

**Florida Public Relations Association
Gainesville Chapter
2005-2006 Summary**

Introduction

Discover the Value theme.

Membership

Overall Membership

- The chapter had 109 professional members
- Leigh Saunders was awarded the Terhune Membership Grant.
- Kelly Ping was awarded the FPRA Membership Grant.
- 94% of members renewed their membership before the December 31 deadline.
- X new members
- Continued to recognize and pin new members at monthly membership meetings
- Annual conference registration scholarships were awarded to members.

Senior Members

- Senior members introduced speakers at luncheons.
- Quarterly “First Tuesday” events held using the theme “The PR Major Leagues”

Student Members

- 15 student members
- Chapter members presented at a UF College of Journalism and Communications Career Prep Workshop on Feb. 8, 2006.
- Two student/professional mixers were held.
- Lorena Crowley was the recipient of the 2005-06 Frank Rathburn Scholarship.

Communication

Internal

- Monthly e-newsletter.

External

- Began a website redesign project.

Professional Development

Monthly Programs

Aug	Board Installation How to be a Resource for your CFO Kim Rose, Public Relations Manager and Jeff Jones, CFO Shands Healthcare
Sept	Stewardship: The Missing Link in Public Relations Kathleen Kelly, Ph.D., APR, Fellow PRSA
Oct	Boss Appreciation Day Social Marketing: Moving the Nation to Adopt New Behavior Through Public Relations Mickey Nall, APR, Senior VP, Ogilvy PR Worldwide
Nov	The United Way of North Central Florida: Managing a Multi-million dollar Brand in the Face of Change Hank Osborne, VP Communications, United Way of North Central Florida and Debbie Mason, APR, Fellow PRSA, President, The Strategist, Inc.
Jan	The Search for New UF Head Football Coach Urban Meyer Steve McClain, UF Sports Information Director
Feb	Diversity Unfiltered: Why Most Organizations Get it Wrong/ 10 Tips for Getting it Right Jon Brown, Principal, The Midnight Group
Mar	The Launch of a Nation – The Gator Nation Campaign Marches On Joe Hice, APR, UF AVP of Marketing and PR
Apr	Homecoming event and Past Presidents Luncheon: What’s in a Name? Using the Tricks of the Big Fish to compete in a Small Pond Nancy Dohn, APR, Haven Hospice Senior Director of PR and Community Education
May	400 things to Remember When Planning a Special Event Kathy Giery, APR, CPRC, PR Director LifeQuest
June	An Avian-Flu Pandemic: A Ccommunications Disaster in the Making? Thomas Belcuore, Alachua County Health Department Director

Professional Development Seminar

- Professional Development Seminar “Pioneering the World of Public Relations” held May 19
- 59 attendees
- Income totaled \$1,500 in sponsorships

Awards and Recognition

Holiday Party (December Meeting)

- Julie Frey was named Member of the Year
- Peg Hall, Ph.D., was named John S. Detweiler, EdD, APR, CPRC Professional of the Year
- 2004-2005 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
- a slideshow showcased each person

Image Awards

- Held Image Awards event in conjunction with the Ocala Chapter for the first time.
- 39 entries were received and 25 awards were presented
- Evening "Passport to PR Excellence" gala held with 58 attendees.
- Hosted Image Awards workshop

Accreditation/Certification

- Liz Reyes, APR, CPRC earned Certified Public Relations Counselor (CPRC) status
- Study sessions conducted for interested, qualified candidates

Community Service/Involvement

- The chapter assisted several local organizations by providing PR counseling and services:
 - VetSpace.
 - St. Francis House
- Adopted a family for the Holidays and provided them with \$10,000 worth of gifts.
- Collected 78 teddy bears for operation teddy bear
- Volunteered at a Feb. 11 fundraising and issue awareness event at the Matheson Museum
- Hosted a Grant Writing Seminar and Speed Networking: One on One with the media event

Leadership

- Board retreat held in August for 2005-06 board of directors to plan the chapter year
- Leadership luncheon 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 2004-05 chapter year and offer suggestions for 2005-06 year

State/Association

- President and President-elect served on the FPRA state association board of directors
- Eight chapter members served on a statewide committee to put together a Generational Marketing Seminar.
- Wendy Crites Wacker, APR, served on the Executive Committee as VP of Professional Development

Chapter Administration

- Board of directors meetings held monthly
- Membership meetings held third Thursday of each month

2005-06 Board of Directors

President: Paul Ramey, APR

Immediate Past President: Wendy Crites Wacker, APR

President Elect Nickie Doria

VP/Programs Director: Elizabeth Reys, APR

Treasurer: David Greenberg

Secretary/Communications: Kristin Jimenez

Accreditation: Kathy Giery, APR, CPRC

Community Relations: Sheila McGrady

Educational Services: Sarah Templeton

Electronic Media: Mandelyn Hutcherson

Image: Jenny Willis

PDS: Emily Speichert