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Orlando Chapter

February 2019 Newsletter



Sharing the Love: Non-Profit PR – Is It Really Different?

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AAA](#)[Videographer/Digital Media
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Seminole State College of
Florida[Social Media Coordinator](#)
University of Central Florida

President's Letter

We are better people and stronger professionals when we partner and connect with others. Thankfully, we live in Central Florida, which is home to a number of established and like-minded (yet diverse) communication associations. Each of these organizations represents unique facets of the industries we serve, and I'm thrilled to share that many of us will be joining together for a week-long event.



[AdX Orlando](#) brings together local members of the American Advertising Federation, Ad2, American Marketing Association, American Institute of Graphic Arts, Women in Film & Television, Florida Public Relations Association and, yes, the Public Relations Society of America - encouraging each of us to experience other organizations' events and to come together and celebrate at the [Ultimate Mixer](#) (which is FREE for members to attend, but you must register).

The AdX week kicks off with PRSA Orlando's program, "[Sharing the Love: Non-Profit PR - Is It Really Different?](#)" Held on Valentine's Day, our February breakfast will be moderated by renowned storyteller, Jon Busdeker, and features an all-star panel of executive leadership from beloved not-for-profit organizations. Big thanks to [PAN Communications](#) for sponsoring this event and for their support of our chapter as our new [GOLD LEVEL SPONSOR](#).

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Refer a friend to PRSA



New Members

Brittany Nichole Moye

Leonardo Santiago

Jeff A. Williamson



THANK YOU TO OUR GOLD SPONSOR
PAN COMMUNICATIONS!

International Conference, this October in San Diego. Also known as ICON, the conference offers unparalleled opportunities to learn from some of PR's brightest, most innovative minds. To learn more about the conference and our scholarship, [visit our website](#) (applications are due Feb. 15!).

Also in this month's newsletter, I'm excited to share [the whitepaper](#) authored by our diversity & inclusion chair, Alyssa Badalamenti. PRSA Orlando recently hosted a dozen members of differing backgrounds for an open discussion during our first-ever *Dinner, Diversity and Dialogue* event. I encourage you to read this paper for a few eye-opening insights from this unique event, which we plan to continue this year.

As a member, what do you value most about PRSA? If you're not yet a member, how may we better connect with you? Our board appreciates your feedback, so we all may continue to grow and, ultimately, become stronger professionals together.

Sincerely,

Heather Keroes, APR

2019 President, PRSA Orlando Regional Chapter

Don't Miss Out On Upcoming Program! Register Today!

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Orlando Chapter

Sharing the Love: NON-PROFIT PR – IS IT REALLY DIFFERENT?

Central Florida is blessed with hundreds of not-for-profit organizations addressing numerous issues and challenges facing our community. How do they stand out and remain relevant not just during the traditional giving season, but all year long? Join a panel of experts from some of these stellar not-for-profit organizations to learn how they tell their stories and attract volunteers and donors to their mission through PR initiatives.

PANELISTS



BETSY CULPEPPER
VICE PRESIDENT,
MARKETING & COMMUNICATIONS
HABITAT FOR HUMANITY GREATER
ORLANDO & OSCEOLA COUNTY



GREG HIGGINSON, CFRE
VICE PRESIDENT, DEVELOPMENT
SECOND HARVEST FOOD BANK
OF CENTRAL FLORIDA



BETSY OWENS
VICE PRESIDENT, MARKETING
& COMMUNITY RELATIONS
BOYS & GIRLS CLUBS
OF CENTRAL FLORIDA



JON BUSDEKER
FOUNDER & STORYTELLER
SUNNY ORANGES PRODUCTIONS
MODERATOR

THURSDAY 02.14.19

TIME: Registration begins at 7:30 a.m.; Program begins promptly at 8 a.m.
LOCATION: Citrus Club, 255 Orange Ave., Suite 1800, Orlando, FL 32801
REFUND POLICY: No shows will be invoiced. Refunds will not be issued unless cancellation order is received at least 48 hours prior to event.

Connect with PRSA Orlando on Facebook, Twitter and LinkedIn. [f](#) [t](#) [in](#)

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\$30 for members • \$45 for nonmembers • \$15 for students

[REGISTER NOW](#)

2/14/19 | The Citrus Club

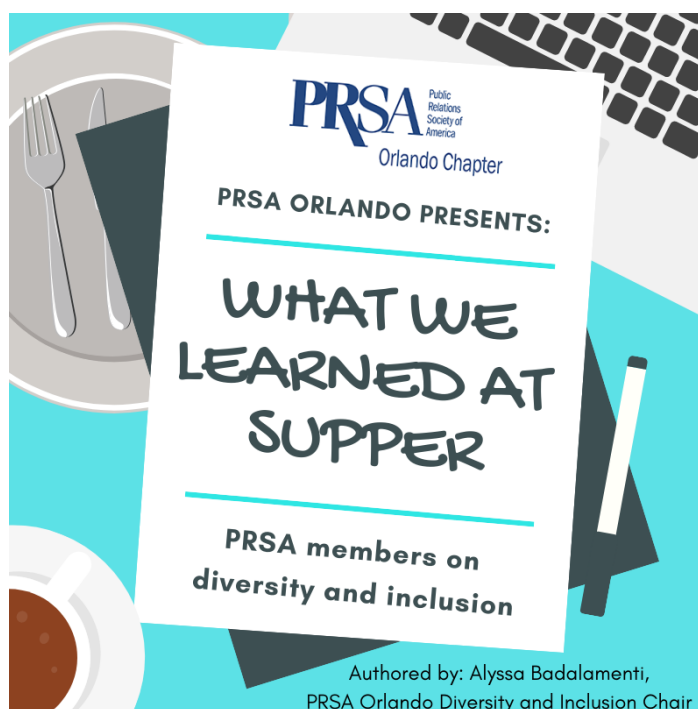
Registration at 8 a.m. - Program at 8:30 a.m.

