

March 2019 Newsletter



LAST CHANCE TO REGISTER

FPL and rbb on Remembering
Hurricane Andrew and Miami-Dade's
Unbreakable Spirit

[REGISTER](#)

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President's Letter

Over the past month, many of our members have been busy in the midst of PR award season, creating and submitting entries that capture the strategy and talent of Orlando's PR professionals. Deadlines have now come and gone for the PRSA Silver Anvil Awards and the local FPRA Image Awards, but time still remains on the clock for [PRSA Bronze Anvil](#). And, before you know it, PRSA Sunshine District will open its call statewide for [Radiance Awards](#) submissions.



There is no time like the present to start considering award entries for *next* year (good planning is a virtue!), which is one of the reasons we are so thrilled to have PRSA Silver Anvil recipients as guest speakers [for our March program](#). Representatives from Florida Power & Light Company (FPL) and Miami-based rbb Communications will join us to recount their award-winning public storm preparedness campaign, which leveraged the 25th anniversary of Hurricane Andrew. In addition to walking us through a remarkable education effort, rbb Communications and FPL will also share a few tips for crafting award entries that stand out and do justice to your incredible work.

In the February newsletter, we were honored to share that PAN Communications has committed to serve as PRSA Orlando's Annual Gold Sponsor for 2019. Orlando Health also kindly signed on board as the sponsor of our website's [job bank](#) (the most heavily visited section of our site) through mid-year. Both of these sponsorship opportunities are new to our

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New Members

Michelle Y. Ertel

Thomas M. Bohn

Gabrielle J. Lintz

Alicia McLaughlin

Erika Rodriguez

Andrea Wontor



THANK YOU TO OUR GOLD SPONSOR
PAN COMMUNICATIONS!

chapter, and a few more unique chances remain to connect with our membership and support our profession. To learn

more, please reach out to PRSA Orlando's sponsorship chair, [Ellie Hodgkins](#).

You can feel it in the air and see it in our extra cups of coffee. Last week, we "sprung forward" for daylight savings time and spring will officially be upon us in just a couple of days. So, of course, our board has begun planning for our popular spring mixer. Is there a venue you would like for us to consider for our springtime event? Please [share your ideas](#) for new and different locations with us. As always, we would love to hear from you.

Sincerely,

Heather Keroes, APR

2019 President, PRSA Orlando Regional Chapter

Last Chance to Register for Our March Program! Don't Miss It!



Orlando Chapter

SILVER ANVIL CASE STUDY: REMEMBERING HURRICANE ANDREW AND MIAMI-DADE'S UNBREAKABLE SPIRIT



SANDRA ERICSON, APR,
Senior Vice President,
Partner,
rbb Communications



TYLER MAULDIN,
Meteorologist and
Member of the FPL
Communications Team

On Aug. 24, 1992, Hurricane Andrew made landfall in South Florida, cutting a path of devastation in Miami-Dade County. Hear from **Florida Power & Light Company** and **rbb Communications** as they recount their award-winning effort to educate residents on storm preparedness during the 25th anniversary of this infamous storm.

rbb
Communications

THURSDAY 03.21.19

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](#)

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

REGISTER NOW**3/21/19 | The Citrus Club**

Registration at 7:30 a.m. - Program at 8:00 a.m.

Diversity Blog - Our Numbers Do Not Decrease Our Impact



Authored by Mimi Flatley, APR, Co-VP of Accreditation

A few years ago, a colleague and I spoke during a university communications class about how we started in our respective careers. We began by asking the soon-to-be grads where they hoped to work after college: For a sports team, at a large health care organization, in the hospitality industry, for a leading tech company, and so on. I wasn't surprised that not one answer was the industry I've spent the past decade working in—the industry that builds the stadiums, hospitals, theme parks and offices these students hoped to work in—construction.

Communications in the construction industry was not on my radar after college. But there is no place I'd rather be. While the numbers aren't that impressive - women make up less than 9 percent of the construction workforce according to the National Association of Women in Construction (NAWIC) - the women I work with truly shine.

Companies who “get it” address the gaps and offer ways to support diverse groups. At Turner Construction, for example, our Women Impacting Turner (WIT) employee resource group serves as a support system in the company to foster awareness, respect and inclusion. Turner Orlando's WIT group includes a roster of more than 50 employees with a mission to work as a diverse team to build knowledge of business and leadership skills, and empower each other to develop and maintain work environments that recognize and cultivate a culture of diversity.

Each year during NAWIC's Women in Construction Week, the group organizes professional development, community outreach, and networking events to highlight women in our industry. This helps empower women in construction. Just this past week, the group attended jobsite tours hosted by female project managers, attended safety classes, and highlighted the success of tradeswomen, an even smaller percentage of the construction workforce (3 percent).

As a communications professional, I'm glad the numbers don't

scare me. In my role today, I'm surrounded by engineers, safety managers, superintendents, and project managers – women – who are building the future. When women support each other, our numbers do not decrease our impact.

March New Member Promotion



We've got some pretty exciting news to share for March! New members receive a free one year Chapter membership when they join National as a Regular member (\$260 annual dues + \$65 initiation fee).

Referring members receive a \$30 Amazon Gift Card for each referral who joins National as a new Regular member of PRSA.

Register [here](#) and use the promo code MARCH19.

RESTRICTIONS: N/A for Associate member types (\$200 or less annual dues) and current or renewing members. Refer to <http://www.prsa.org/joinus/howtojoin> for details. Maximum number of Amazon Gift Cards limited to 10 per PRSA member.

DECA Volunteers Needed

DECA, a not-for-profit student organization with more than 215,000 members, needs your expertise at their upcoming International Career Development Conference in Orlando this spring.

Make an impact in the lives of students by either signing up as a mentor or a judge at various competitive events.

Judging opportunities:

April 15 & 16, 2019

Collegiate DECA International Career Development Conference

April 29 & 30, 2019

DECA International Career Development Conference
(high school students)

To sign up for specific volunteer shifts, visit www.deca.org/volunteer. If you'd like to sign up a group or have general inquiries, contact Stacey Sickler at Stacey@deca.org.



Kudos:

Melissa Dodd, APR, Ph.D.

Congratulations to Melissa Dodd, APR, Ph.D., for being quoted in Fortune magazine as part of an article on corporate social advocacy called "Will Your Stroke Choke If Your Company's Too Woke?"

Heather Morgan, APR

Kudos to Heather Morgan, APR and the team from Children's Home Society of Florida for being recognized by Ragan Communications and PR Daily with a first place award for branding or rebranding as part of the annual Non-Profit Awards.

Kimberly Devitt

Congratulations to Kimberly Devitt, PRSA Orlando's VP of Administration, for being promoted to Senior Marketing Manager with Corkcicle.

Jaylen Christie

Congratulations to Jaylen Christie, PRSA Orlando's VP of Communication, for being invited to participate as a local luminary at the annual African-American Read-In at the Orlando Downtown Public Library during Black History Month.



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

Become a Member of PRSA Orlando



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