

**Florida Public Relations Association
Gainesville Chapter
2011-2012 Summary**

Introduction

The theme for the year was a public relations road trip.

2011-12 Board of Directors

President: Morgan Dunn
Immediate Past President: Katie Weitekamp, APR
President Elect Devon Chestnut
VP/Member Services: Julie Frey, APR, CPRC
Treasurer: Kelly Donovan
Secretary: Kevin Coulson
Accreditation: Erin Morton, APR
Communications: Grace Flowers
Community Relations: Allison Downey
Educational Services: Steve Shepherd
Electronic Media: Amy Douglas, APR
Image: Shelby Powell
PDS: Amelia Bell, APR
Programs: Laura Aguiar, APR

Membership

Overall Membership

- Annual Membership Scholarships were awarded
 - James Terhune was awarded to Kelly Donovan
 - Non-Profit Membership Scholarship was awarded to Melissa Tyrone
- 7 new members
- Continued to recognize and pin new members at monthly membership meetings

Student Members

- Quiz for a Cause Fundraiser raised \$700 for student scholarships

Professional Development

Monthly Programs

Aug	Welcome from the FPRA State President & 2011-12 Board Installation Ceremony: "Greetings! From FPRA Gainesville" Melanie Mowry Etters, APR, CPRC, State President
Sept	Your Boss Says You Need a New Website. What's Next? Mark Piotrowski and Tracy Bachmann of PRO iNK
Oct	Media Interviews and Public Speaking Bob Williams, Community Service Manager for WCJB TV20
Nov	<u>Joint meeting with Gainesville Ad Federation</u> Visual Facilitation, Visual Recording, Sketch Noting and Viz Thinking Chipp Walters, CEO, Shafer Walters Group, Inc.
Jan	Flip Cam 101 Steve Johnson, Steve Johnson Media
Feb	Public Relations and Politics Maureen Tartaglione, Manager of Government Relations & Community Affairs, Cox Communications
Mar	Crisis Communications Alachua County Sheriff Sadie Darnell
Apr	<u>Image Awards Gala and Past Presidents' Recognition</u>
May	Social Media for Social Good Brian Cox, United Way Worldwide
June	Getting Your Brand Off the Ground Matthew Holiday, VP Marketing, Silver Airways
July	Personal Communications/Human Resources Steve Moore, RTI Biologics

Professional Development Seminar

- I am Brand Professional Development Seminar held May 11, 2012
- 65 attendees

Awards and Recognition

Holiday Party (December Meeting)

- Lindsey Robertson, APR was named "Rising Star of the Year"
- Amelia Bell, APR was named Member of the Year
- Paul Ramey, APR named John S. Detweiler, EdD, APR, CPRC Professional of the Year
- 2010-2011 Board of Directors recognized and rewarded for their chapter service.
- Membership milestones distributed to members celebrating key anniversaries with the chapter (5, 10, 15, 20, 25 years)

Past Presidents Recognition (April)

- Ten Past Presidents recognized and presented with a corsage

Image Awards (April)

- 10 image award entries were recieved

Accreditation/Certification

- Christine Velasquez, APR received the Accredited in Public Relations (APR) certification
- Study sessions conducted for interested, qualified candidates

Community Service/Involvement

- The ARC received PR assistance and counseling.
- Media Breakfast held on June 28, 2012.

Leadership

- Board retreat held in August for 2011-12 board of directors to plan the chapter year
- Leadership event 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 2010-11 chapter year and offer suggestions for 2011-12 year

State/Association

- President and President-elect served on the FPRA state association board of directors
- Kathleen Giery, APR, CPRC was FPRA's representative on the Universal Accreditation Board.
- Wendy Crites-Wacker, APR served on the Executive Committee as VP of Finance
- Paul Ramey, APR served on the Executive Committee as VP of Annual Conference
- Courtney Holmes served on the Executive Committee as VP Chapter Services

Chapter Administration

- Board of directors meetings held monthly
- Membership meetings held third Thursday of each month
- Chapter bank account balance as of \$16,486 as of May 2012.
- Began annual chapter sponsorship program
- The chapter donated \$100 to the FPRA Every Member Campaign
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Chapter Sponsors

- GRUCom
- Expo Source
- Marketing Mud