

July 2019 Newsletter



Listening to Your Consumers

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Table of Contents

[From the President](#)

[PRSA Summer Programs](#)

[Diversity Blog](#)

[Professional Development Summit](#)

[Frank R. Stansberry Scholarship Recipient](#)

[Judges Wanted](#)

[Membership Promotion](#)

[PRSA Webinar](#)

[Kudos](#)

PRSA Orlando Job Board

[Marketing Communications Coordinator](#)

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President's Letter

Hello, summer. It's time for barbecues, beach days and family road trips ... but then again, we can enjoy most of these year-round in Orlando! This summer, PRSA offers a blockbuster lineup of professional development and networking events, from the annual [PRSA Sunshine District Conference](#) to PRSA

Orlando's monthly programs. Looking ahead, you can also mark October 4 on your calendars for our half-day Professional Development Summit -

which is our chapter's signature event. This year, the amazingly entertaining Bob Kodzis of [Flight of Ideas](#) will serve as the Summit's keynote speaker, leading attendees through an interactive session designed to unleash our creativity.

More details on these exciting (and air conditioned) events may be found below. Whatever you choose, I'd recommend signing up as soon as these events open for registration. As I write this letter, we just hosted a fantastic July program that SOLD OUT every seat and we expect a full house in August for our breakfast featuring the vice president and head of operations for EA SPORTS.

You may have noticed some new faces as you attend our programs. Through our partnerships with local educators, more and more students from the University of Central Florida and other local institutions have been attending our monthly events. And in this month's newsletter, we're pleased to profile one of three UCF student recipients of the annual PRSA Orlando/Frank R. Stansberry Scholarship. You'll hear about each of these deserving students over the next few months in our newsletter; they are excellent representatives of the



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New Members

Alex Heirston

Sincerely,

Heather Keroes, APR

2019 President, PRSA Orlando Regional Chapter

Sign Up Before They Sell Out - PRSA Summer Programs

We had a packed house for [PRSA Orlando's July 18th breakfast](#) featuring the strategic brand partnership between Corkcicle and Rifle Paper Co. Many thanks to [Xperient](#) for sponsoring this sold out event.

Now is the time to hold Thursday, August 15 on your calendars for the next PRSA Orlando breakfast. Featuring the vice president and head of operations for EA SPORTS, the event will explore how world-renowned game company Electronic Arts approaches diversity and inclusion through a number of exciting programs. Registration will soon open, so please stay tuned for more information.

Diversity Blog - Things to Consider When Recruiting PR Talent from Diverse Backgrounds



By Tyrone Law, PRSA Diversity & Inclusion Committee Member



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level, I shifted into "job search mode" and my quest to step into a new public relations role began. After several interviews, I began to more deeply contemplate the notion that I'd only be willing to take my PR talents to an organization that embraced diversity in a dynamic way—a company whose senior leadership truly reflected diversity and inclusion.

According to a recent survey by [Glassdoor](#), 67% of job seekers say that when evaluating companies and job offers, it is important to them that the company has a diverse workforce, and when it comes to leadership diversity, the survey showed that two in five people do not think their company has a diverse executive team. According to the [Bureau of Labor Statistics](#), the ethnic makeup of the PR industry in the U.S. is 78% Caucasian, 17% Hispanic American, 13% African-American and 6% Asian-American.

[Click here to read more!](#)

Ignite Your Creativity at the Professional Development Summit



Mark your calendar for the annual half-day Professional Development Summit, Oct. 4, 7:30 a.m.-noon, at the Citrus Club in downtown Orlando. Then get ready to ignite your creativity.

The day will include an inspiring keynote address and three creative-focused breakout sessions, as well as opportunities to network with fellow public relations/communications professionals. Accredited professionals can earn one APR maintenance point for attending.

Buckle up and get "Ready for Anything" with our keynoter Bob

economically and even climatically. Now more than ever, people need to be ready for anything.

Based on 20 years of improvisational performance and interviews with some extraordinary people who successfully face the unknown every day, this keynote presentation is an insightful and funny look at what it takes to be ready for whatever the world throws our way. He will spark your sense of humor and your sense of adventure by teaching you how to take whatever the world gives you and make it work for your life and your career.

Stay tuned for more details, including breakout session speakers, and registration information.

PRSA Orlando/Frank R. Stansberry Scholarship Recipient Profile

We are pleased to announce that this year, three students at UCF will be awarded the PRSA Orlando/Frank R. Stansberry Scholarship. Over the next several months, we will introduce you to each student. First up, is Danna Saenz, a West Palm Beach native whose expected graduation date is May 2020.



Why did you choose to major in communications?

As a crossroads of the social sciences, communications gave me the opportunity to mix creative liberty with critical thought about human interaction and expression.

Have you completed any internships? If so, where and what was the most valuable thing you learned?

My first internship was with Treasure Box Kids, Inc. where I wrote blog posts about the ethical fashion market. I just finished my second with the Legal Aid Society of the Orange County Bar Association, Inc. where I worked to start their first

What would you like to do professionally?

Growing up with a privilege my parents lacked instilled in me a passion to give back. That drives me to seek PR and communications work for nonprofits and the broader public interest realm.

Wanted: Judges for Knoxville's PRSA "V Awards"



The PRSA Volunteer Chapter in Knoxville, Tenn. is seeking assistance from PRSA Orlando members to judge entries for its annual awards program. The V Awards recognizes the very best in PR campaigns, strategies and tactics throughout the Knoxville area. If you are interested in serving as a judge, please email PRSA Orlando Regional Chapter president [Heather Keroes, APR](#). There is a preference for judges to be accredited in public relations, but it is not a requirement for all of the judging opportunities.

Summer Membership Promotion



Take time this summer to advance your career! Join PRSA with code SUMMER19 to receive a FREE Chapter membership. Be sure to select PRSA Orlando Regional.

Upcoming Webinars -- Free for PRSA Members!



Log in to your MyPRSA account to register for these free live or on-demand webinars in July - one of the many benefits of membership!

[How to Write Better, Easier and Faster](#)

[Virtual Agency or Independent Practice? A PR Entrepreneur's Guide to Success](#)



Kudos:

Kali Hammond

Kudos to Kali Hammond for landing a job at Poston Communications as an Account Supervisor in the agency's Orlando office. She will be responsible for providing strategic communications guidance to professional services clients to drive their businesses forward.

Jaylen Christie

Kudos to Jaylen Christie for being selected to join Orlando Economic Partnership's Young Adult Advisory Council!



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

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