Join Us at the Ultimate Mixer

As part of [AdX Week](#), join PRSA, FPRA, AAF, Ad2, AMA,

attend, but you must [register in advance](#).

What We Learned At Supper: PRSA Members on Diversity & Inclusion



Authored by Alyssa Badalamenti, Diversity & Inclusion Chair for the PRSA Orlando chapter

The PRSA Orlando chapter recently selected 12 members of diverse backgrounds to participate in an open discussion on diversity and inclusion. During the first-time experimental event, Dinner, Diversity, and Dialogue provided an opportunity for sharing personal experiences followed by a focused brainstorm on ways to support PRSA members at their organizations and extend the chapter's diversity and inclusion initiatives.

The participants ranged from a diverse demographic makeup of varied genders, races, religions, orientations, ages, experience levels and industries. We also engaged a facilitator, Bill Hertan, to guide our conversation. He brought with him 30 years of experience in leadership and organizational development. He has lead diversity and inclusion efforts at several Fortune 500 companies and runs his own consultancy.

We immediately heard comments such as, "I've been waiting for something like this," and, "I'm so glad PRSA Orlando is stepping up to the plate to directly address diversity."

APR Spring Workshop Session Kicks Off February 25

Considering earning your APR accreditation?

Join the Orlando area chapters of PRSA and FPRA for a webinar on Monday, Feb. 25, 6-7:30 p.m. to learn more about the process and decide if you want to take your professional development to the next level.

Click [HERE](#) for webinar!

We will provide details of what it takes to earn your APR, from application to accreditation - including organizing your portfolio for your panel presentation and preparing for the computer-based examination. To join the webinar, use Meeting number (access code): 280 113 040 and Meeting password: Prsa2019

The subsequent six prep sessions (March 4 through April 8), will be held Monday evenings from 6-7:30 p.m. at Turner Construction Company (135 W. Central Blvd., Suite 950, Orlando) Mock panel presentations will be April 15 and panel presentations the week of April 29.

The workshops, which are free to members, are not required “classes” but rather a professional development networking group of mentors prepared to help you succeed.

[View the full Spring Workshop schedule.](#)

Earning the APR credential is a mark of distinction and demonstrates your commitment to the public relations profession and ethical practice. Practitioners who have earned their APR say the process helped them develop both their skills and professionalism, receive bonuses or salary increases and even has been the deciding factor between two similar job candidates. Military public affairs practitioners planning to earn their APR+M may also benefit from attending the workshop.

Don't miss this chance to learn and network with local, practicing colleagues.

For more information, contact our PRSA APR Coaches:

- Laura Lord-Blackwell, APR: Laura.Lord@ocfl.net
- Mimi Flatley, APR: mflatley@tcco.com

Conference Scholarship Available!



As a benefit to our valued members, PRSA Orlando is excited to offer a member scholarship to the 2019 PRSA International Conference in San Diego, CA October 20-22, 2019!

At the PRSA International Conference in San Diego, you'll be able to choose from a wide range of programs spotlighting the latest in public relations and communications strategies and tactics. At the same time, you'll enjoy opportunities to enhance your personal and professional network while connecting with some of the world's most influential companies and organizations. [Click here](#) for more information.

The scholarship will cover the cost of conference registration. The recipient must have a financial need and be willing to submit an article to the PRSA Orlando Chapter newsletter/blog highlighting conference takeaways within 30 days of return.

The deadline to apply is Friday, February 15, 2019. [Click here for full details and application.](#)

Attention, UCF Students! Apply for the PRSA Orlando/Frank R. Stansberry Scholarship

Applications are being accepted for the PRSA Orlando/Frank R. Stansberry Scholarship. To learn more and apply, [click here](#).

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Wendy Roundtree, APR

Congratulations to our board member Wendy Roundtree, APR for earning her Accreditation in Public Relations.

Suzanne Eamigh

Kudos to our board member Suzanne Eamigh for starting a new position as Internal Communications Specialist with CentralSquare Technologies.

Laura E. Richeson, APR

Kudos to Laura E. Richeson, APR of Richeson Communications, celebrating nine years of public relations + integrated marketing services in Orlando and beyond. #IPAPRSA

Jennifer Bisbee, APR

Kudos to former PRSA Orlando president Jennifer Bisbee, APR for being selected to join PRConsultants Group.

Andrea Dennis

Kudos to our board member Andrea Dennis for starting a new job as Communications Manager with WUCF.

Scott McCallum, APR

Kudos to former PRSA Orlando president Scott McCallum, APR for being named Chamber Hero of the Year by the Winter Park Chamber of Commerce.



Do you have kudos to share? Submit to VP of Communication, [Jaylen Christie](#).

Become a Member of PRSA Orlando



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