



2018-19 FPRA Gainesville Chapter Management Report

Respectfully submitted by:
Lindsey Robertson, APR
FPRA Gainesville Chapter President



The Gainesville Chapter has continued its tradition of strong membership, impactful leadership and high-quality professional development during the 2018-19 year. We had a great start to the year with a board that hit the ground running, ready to serve our membership and continue making the chapter the best it can be. We looked to Power Up PR in every way possible, in all aspects of our programming, membership development, communication, leadership development and more.

One of our strongest areas of performance has been leadership development. From having a steady stream of strong leaders and pairing board members with past presidents to offering a scholarship for LeadershipFPRA to having board members [attend](#) a quarterly State Board meeting, we have really put a spotlight on this area. We understand the importance of developing leaders and ensuring the success of the chapter for many years to come. The nominating committee for the 2019-20 board slated FOUR members who haven't served on the board before, which is a testament to our success in this area. Two of those four members just joined FPRA in the last year.

Our board faced a potential setback in March when our board member in charge of communications had to resign her position. After a board meeting discussion, we decided each board member would be responsible for developing communications for his or her area. Board members stepped up to the challenge and have been highly successful over the past two months. We plan to end the year with the same success.

We are thrilled to have provided a partial scholarship to a professional member to be part of this year's LeadershipFPRA class, and she will graduate in August. She has spoken to the fact that she wouldn't have been able to participate in the program if not for our scholarship. Additionally, we have three Gainesville Chapter members who are on the FPRA 2019-20 Executive Committee Slate of Officers.

Another standout area for us has been membership development. The Gainesville Chapter had the highest membership renewal percentage in the state — 80.72 percent — at the close of the official renewal period. Our president-elect made this a focus of his, reaching out to every member about renewing, even after the renewal period was over. We have continued to invest in our membership by offering several scholarships, including two for membership, two and a half for Annual Conference and a partial (more than half) scholarship for the LeadershipFPRA program. One of our membership scholarship recipients this year has been slated for next year's board.

We saw an increase in member nominations for our three annual chapter awards — a 75 percent increase for Professional of the Year and 28.6 percent increase for Member of the Year, highlighting how strong our membership is. Two of our chapter award recipients are board members, which also speaks to the strength of our chapter leadership.

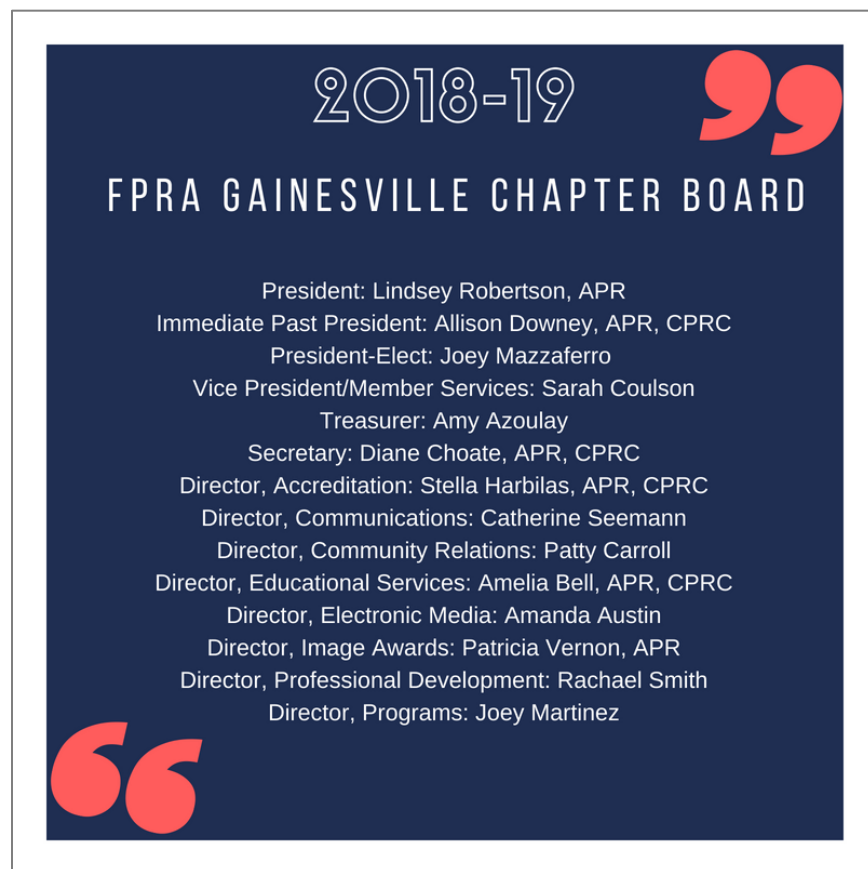
We had 16 members honored for milestones this year — from five years to 45 years! The Gainesville Chapter is honored to have so many members who have been with the organization for such a long period of time.

Professional development has been another strong area of performance. The chapter has had solid programming all year, from our monthly programs to our exclusive events for PR Masters to what we have planned for our upcoming Professional Development Seminar this month.

In addition to having part of the year's programs planned out early on — our fall through January speakers booked by early October — we had a monthly program on a topic that had never been presented before to the chapter: podcasting. This program with Chad McLeod, APR, CPRC, received rave reviews and attendees asked many questions during the Q&A time. One of our most popular Facebook posts was a live video with Chad after the program in which he shared his number one tip when starting a podcast. FPRA Gainesville even got a shout out on the episode of the podcast following the program!

Additionally, the chapter has seen a 21.8 percent increase in average monthly program attendance from September to May this year over the same period last year. One of our speakers was so well received that word got around about him, and he was asked to present at FPRA's 81st Annual Conference. Immediately following that program in January, attendees were commenting on social media and in our program survey that they had already started implementing some of his tactics to improve productivity.

Having celebrated the chapter's 50th anniversary last year, we look forward to having paved the way for many more years of success.



Accreditation & Certification



As public relations professionals and members of the most prestigious public relations association in the state, we understand the significance of both the Accreditation in Public Relations (APR) and Certified Public Relations Counselor designation (CPRC). At the beginning of the year, our chapter president created an incentive for board members, committing to personally give \$25 to any board member earning his or her APR during the 2018-19 year and \$50 for earning his or her CPRC.

All new APRs and CPRCs are presented with their respective pin at one of our monthly luncheons and their accreditation/certification is announced in our e-newsletter, on social media and on our chapter website.

Our accreditation director spoke about accreditation and certification at monthly programs in August and September and received interest in accreditation from nine members, including several board members. She held an information session in October followed by APR preparation meetings in December, January, February and March. We currently have two to three candidates who are close to scheduling their APR panel presentations.

