

**Florida Public Relations Association  
Gainesville Chapter  
2010-2011 Summary**

**Introduction**

With this year’s chapter theme “Come on, Get Active,” Gainesville leaders and Chapter Members have focused on making the most of FPRA membership by participating in events, leading committees and working on improving chapter tools such as the website.

**Membership**

**Overall Membership**

- The chapter had 96 professional members
- Two Annual Membership Scholarships were awarded. One to a non profit member and one to a recent graduate.
- 84% of members renewed their membership before the December 31 deadline. The chapter had a “Keep Movin and Groovin!” renewal theme
- 9 new members
- Continued to recognize and pin new members at monthly membership meetings
- Annual conference registration scholarships were awarded to: Amelia Bell, APR

**Senior Members**

- Studio PR: Senior-Level Meetings
- Karen Smittle, APR, CPRC was the proud recipient of a scholarship to attend the 2011 CN Winter Meeting.

**Student Members**

- Nine scholarships offered for student members after local professionals stepped up to the challenge of our “Sponsor a Student” program
- Inaugural Quiz for a Cause Fundraiser raised \$1,000 for student scholarships
- Annual Conference Scholarship awarded to Rachel Raddatz.

**Communication**

**Internal**

A top priority for our team was a redesign of fpragainesville.com. PRO iNK, a local public relations agency, was secured to take on this project pro-bono.

**External**

- Facebook fans: 186
- Members got a unique opportunity to put their media relations skills to the test this year after the Gainesville Chapter was approached by the site coordinator of ABC’s Extreme Makeover: Home Edition. Seven members assisted with media relations on the site of this build in rural Clay County by writing and pitching news releases to local media and assisted with on-site staffing of the media tent during the week of the build – January 26 – February 3.

**Professional Development**

**Monthly Programs**

Aug	<b>Board Installation and presentation: “The Best PR plans are....REAL.”</b> State President Jennifer Moss, APR, CPRC Steve McClain, Associate Athletic Director for the University Athletic Association
Sept	<b>User-to-User Communication and its Impact on Building Brand Loyalty</b> SCHEDULED: Ben Westermann-Clark Ben was not able to attend due to illness so members participated in an interactive roundtable discussion on the topic.
Oct	<b>Inside the Gator Nation Campaign</b> Andy Fletcher, Associate Vice President for Marketing and Public Relations – University of Florida
Nov	<b>Joint meeting with Gainesville Ad Federation BP Oil Spill: Changing Tide of Louisiana Tourism</b> John Deveney, ABC, APR, Fellow PRSA
Jan	<b>Gig4GNV: A Community Effort to Bring Google to Gainesville</b> Dan Rua
Feb	<b>Gainesville Fashion Week: Gaining Local and National Attention</b> Albert Coronel – President of Neutral 7
Mar	<b>Social Media to the Extreme! A case study of the communication surrounding ABC’s Extreme Makeover: Home Edition</b> April Schroeder – President of Marketing Mud
Apr	<b>Image Awards Gala and Past Presidents’ Recognition</b> Guest – Ginny Cooper, VP of Golden Image
May	<b>Learn How Marketing Can Pick You Up</b> Steve Smith – Markalyst
June	<b>Robert Wood Johnson Foundation Case Study</b> Ann Christiano – UF College of Journalism and Communication
July	<b>Maximizing your Online Potential</b> – Herb Jones – Online Potential, Inc.

**Professional Development Seminar**

- PR Drives the Bus Professional Development Seminar held May 6
- 63 attendees
- Income totaled more than \$3,000 in registration fees and nearly \$1,000 in sponsorships; both cash and in-kind.

## Awards and Recognition

### Holiday Party (December Meeting)

- Gainesville introduced a "Rising Star of the Year" award. The recipient was Kelly Donovan
- Kevin Coulson was named Member of the Year
- Julie Frey, APR, CPRC named John S. Detweiler, EdD, APR, CPRC Professional of the Year
- 2009-2010 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)

- Twelve Past Presidents recognized and presented with a corsage
- a slideshow showcased each person

### Image Awards (April)

- "Funkadelic Flashback" Themed Gala Luncheon
- 18 image award entries
- Distributed 13 awards
- This was the first year of breaking off on our own again for local Image after many years of a successful partnership with the Ocala Chapter.
- Vice President of Golden Image Ginny Copper joined us and presented the Grand All Image Award.

### Accreditation/Certification

- Laura Aguiar, APR earned Accredited in Public Relations (APR) status
- Amy Douglas, APR earned Accredited in Public Relations (APR) status
- Florida Bridgewater- Alford, APR earned Accredited in Public Relations (APR) status
- Debbie Mason, APR, CPRC earned Certified Public Relations Counselor (CPRC) status
- Study sessions conducted for interested, qualified candidates

## Community Service/Involvement

- Bread of the Mighty Food Bank (BOTM) received assistance.
- Seven members served as instructors for United Way of North Central Florida's PR 101 seminar for non-profits on May 25 to teach topics ranging from media relations to social media.

## Leadership

- Board retreat held in August for 2010-11 board of directors to plan the chapter year
- Leadership breakfast 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 2009-10 chapter year and offer suggestions for 2010-11 year
- Joined the Gainesville Area Chamber of Commerce.
- Awarded 2011 Presidents Award for Communications at FPRA Annual Conference in August.

## State/Association

- President and President-elect served on the FPRA state association board of directors
- Wendy Crites-Wacker, APR served on the Executive Committee as Vice President of Finance
- Kathleen Giery, APR, CPRC was FPRA's representative on the Universal Accreditation Board.
- Hosted February state board meeting. The Friday evening event was a reception and tour of the University of Florida's Center for Media Innovation.
- The chapter donated \$500 to FPRE

## Chapter Administration

- Board of directors meetings held monthly
- Membership meetings held third Thursday of each month
- Chapter bank account balance as of July 2011: \$10, 812.83

## 2010-11 Board of Directors

**President:** Katie Weitekamp, APR

**Immediate Past President:** Courtney Holmes

**President Elect** Morgan Dunn

**VP/Member Services:** Devon Chestnut

**Treasurer:** Kevin Coulson

**Secretary/Communications:** Kathy Richardson, APR

**Accreditation:** Amelia Bell, APR

**Community Relations:** Daryl Norfleet

**Educational Services:** Steve Shepherd

**Electronic Media:** Kelly Donovan

**Image:** Lindsey Robertson, APR

**PDS:** Dan Jesse

**Programs:** Lindsey Brennan

## Chapter Sponsors

- GRUCom