



Orlando Chapter

May 2019 Newsletter



The Business of Fun: IAAPA's Approach to Global Communications

REGISTER

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President's Letter

As usual, our PRSA Orlando board has been hard at work. We have not just one, but *two* great events planned for May. First, [on Wednesday, May 15](#) (you heard right, we are not meeting on a Thursday), PRSA Orlando member and director of communications for IAAPA, Susan L. Storey, APR, will give us a look into how the global association for the attractions industry serves and represents its members around the world. This is particularly exciting as [IAAPA](#) now calls Orlando home - and of course, many of its members call Orlando home, as well.



Also in May, we are bringing back [our popular spring mixer](#). This fun evening of networking will be held at Reyes Mezcaleria on Tuesday, May 21. Your registration includes great food, a welcome beverage and the very best of company! More information on both of our May events may be found below.

We're always seeking new ideas for programs and events, and welcome your input. But, we're not the only PRSA chapter that would like to hear from you. The [PRSA Speakers Bureau](#) is a PRSA member-only database of speakers from around the country and is used as a resource for organizing conferences, workshops and events. If you'd like to become a resource for our chapters and members nationwide, simply sign up for inclusion. This is an excellent opportunity to share your expertise outside of market, while representing our strong profession right here in Orlando.

Sincerely,

[Marketing](#)

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[Senior Account Executive](#)

Sachs Media Group

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New Members

Elizabeth Holmes

Jacqueline Chamberlain
Logan

Kiana Lucille Montgomery

Caitlin Rice

PAN
COMMUNICATIONS

THANK YOU TO OUR GOLD
SPONSOR PAN COMMUNICATIONS!

Heather Keroes, APR

2019 President, PRSA Orlando Regional Chapter

Be Sure to Register for Our Upcoming May Program!



Susan L. Storey, APR
Director, Communications
for IAAPA

IAAPA, the global association for the attractions industry, represents more than 6,000 facilities, attractions and suppliers from more than 100 countries. With its global headquarters in Orlando, IAAPA and its team serve as the voice of a dynamic and diverse industry. Join us for breakfast on May 15 as Susan L. Storey, APR, Director, Communications for IAAPA, shares how the organization serves and represents its members' interests around the world.

WEDNESDAY 05.15.19Sponsored by:
curley & pynn

TIME: Registration – 7:30 a.m.; Program – 8:00 a.m. – 9:00 a.m.

LOCATION: Citrus Club, 255 S. Orange Ave., Suite 1800, Orlando, FL 32801

For updates, connect with PRSA Orlando on [in](#) [f](#) [t](#)
REGISTER NOW

REFUND POLICY Refunds will not be issued unless cancellation order is received at least 48 hours prior to event.

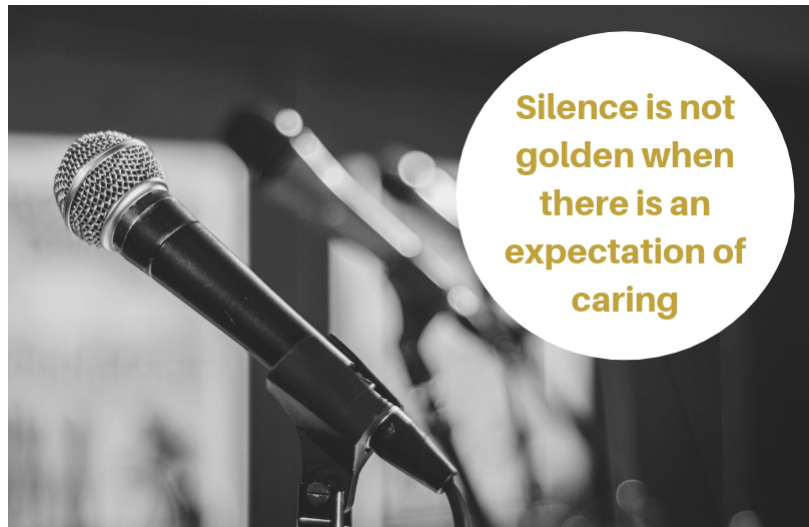
• \$30 for members • \$45 for nonmembers • \$15 for students

REGISTER NOW**5/15/19 | Citrus Club**

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

Diversity Blog - Silence Is

An Expectation of Caring



Silence is not
golden when
there is an
expectation of
caring

By Alyssa Badalamenti, Diversity & Inclusion Chair

When you don't respond to something within a crisis, your silence makes it seem like you don't care. We know this specifically as public relations professionals because this is PR Crisis 101.

When a large mistake is made within your company and it affects people negatively, people expect a company response to show you care. When a tragedy happens within the public, people expect (or at least appreciate) a company response to show you care.

If you don't publicly recognize that you do care about diversity and inclusion, your silence will make it seem like you don't care.

[READ MORE](#)

See You at the Spring Mixer?

Join your PRSA Orlando friends for our much-anticipated Spring Mixer. Held at Reyes Mezcaleria, enjoy a variety of modern Mexican bites, cocktails, beers, sangria and good company. Registration includes food, a welcome beverage, one raffle ticket, and networking with the best PR pros in town.

REYES

MEZCALERIA

DATE: Tuesday, May 21st
TIME: 6:00 - 8:00 p.m.

PLACE: Reyes Mezcaleria
821 N. Orange Ave.
Orlando, FL 32801

PARKING: Free parking is available in a nearby parking garage

COST: \$15 for Members
\$25 for Non-members
\$10 for Students

QUESTIONS?: info@prsaorlando.org

THANK YOU TO OUR EVENT SPONSORS

PAN
COMMUNICATIONS

REYES
MEZCALERIA

sprout

REGISTER HERE!

Orlando Chapter
PRSA
Public
Relations
Society of
America

May Membership Promotion



Now is the time to become a PRSA member! Use code GROW19 [when you join PRSA](#) as a Regular member to receive a \$25 Amazon gift card. Don't forget to select PRSA Orlando Regional as your local chapter!



Kudos:

Jessi Blakley, APR

Kudos to Jessi Blakley, APR for being promoted to Vice President of Strategic Communications at Tavistock Development Company!

Kena Lewis, APR

Kudos to Kena Lewis, APR for earning her master's degree from the University of Central Florida!

Lorie Parker Matejowsky, APR

Congratulations to Lorie Parker Matejowsky, APR for earning her master's degree from the University of Central Florida!

Heather Fagan, APR

Kudos to Heather Fagan, APR, Deputy Chief of Staff for the City of Orlando, for being named FPRA Orlando's PR Pro of the Year!

Kristin Rothbauer-Westover

Congratulations to Kristin Rothbauer-Westover for being named the Central Florida NAF Academies Hospitality & Tourism Advisory Board Chair!

Kelda Senior, APR

Congratulations to Kelda Senior, APR for earning her accreditation in public relations! Well done, Kelda!

Samantha Holsten

Kudos to Samantha Holsten on taking a new role as the Public Information Officer for Orange County Animal Services!

Rt ar bçad	O`rshlrt dr	Jaylen Christie Congratulations to Jaylen Christie, our VP of Communication, for earning his graduate certificate in corporate communication from the University of Central Florida!	Sq nr k sd ▾
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 Do you have kudos to share? Submit to VP of
Communication, [Jaylen Christie](#).

Become a Member of PRSA Orlando →

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