Patricia Vernon (now APR, CPRC), our current Image Awards director, earned her accreditation in August 2018, and she wasn't stopping there! Our accreditation director contacted senior members of the chapter to convene a panel of three for her CPRC oral presentation in January. Vernon took the CPRC exam in March and passed. She earned both her APR and CPRC within seven months! Vernon was recognized at our October monthly program, receiving her APR pin, and at the March program, receiving her CPRC pin.

The Chapter has further engaged senior members who are accredited to review drafts of APR Panel Presentation Questionnaires.

We highlighted April as APR Month in our communications and used quotes from several accredited members to create a social media graphic. Throughout the month we had several posts on Facebook, Instagram and in our e-newsletter promoting accreditation.

For our 2019 Professional Development Seminar, taking place later this month, we have been promoting the opportunity to earn APR renewal points by attending.



"Earning the APR was a journey. The experience and knowledge I gained along the way not only advanced my career, but also made me a stronger public relations professional."

Julie Frey, APR, CPRC

WHAT **VALUE** HAVE YOU FOUND IN HAVING YOUR **ACCREDITATION IN PUBLIC RELATIONS?**

"The APR has brought value in many ways, but the bottom line is I'm a stronger practitioner now."

Kevin Coulson, APR, CPRC

FPRA Gainesville



FPRA Gainesville

Published by Lindsey Thomas Robertson [?] · April 2 · 🌐

April is APR Month! Accreditation in Public Relations offers recognition for communicators who have demonstrated broad knowledge, experience and professional judgment in the public relations field and signifies a high level of professional experience and competence. The Gainesville Chapter offers group study sessions for members interested in pursuing the APR, and Accreditation Director Stella Harbilas, APR, CPRC, helps to facilitate candidates' progress through the process. Learn more and start out on the path to earn your APR today! <http://www.fpragainesville.com/professional-develo.../aprcprc/> #ittakesaPRO

to **succeed**
in the **world** of **pr**

IT TAKES
apro

Learn more about the
Accreditation in
Public Relations



Leadership Development



The Gainesville Chapter has been lucky to have a steady stream of leaders both serving on our Board of Directors and within our general membership. We kicked off the year with a board retreat at the workplace of one of our board members, so we were able to use the space at no cost. The president's theme for the year, Power Up PR, was revealed at the August monthly program and launched at the board retreat. All board members attended, and they completed a short questionnaire prior to the retreat asking things like perceived strengths and weaknesses of the chapter. This allowed everyone to come to the table prepared and ready to make the most of our time together. We also spent time with a few icebreakers as some new board members didn't know everyone on the incoming board. After the retreat, each board member was asked to draft three to five goals and bring them to the first board meeting of the year. The president shared a Google Drive folder with the board that contained resources for the year, including contact information, bylaws and policies, membership and programming resources, the FPRA Stylebook and more.

We started a private Facebook group for board members to allow for less formal dialogue and to cut down on the number of emails sent. Also, each board member had a one-on-one meeting or phone call with the chapter president to discuss their respective ideas for the year as well as answer any questions they had.

To serve as a resource to current board members, we asked past presidents if they would be willing to be paired with a board member for the year, and the majority said absolutely. Each board member was then paired with a past president (based on other positions in which past presidents served as well as their interests) and connected via email. This was also a way to engage past presidents.

To support the leadership development of board members, our president-elect Joey Mazzaferro presided over a board meeting and also ran a monthly program so he could get a feel for it prior to his leadership year.




FPRA Gainesville is attending FPRA Gainesville Leadership Social at First Magnitude Brewing Company.

Published by Lindsey Thomas Robertson [?] · April 24 · Gainesville ·

Thanks for joining us at tonight's Leadership Social! 🍷 The Nominating Committee will meet soon to consider nominations for the 2019-20 FPRA Gainesville Chapter Board of Directors (term begins Sept. 1, 2019 and ends Aug. 31, 2020). If you are interested in serving on the board, or would like to nominate someone for service, please complete the form online by May 17! The Nominating Committee, chaired by this year's Immediate Past President, will choose a slate based on these nominations. More info, form and position descriptions ➡ <https://www.fpragainesville.com/now-accepting-nominations-.../>



96

People Reached

36

Engagements

Boost Post



13

Our treasurer and VP of Member Services attended a quarterly State Board meeting as they are slated for president-elect and VP of Member Services in the coming year and wanted to see what the meetings were like ahead of time.

We held a Leadership Social in April to invite members to talk with the current board about leadership and answer any questions they may have with the intent of generating interest in serving on the next chapter board. It was well attended and a great opportunity for members to connect and talk specifically about chapter leadership. Additionally, the current board had a mini retreat in May and talked about the individual interests for the next year.

The nominating committee for the 2019-20 board, chaired by Immediate Past President Allison Downey, APR, CPRC, is in place and has already met. Four members who will be new to the board have been slated for the 2019-20 Chapter year under Joey Mazzaferro's leadership. Two of those members just joined FPRA during this Chapter year! One of the slated board members received one of our membership scholarships last October. The board slate will be presented at our June program. Speaking of programs, at each monthly program this year, we have done a drawing for a different book on the topics of leadership or personal development. This has been well received and we've had several instances where we've let members vote on social media for the next book we give away.

The Gainesville Chapter is proud to be once again offering a partial scholarship for one professional chapter member to participate in the LeadershipFPRA program. The chapter covers \$450 of the \$750 tuition if the chapter's scholarship recipient is accepted into the program. Julie Frey, APR, CPRC is in the [current LeadershipFPRA class](#) and will graduate in August.

Our members aren't only leading on the chapter level. Three Gainesville Chapter members are on the FPRA 2019-20 Executive Committee Slate of Officers.

"The chapter scholarship was critical to my participation. It allowed me to talk with my supervisor and show that the chapter valued this as professional development and supported me in this program, which made it easier for me to make the case for the value of LeadershipFPRA."

