediate past president to slate incoming board
- Past Presidents' Council convened to provide feedback on 2008-09 chapter year and offer suggestions for the 2009-10 year

State/Association

- President and president-elect served on the FPRA state association board of directors
- After president resignation in January 2009, the vice president was invited to attend all state board meetings as a second representative
- Two chapter members served on the FPRA Executive Committee: Paul Ramey, APR, served as VP of Professional Development and Karen Smittle, APR, served as VP of Annual Conference
- Image Director worked closely with Golden Image Chair to plan and promote Golden Image Awards

Special Projects

- Year-long "Progression of Public Relations" theme; logo developed and used on all chapter materials
- Board members focused on five key areas for the year: Programs, Partnerships, Participation, Promotion and honoring the Past
 - Provide high-level professional development opportunities to our members
 - Increase participation at activities/events
 - Produce better quality and strategic promotions
 - Foster current partnerships and establish new relationships throughout our community
 - Honor the past as we generate new ideas to meet our annual goals.

Chapter Administration

- Board of directors meetings held second Thursday of each month at various locations in Gainesville
- Monthly membership meetings held third Thursday of each month at Steve's Café Americain
- Chapter bank account balance as of August 31, 2009: \$11,772.33. (\$3,684.78 of this balance is in a certificate of deposit [CD])

2008-09 Board of Directors

President: Emily Speichert

President-Elect: Courtney Holmes

Vice Pres/Member Services: Katie Weitekamp, APR

Past President/Historian: Denise Feiber, APR

Treasurer: Erin Morton, APR

Accreditation Director: Kristin Jiminez, APR

Community Relations Director: Lindsey Thomas

Educational Services Director: David Greenberg

Electronic Media Director: David Mockaitis

Image Awards Director: Devon Chestnut

Professional Development Director: Morgan Dunn

Programs Director: Jenny Highlander, APR

**Emily Speichert resigned as President Jan09, Pres-Elect fulfilled presidential duties for the remainder of year*