- Julie Frey, APR, CPRC



2019-2020 Executive Committee Slate of Officers

The Slate of Officers for the 2019-2020 Executive Committee will be voted on at Annual Conference during the annual business meeting. The slate is:

President*
Immediate Past President
President-Elect
VP, Accreditation & Certification
VP, Annual Conference
VP, Chapter Services
VP, Communications & PR
VP, Finance
VP, Golden Image
VP, Membership
VP, Professional Development
VP, Research & Planning
VP, Student Chapter Services
VP, Digital Media
Counselors' Network Chair**
FPRE Foundation Chair***
LeadershipFPRA Chair****

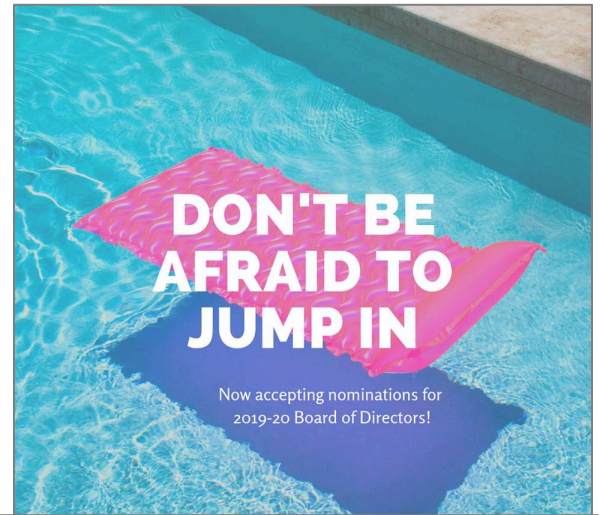
Alyson Lundell, APR, CPRC
Gordon Paulus, APR, CPRC
Devon Chestnut, APR, CPRC
Jay Morgan-Schleuning, APR, CPRC
Lindsay Hudock
Nicole Stacey
Samantha Senger, APR
Wendy Crites-Wacker, APR, CPRC
Whitney Lee
Lauren Debick, APR
Julie Frey, APR, CPRC
Shelley Szafranec, APR, CPRC
Liz Anderson Slobodian
Lindsey Robertson, APR
Rachel Smith, APR, CPRC
Jay Morgan-Schleuning, APR, CPRC
Chris Gent, APR, CPRC

*This position has already been voted on.

**This position is elected by Counselors Network

***This position is elected by the Foundation Board

****This position is elected by the LeadershipFPRA



FPRA Gainesville is proud to offer a partial scholarship for the next LeadershipFPRA class!

by admin | May 7, 2019 | Uncategorized



LeadershipFPRA provides FPRA members with the tools they need to become stronger leaders in their organizations, their communities and FPRA. The Gainesville Chapter is happy to be able to invest in its membership by offering a partial scholarship for one professional chapter member to participate in the program.

The program is formal, consisting of an orientation and five full-day sessions held over 12 months. Regardless of how new you are to the business or how long you may have practiced, this program will help you hone leadership skills good for a lifetime.

Self-nominations for this scholarship are due by **June 7 at 11 p.m.** A committee will determine and notify the winner the week of June 10. The recipient will then be responsible for completing and submitting the application to the state association by **June 17.**

To apply for the FPRA Gainesville partial scholarship, click [here](#). To learn more about LeadershipFPRA click [here](#). You can familiarize yourself with the application [here](#). (The first payment of \$450 due at time of acceptance into the program will be covered by the scholarship. The remaining \$300 shall be paid by the participant and is due no later than December 31, 2019.)

If you have questions, contact Gainesville Chapter President [Lindsey Robertson, APR](#).

LET'S HIT SOME

Leadership Golf Balls!

FPRA Gainesville
Board of Directors
West End Golf Course
Tuesday, May 7
5:30 p.m.



FPRA Gainesville

Published by Lindsey Thomas Robertson [?] · May 8 at 12:21 PM ·

"Dare to Lead" by Brené Brown is the May book pick! Everyone who attends the program on May 16 will be entered into a drawing for this book, which will be given away at the end of the luncheon.

"Leadership is not about titles, status, and wielding power. A leader is anyone who takes responsibility for recognizing the potential in people and ideas, and has the courage to develop that potential.

When we dare to lead, we don't pretend to have the right answers; we stay curious and ask the right questions. We don't see power as finite and hoard it; we know that power becomes infinite when we share it with others. We don't avoid difficult conversations and situations; we lean into vulnerability when it's necessary to do good work."

Register here! <https://www.fpragainesville.com/.../fpra-gainesville-may-pro.../>

Membership Development



Our chapter is nothing without its members, and we have hosted many exciting membership development opportunities and events throughout the year.

The Gainesville Chapter awards two full membership scholarships annually. The Kim Faenza Membership Scholarship is awarded to a qualified professional from a local non-profit organization, and the James Terhune Membership Scholarship to a public relations professional who graduated from UF in the last five years. Both scholarships cover the membership of the recipients from November 1 through October 31 of the following year. It's important for us to be able to give back to our membership in this way. We had two great recipients this year, and one has been slated for next year's board!

In addition to the membership scholarships, we will be awarding two full scholarships and one half scholarship to FPRA's 81st Annual Conference.

We've held several membership events throughout the year – called Pop-up PR – to keep current members engaged while also opening more possibilities to meet potential new members. The chapter gets a great turnout at these events, even when it's 100 degrees out, as they are a no-stress opportunity to socialize and enjoy a beer with new and old FPRA friends.

Date	Location	Attendees
October 3	First Magnitude Brewing Co.	12 members, 2 new members and 2 potential members
January 31	Cypress & Grove Brewing	9 members, 2 potential members
May 30	Boxcar Wine & Beer Garden	16 members, 1 guest

At the November Quarterly State Board Meeting, the Gainesville Chapter was recognized for having the highest membership renewal percentage to date — 80.72 percent! Our president-elect spearheaded our renewal efforts and reached out to every member who hadn't renewed throughout the entire renewal period – and even after that.

The chapter's 2019 Membership Challenge started in January. Members can enter for a chance to win a \$15 gift card for bringing a friend to an FPRA event, and one free monthly program for bringing a friend who then becomes a member to an FPRA event. Both prizes will be awarded in July, and this has been announced at our monthly programs and via our e-newsletter and website.



2018-19 New Members to Date

Caitlin Harder	Corey Darnell
Katelyn Vogt	Amanda Overstreet
Annelyse Juin	Freda Starkel
Genesis Gonzalez	Kat Harlan
Emma Nichols	Joy Riddle
Olga Sinnreich	Lakendra Garrison
Damian Niolet	Stephanie Brod

Each spring, the Gainesville Chapter bestows three special honors – our annual chapter awards. These awards are Rising Star of the Year, Member of the Year and Professional of the Year. The Rising Star of the Year Award recognizes an up-and-coming FPRA Gainesville member who has demonstrated emerging leadership traits along with dedicated, active involvement in chapter activities throughout the year. The Rising Star will be the Chapter's nominee for the Joe Curley, APR, CPRC, Rising Leader Award. The Member of the Year Award goes to an active FPRA member whose commitment of time, energy, enthusiasm and skill contributed significantly to the success of the Gainesville Chapter above and beyond typical expectations. The John S. Detweiler, Ed.D., APR, CPRC Professional of the Year Award is given to an individual who demonstrates the highest standards of ethics, performance and service to the public relations profession. This award is also designed to recognize outstanding contributions to the Gainesville Chapter and honors the spirit and dedication of John S. Detweiler, Ed.D., APR, CPRC. FPRA membership is not required for this award. All three award recipients were honored at our 2019 Awards Luncheon in April.

Rising Star of the Year	Amy Azoulay
Member of the Year	Sarah Coulson
Professional of the Year	Kevin Coulson, APR, CPRC

The number of nominations for Member of the Year and Professional of the Year increased from last year – by 28.6 percent and 75 percent, respectively.

Every year, we recognize membership milestones at our holiday party. This year we recognized nine members plus one member at our January program. *The milestones ranged from five years to 45 years of membership!*

- Five years: Sarah Coulson, MaryBeth Head, Lacey Jones, Alisha Katz, Joey Mazzaferro and Rachael Smith
- 10 years: Kevin Coulson, APR, CPRC
- 15 years: Julie Frey, APR, CPRC
- 20 years: Debra Jo Main, APR, CPRC; Dorothy Zimmerman, APR, CPRC
- 25 years: Kathleen Giery, APR, CPRC; Stella Harbilas, APR, CPRC; Steve Shepherd
- 30 years: Priscilla Bennett Jones, APR
- 35 years: Larry Lansford, APR
- 45 years: Terry Van Nortwick

Each year we do a membership survey as a way for chapter members to share their feedback. Traditionally, the survey has been around 30 questions. This year, after consulting with FPRA VP of Research and Planning, Jay Morgan-Schleuning, we decided to make a change and shorten it considerably – with only eight questions in the survey. Last year's survey received 14 responses, and to date this year's survey has 13 responses with nine days remaining in the survey period. One question we asked this year is whether the respondent would be interested in participating in a focus group to provide more qualitative feedback, and so far, 54 percent have said yes.

The Gainesville Chapter currently has 74 members. Last year at the end of August, the chapter had 76 members.





We're
listening!

FPRA GAINESVILLE
MEMBERS:
THE CHAPTER WANTS TO
HEAR FROM YOU!
SHARE YOUR THOUGHTS
BY JUNE 12.



☐ Very good programming and communication this year!
5/29/2019 11:41 AM

☐ Great job!! Thanks for a great first year as a member!
5/29/2019 8:08 AM



FPRA GAINESVILLE PRESENTS

2019 MEMBERSHIP CHALLENGE!

ENTER FOR A CHANCE TO WIN:

- Bring a friend to an FPRA event: \$15 Gift Card
- Bring a friend to an FPRA event that becomes a member: One FREE program worth \$20



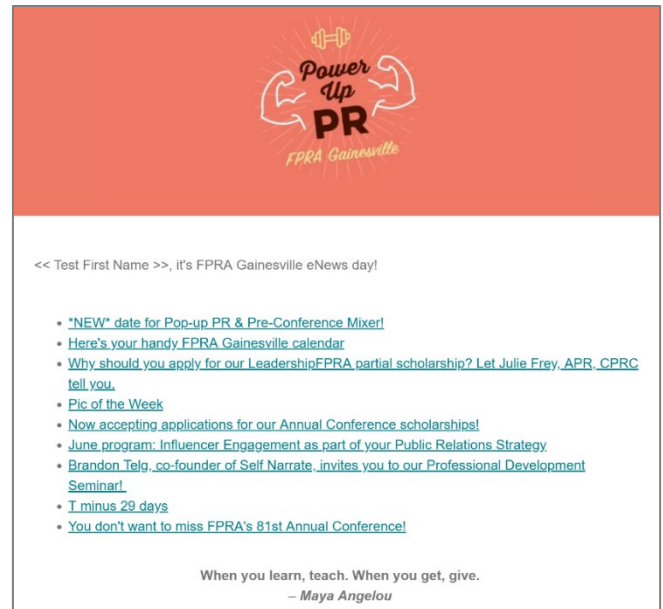
Membership Communications



Effective communication with our members is paramount! There are a variety of communication vehicles the Gainesville Chapter uses to do this. Because one-to-one communication is so important, we have a buddy list system in which each board member is assigned a portion of the member list to reach out to throughout the year, including reminding them about events, membership renewal and general check ins.

Digital media is a huge part of our communication to members. The Chapter publishes a bi-weekly e-newsletter through MailChimp, including event information, member news, industry news and articles of interest, job postings and other general information. Our inclusion of relevant industry news and articles has been mentioned as something members really appreciate and look forward to seeing when they open their e-newsletter.

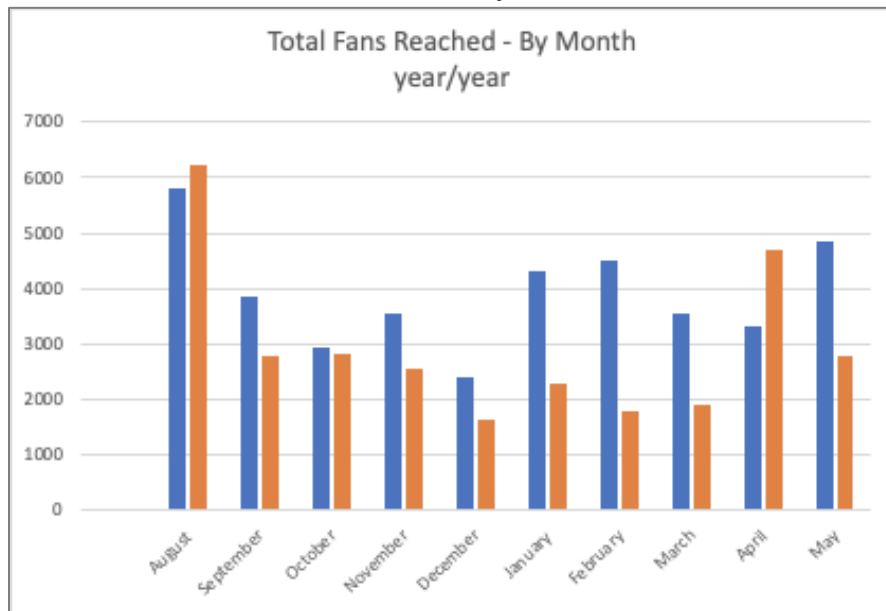
Our e-newsletters have had 803 total opens, 221 total clicks, an average open rate of 50 percent and an average click-through rate of 13 percent. The industry average (associations and organizations) open rate is 38 percent.



Our main social media platforms are Facebook and Instagram. Since the beginning of the board year, our Facebook following has grown from 619 to 656 and Instagram from 228 to 294 followers. Our overall reach on Facebook increased by 36 percent from August to May of 2017-18 to the same time period in 2018-19. Our overall page growth increased from four percent to eight percent, and impressions increased 27 percent from the previous period.

- If you have a personal or company blog, get more traffic by learning [five secrets of the most popular blogs.](#)
- Should you care about social media "lurkers" in your social media strategy? [Learn why you shouldn't ignore them.](#)
- FPRA's Annual Conference will provide a [unique opportunity](#) for a limited number of attendees to receive an individualized coaching session with an experienced, skilled leadership coach. Not sure if that's for you? [Here are seven ways](#) to get the most out of a leadership coach.
- If you're wondering if what you write is useful to others, consider these [seven simple ways to create value through your writing.](#)

Facebook fans reached 2017-18 compared to 2018-19

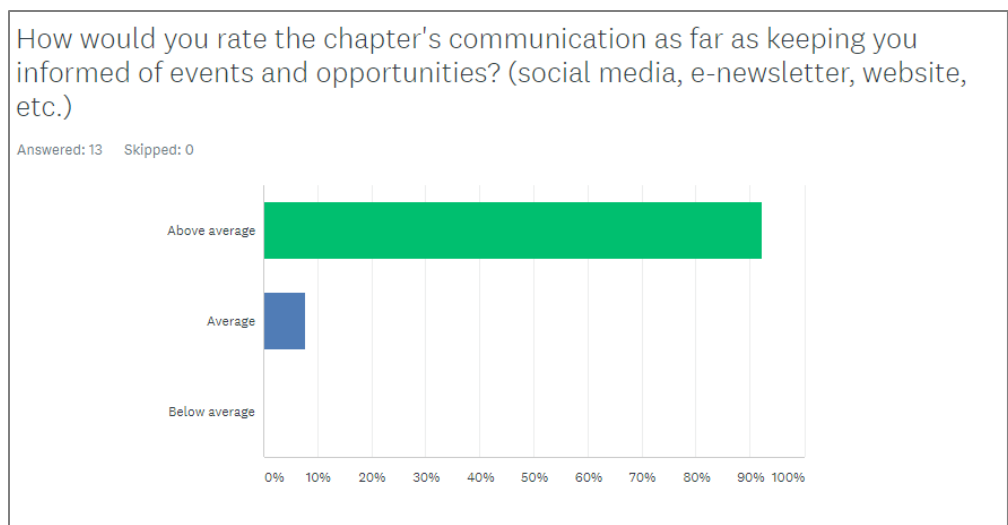


Users on our website, fpragainesville.com, are up 26.97 percent from the previous period, and sessions are up 17.56 percent. Social referrals to our website are up 13.71 percent – Facebook is up 29 percent and Instagram 200 percent.

We use social media to do informal [polls](#) to gather quick information, get a pulse on what members and followers respond to and show that we are listening.

For our Local Image Awards competition, we did snail mail postcards to all members to mix things up a bit and stand out from all of the digital communication people receive.

At the beginning of each monthly program, the president provides an update on the state of the chapter including the current amount in the chapter treasury, the number of members in the chapter and other announcements.



External Communications



The Gainesville Chapter worked to promote FPRA and the Chapter's activities through news releases, pitches to local reporters and articles written in The Business Report of North Central Florida.

Our news releases issued during the year included our Local Image Award winners and Annual Chapter Award winners and accreditation and certification announcements for Patricia Vernon, APR, CPRC. Additionally, we shared information about our events including monthly programs and Professional Development Seminar with local news outlets including the Gainesville Sun, The Business Report and our local business magazine.

As mentioned earlier in this report, our communications director had to resign her position earlier in the spring, so each board member took it upon him or herself to develop content for their respective areas, and the board excelled!

Our news release for Local Image Awards and Annual Chapter Awards was picked up by the Gainesville Sun both in print and [online](#) as well as [The Business Report of North Central Florida](#).

After the new chapter board is installed, we will send out a news release for that as well as the installation of our chapter members to the Executive Committee.

Additionally, our Director of Electronic Media, Amanda Austin, [presented](#) at the Ocala Chapter's professional development seminar on five social media hacks for your small PR team.

**The Business Report**
12 mins · 🌐

FPRA Gainesville recognizes Amy Azoulay, Sarah Redmond Coulson, and Kevin Coulson for excellence in public relations programming and projects.



GAINESVILLEBIZREPORT.COM
Gainesville Public Relations Professionals Win FPRA Local...

[LEARN MORE](#)

...

Five members of the Gainesville Chapter of the Florida Public Relations Association, or FPRA, were presented with Image Awards for excellence in public relations programming and projects during a recent awards luncheon.

2019 FPRA Gainesville Chapter Judges' Award and Award of Distinction: **Sarah Coulson**, and **Damian Niolet**.

2019 FPRA Gainesville Chapter Judges' Award, Award of Distinction and Image Award: **Kevin Coulson**, APR, CPRC, UF College of Education.

2019 FPRA Gainesville Chapter Judges' Award, Award of Distinction, Image Award and Grand Image Award: **Amy Azoulay**, director of communications at United Way of North Central Florida.

2018 FPRA Gainesville Chapter Image Award and Judges' Award: **Amelia Bell**, APR, CPRC.

The following awards recognize distinguished FPRA chapter members who go above and beyond to promote the chapter and the public relations profession in the Gainesville community:

Rising Star of the Year: **Azoulay**

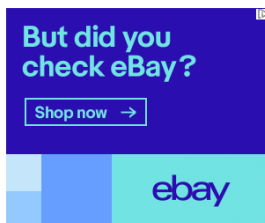
Member of the Year: **Coulson**, marketing program manager at CPAmerica International.

John S. Detweiler, Ed.D., APR, CPRC, Professional of the Year Award: **Kevin Coulson**, APR, CPRC, digital communications strategist, UF College of Education.



SIGN UP FOR DAILY E-MAIL

Wake up to the day's top news, delivered to your inbox



From: **Chris Eversole** >

To: **FPRA Gainesville** >

Hide

CE

Re: Announcement for Movers and Shakers

Today at 8:30 PM

Lindsey,

Great to hear from you.

I'm just putting together this month's Movers and Shakers.

Please let your members know I welcome their information and story suggestions.

Strengthening Your Mental Game for the Holidays

With the holidays fast approaching, visions of end-of-year deadlines and work-related celebrations are likely popping into your head – and that's just the beginning. Outside of work, you might have a family vacation or get-together to plan, presents to buy and wrap, decorations to put up and more. Before panic mode sets in, now is a great time to take stock of how you will mentally manage all that is to come.

"Analyze where you are, what you're doing and why you're doing it. Maybe everything is perfect and where you need it to be, but maybe it's not," says Lindsey Robertson, APR, President of the Florida Public Relations Association (FPRA) – Gainesville Chapter. This knowledge can be applied to both work and home life, especially in three core areas:

Budgeting

Have you reviewed your projects' budgets lately? What about how much you plan to spend on gifts or special occasion purchases like new clothes or a trip to the salon? Thinking ahead at work and home can help alleviate the stress that often comes with money management, as well as possibly saving some cash in the long run. That long-running ad not panning out like you thought it would? See if you can cancel. Need new cocktail attire for an upcoming party? Try a local consignment shop or online rental service to get the most bang for your buck.

Travel

Where are you going? The holiday season can be jam-packed with work and family events, not all of which are required. Take a careful look at your calendar and, beyond what is mandatory, try to plan in some time for reflection and self-care. If a Wednesday evening get-together is going to make life more stressful than not, see if you can skip it. Finding time to care for yourself – whether that takes form as a spa appointment or walk around the neighborhood – can help clear your head so you're more ready for anything unplanned that may come your way.

Relationships

When's the last time you called that wonderful client? What about mom? In the flurry of activity that often comes with work, the clients that make the least noise might get neglected. Make sure you're taking time to reach out to everyone, whether that's a simple "how are you doing?" call or holiday card to let them know you appreciate their business. The same can be said for family and friends. If cards aren't your thing, try connecting via video chat or online messenger to let them know you care.

Lastly, share your authentic self with people in both your work and home life. Being down-to-earth with friends, family and clients about what they can expect in the coming months – especially if you know when you'll be unavailable – can prevent hurt feelings all-around. And managing those expectations will make for a less stressful holiday season for everyone.

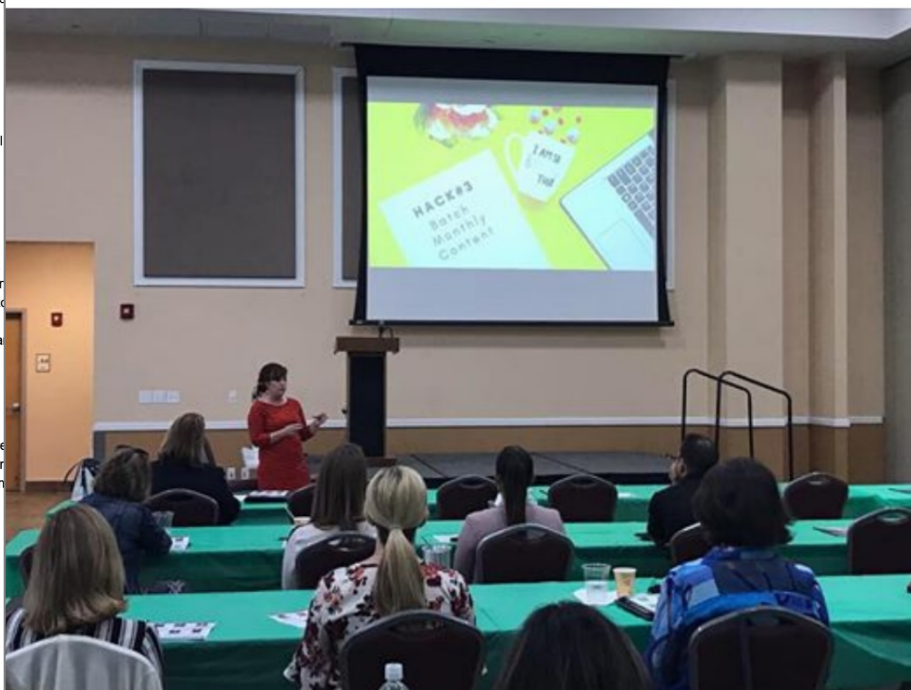
"Ask for help when you need it. There's nothing wrong with admitting to yourself or others that you don't have everything figured out or the capacity to do it all yourself," says Robertson. "We can do anything we set our minds to, but not everything!"



FPRA Gainesville

Published by Lindsey Thomas Robertson [?] · May 2 ·

Today **Amanda Austin**, FPRA Gainesville's director of electronic media, shared five social media hacks for a small PR team at the **PR Regional Summit**, presented by **FPRA Ocala Chapter**!



FPRA Ocala Chapter is with Honeycomb Social.

May 2 ·

Professional Development

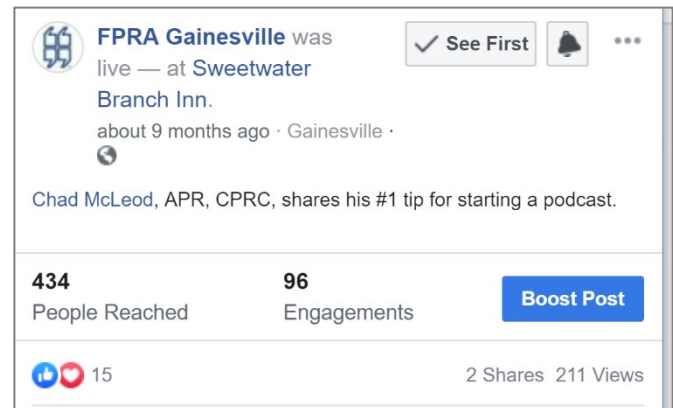


Professional development has been a highlight this year. We hold a program each month, with the exception of December. A big win shortly after the year started was having our speakers booked by the first of October for October, November AND January! This hasn't happened before – at least in recent memory – so it was great to have so much time to promote those programs.

In addition to having part of the year's programs planned out early on, we had a topic that had never been presented before to the chapter. Our September program featured Chad McLeod, APR, CPRC speaking about [podcasting](#) and his podcast with his brother Joe, PR and Politics. One of our most popular Facebook posts was a [live video](#) with Chad after the program in which he shared his number one tip when starting a podcast. FPRA Gainesville even got a shout out on the episode of the podcast following the program!

The Gainesville Chapter has featured a variety of topics in our monthly programs that benefit our community of public relations professionals and have seen a 21.8 percent increase in average monthly program attendance from September to May over the same period last year! We are excited to have had the opportunity to provide so many great speakers including one who will present at Annual Conference in a few months. Apparently, word got around about how great he was at [our program](#) and he was thrilled to be asked to speak at the state level! After each monthly program, we send a survey to attendees and have had great feedback this year.

The chapter offered the Chomp and Learn Bundle for our monthly programs again this year, allowing members to prepay for eight regularly scheduled monthly programs (January through August) in one bulk payment. The one-time price was \$126 with the option to transfer their program ticket to another individual if they are unable to attend between January and August.



[PR Masters](#) is our group of senior practitioners who have been in the profession for 10 years or more. We have exclusive programming for them usually each quarter, and it entails a behind-the-scenes look at a local company, specifically with the communications department, and usually a facility tour as well. This is a great way for us to engage our senior members, and we have had an average of 19 members attend PR Masters [events](#) so far this year.

Another avenue for professional development is our annual [Professional Development Seminar](#) (PDS). The seminar is a full day (June 21) and this year is based on the chapter's Power Up PR theme. PDS provides both members and non-members a venue to network and engage in interactive sessions on the latest PR trends and techniques. Accredited professionals can earn APR renewal credits for attending, so we have included that in all our event promotion. In addition to member and non-member attendees, PDS welcomes university students to register at a discounted student rate. We are excited about our lineup of [speakers](#) and dynamic [agenda](#).

2019 PROFESSIONAL DEVELOPMENT SEMINAR

LET'S TALK STRATEGY

JUNE 21 | 8:30-4PM
FLORIDA PUBLIC RELATIONS | 5706 SW 34TH ST. GAINESVILLE

JOIN US FOR NETWORKING AND A POWERFUL DAY OF ENGAGING SPEAKERS

WANT INFO AND TO REGISTER:
[HTTP://WWW.FPRAGAINESVILLE.COM/EVENTS/FPRA-GAINESVILLE-PROFESSIONAL-DEVELOPMENT-SEMINAR/](http://www.fpragainesville.com/events/fpra-gainesville-professional-development-seminar/)

Join the Gainesville Chapter for its professional development seminar in June!

Register



We recently promoted the event in the FPRA e-newsletter to reach members statewide. To date we have 23 attendees registered and are looking forward to doubling or tripling that in the next couple of weeks!

<input type="checkbox"/> Excellent speaker and topic! Alyson always shares great information. <div style="display: flex; justify-content: space-between; font-size: small;"> 11/15/2018 4:48 PM View respondent's answers </div>
<input type="checkbox"/> Alyson was a great speaker! <div style="display: flex; justify-content: space-between; font-size: small;"> 11/15/2018 4:06 PM View respondent's answers </div>
<input type="checkbox"/> I thought this month's speaker was really engaging. I loved how she shared where her team went wrong on different projects. I think often speakers just try to showcase how great they are, she was truly authentic. <div style="display: flex; justify-content: space-between; font-size: small;"> 11/15/2018 4:05 PM View respondent's answers </div>
<input type="checkbox"/> This month's program was phenomenal! Joey is doing a really great job at selecting speakers.

2018-19 Professional Development Programs

September	PR on the Pod <i>Chad McLeod, APR, CPRC, McLeod Communications</i>
October	Content Marketing for PR Pros <i>Valerie Riley, IProTV</i>
November	PR Masters: <i>Behind the Scenes at InfoTech with Lacey Jones</i>
	Unleashing PR Speed with The Race to New York Starring Jimmy Fallon <i>Alyson Lundell, APR, CPRC, Universal Orlando</i>
January	The Mirage of Multitasking: Finding your Focus, Flow and Finish Line <i>Scott Blades, University of Florida Training and Organizational Development</i>
	PR Masters: <i>Behind the Scenes at IProTV with Valerie Riley</i>
February	Great Expectations and the Less Glamorous Reality of Hurricane Michael PR <i>Amanda Handley, APR, Florida Restaurant & Lodging Association</i>
March	How to Stay Fresh in an Ever-Changing World — A look back at how social media has evolved and a look forward at where things are heading <i>Todd Sanders & Ryan Morejon, University of Florida Social Team</i>
April	2019 Awards Luncheon — Local Image Awards and Annual Chapter Awards
May	Gainesville150! — The Anniversary <i>Nicole Yucht, City of Gainesville</i>
June	Influencer Engagement as Part of Your Public Relations Strategy <i>Mickey Nall, APR, Fellow PRSA, Professional In Residence at UF</i>
	2019 Professional Development Seminar Power up your PR!
July	How to Bring your PR Strategies up to Par with the PGA Tour <i>Chris Reimer & Jamie Kennedy, PGA Tour Communications</i>
August	PR Masters: <i>Behind the Scenes at the Alachua County Supervisor of Elections Office</i>
	Board Installation with Alyson Lundell, APR, CPRC

Financial Management



The Gainesville Chapter is happy to report its finances are strong! We started the year with \$4,311.49 in our treasury and are currently at \$9,198.08.

The president, president-elect, immediate past president, treasurer and VP of member services met at the beginning of the year discuss the budget for the new year as well as do a review of the finances to close out the last year. Prior to the budget meeting, each board member sent his or her requests for expenses as well as income, allowing each board member to have ownership over their respective areas, and we reviewed everything together as a small group. The chapter president previously shared the chapter financial management presentation that Chris Carroll, APR, CPRC shared at Annual Conference along with the Finance FAQ to serve as a reference for board members in coming up with their numbers.

After our budget meeting, we decided as a board to raise our monthly program prices at the beginning of 2019 for both members and non-members. The reason was we were barely breaking even on our monthly programs. We increased the member rate from \$18 to \$20 online and from \$20 to \$25 at the door and the non-member rate from \$20 to \$25 online and from \$25 to \$30 at the door. We kept student prices the same. This was a nominal increase but will help better position us moving forward.

The chapter developed a sponsorship packet to help secure chapter and event sponsorships. We secured a chapter sponsorship for \$750, which is the first chapter sponsorship we have received in several years. We have also secured \$750 in event sponsorships for our annual Professional Development Seminar. Additionally, we received an in-kind sponsorship from a local printing company for our Local Image Awards call for entries. We thank our sponsors on a [page](#) on our website as well as in every issue of our e-newsletter. We also mention them on social media.

We held our annual Quiz for a Cause fundraiser in February, and it raises money for membership scholarships. This year the event was a huge success, particularly the 90s trivia theme, and we raised more than \$1,400, only spending \$150!



IFRA Gainesville Chapter April 1 - 30, 2019 Florida Credit Union Account Summary					
	Balances	Deposits/ Credits	Withdrawals/ Debits		Budget Line Item
4/1/19 - Wufoo Subscription			\$296.00		Electronic Media Expenses - Wufoo Subscription
4/18/19 - Trophy Shop Annual Awards			\$190.89		Past President Expenses - Annual Awards
4/18/19 - April Program		\$599.59			Programs Income - Chapter Luncheons
4/18/19 - Image Awards		\$381.00			Image Awards Income - Entry Fees & Program
4/18/19 - April Program - Sweetwater Branch Inn (ck #1047)			\$592.00		Programs Expenses - Chapter Luncheons
4/18/19 - IFRA State Image Awards (ck #1046)			\$600.72		Image Awards Expenses - Awards
4/20/19 - Liquid Creative Website Updates (ck #1048)			\$600.00		Electronic Media Expenses - Dream Host Server
4/20/19 - Arnetys join Image Awards Reimbursement (ck #1049)			\$147.58		Image Awards Expenses - Ceremony Decorations
4/20/19 - Patricia Vernon Image Awards Reimbursement (ck #1050)			\$31.83		Image Awards Expenses - Judging Supplies
TOTAL		\$1,180.59	\$2,492.00		
Ending Balance (in checking)		\$5,462.95			
Outstanding Income (Invoiced & Awaiting Payment)					
NA					
ID & Cash					
ID (notes 5/1/20 @ 1.79%)		\$3,735.13			
Cash on Hand		\$30.00			
		\$3,735.13			
GRAND TOTAL FOR GAINESVILLE CHAPTER		\$9,198.08			

The chapter treasurer and/or president participated in all the State finance conference calls throughout the year - with Chris Carroll, APR, CPRC.



FPRA GAINESVILLE SPONSORSHIP OPPORTUNITIES 2018-2019

The Florida Public Relations Association (FPRA) is dedicated to programs and activities that support the success of the public relations professional. FPRA Gainesville boasts one of the largest chapter memberships in the state, and has been awarded Chapter of the Year seven times: 1995, 2001, 2005, 2006, 2010, 2012 and 2015. To further our programs and services, we are seeking sponsors for the 2018-19 year.

These sponsors will receive a great amount of exposure through our events and communications throughout the year with our sponsorship packages. The Gainesville Chapter, one of the largest chapters in the state, has more than 75 professional members. We are always open to other ways your business can support this Chapter.

To discuss these opportunities, please contact President Lindsey Robertson, APR, at lindsey.t.robertson@gmail.com or President-Elect Joey Mazzaferro at joeym@dcp.ufl.edu.



FPRA GAINESVILLE
PRESENTS

QUIZ FOR A CAUSE

TOTALLY '90 S EDITION

FEB. 28, 2019
6 - 8 P.M.

**FIRST MAGNITUDE
BREWING COMPANY**

JOIN US FOR OUR ANNUAL
FUNDRAISER TO SUPPORT
PROFESSIONAL DEVELOPMENT

TICKETS:
\$25 EACH OR
\$200 FOR A TEAM OF 8

(DRINKS AVAILABLE FOR PURCHASE,
BYO SNACKS ENCOURAGED)



Community Service



This year the Gainesville Chapter brought back an initiative we have done in the past – a pro bono PR campaign. Our Community Relations Director, Patty Carroll, identified an opportunity with The Amazing Give, a 24-hour online fundraising effort hosted by the Community Foundation of North Central Florida offering area nonprofits the chance to raise funds to support their critical missions. She drafted an RFP, and through that process we would provide PR counsel and planning to one non-profit organization. The initiative kicked off October 24, and we accepted proposals for two weeks after that before determining which non-profit organization the chapter would assist. We received four proposals from amazing, diverse local non-profit organizations. Through a small committee, we chose a non-profit organization from the four applications – PACE Center for Girls Alachua. PACE provides girls and young women an opportunity for a better future through education, counseling, training and advocacy.



Our community relations director recruited a committee for the “PRO” bono campaign, and they began planning for the fundraising day, which was in March. PACE was looking for a social media campaign to generate interest and donations for their participation in The Amazing Give. The committee created a video, social media content and e-newsletter content for PACE to send to and share with its supporters and the public.

PACE’s goal was to raise \$22,000, a goal that they felt was a stretch, yet they raised \$20,438. (Last year they raised around \$8,000.) An anonymous donation for \$10,000 came in at the last minute this year, which bumped them up tremendously. PACE’s director of development came to our April program and provided an update, sharing that the number of donors increased from 88 to 109 from 2018 to 2019. They were 16th overall in funds raised by nonprofits participating in the event, and last year they were 28th. While this can’t be solely attributed to the social campaign we created for them, it certainly helped, and PACE was grateful.



We have plans for another community service project this summer and are currently working to identify several options. One possibility is volunteering with the Humane Society of North Central Florida as they are a non-profit organization that can accommodate a large volunteer group.

From: Becker Holland <Becker.Holland@pacecenter.org>
Date: March 28, 2019 at 10:28:41 AM EDT
To: Patty Carroll <patricia.carroll@pfsf.org>
Cc: Lindsay Hoffman <lindshof@gmail.com>
Subject: Thank you!!!!

Dear Patty,

It is hard to believe that it has been a week since the Amazing Give! We are still reeling over our success and buoyed up by the results of this year's giving.

The collaterals that your team put together for us were nothing short of amazing and in no small part responsible for our final tally. We received comments throughout the campaign praising the quality of the materials that were disseminated. My team that knows social media raved about how thoroughly everyone's plan for our social media blitz was and how easy it was to implement as a result.

We cannot thank you all enough for the hard work and expertise you contributed to the cause. From everyone at Pace, thank you!!!!

With gratitude,
Becker

PS I thought that I had everyone's email address, however, could not find them in my box. Please pass our gratitude along to your team!

Becker Holland

Development Manager

Pace Center for Girls, Alachua
1010 SE 4th Avenue Gainesville, Florida 32601
Office: 352-374-8799 Ext:8722
<http://www.pacecenter.org>.



Other



The Gainesville Chapter is proud to have had a very successful Local Image Awards competition this year. Image has been an area of weakness in our chapter over the past five to six years. Last year we had nine total entries from six different people, and there were two awards given. This year the Gainesville Chapter had eight total entries from eight different people and 11 awards were given! There were five Judges' Awards, three Image Awards, two Awards of Distinction and one Grand Image Award! It has been years since our chapter has had a Grand Image Award or Grand All Image Award. This is an important component in membership retention as we have heard for several years that members who entered are discouraged and don't understand why they aren't winning anything. Also, one winner this year was a new member AND a first-time entrant!



We held our Image Awards ceremony in April at our [monthly program](#) and also revealed our annual chapter award winners there. Our Image Awards director and programs director collaborated to make the event a luncheon to streamline costs. Programs paid for the food and beverage out of their budget, but they also received the revenue from tickets sold. To counter, Image offered silent auction items (not done in the recent past) and made \$205 to offset costs. We also featured a photo booth, which attendees enjoyed.

In addition to digital invitations via email and social media, we had a snail mail postcard (printing and postage donated) sent to members. We added all local creative studios into the list to broaden our reach on potential entrants. We offered (and many accepted) a two-page summary review by a chapter member and past Image Awards winner prior to submitting.

After the Local Image Awards competition was over, we [promoted entering the Golden Image Awards](#) and created an incentive. Anyone who entered Golden Image by May 16 was entered into a drawing to win a \$25 Amazon gift card. Gainesville Chapter members submitted three entries into the Golden Image competition.

As mentioned previously, our [news release](#) on Local Image Award winners was picked up by the Gainesville Sun and The Business Report of North Central Florida.





WANT TO WIN A \$25 AMAZON
GIFT CARD?

ENTER THE GOLDEN IMAGE AWARDS FOR YOUR CHANCE!

Drawing will be held at FPRA Gainesville's
May 16 luncheon!



FPRA Gainesville...

It's not too late to get in on the Gold Rush, but today is the early bird deadline for Florida Public Relations Association Golden Image entries! 🌟 <https://fpra.secure-platform.com/a/organizations/main/home>

Joey is ready for next year!

