

June 2019 Newsletter



How Strategic Brand Partnerships Can Boost Business

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Table of Contents

[From the President](#)
[July Program](#)
[Diversity Blog](#)
[Sunshine District Conference](#)
[Upcoming Webinars](#)
[PRSA Speakers Bureau](#)
[Membership Promotion](#)
[Kudos](#)

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President's Letter

It feels like just yesterday when I first sat down to write the January newsletter, and here we are, halfway through 2019; how did that happen? For some of you, this month may mark the end of fiscal year for your companies. For others, you may still have many months to go. No matter where you are on that calendar, now is a good time to stop and reflect on where you stand against your goals and objectives, and what may help you continue your achievements. Your PRSA membership and chapter are here as a resource, with a strong national network and a multitude of professional development opportunities.



In lieu of our monthly breakfast, PRSA Orlando Regional once again partnered with FPRA this month for the Media Mashup, during which, we were thrilled to officially recognize and celebrate our newest accredited members. The next events on deck are our July breakfast and the district conference.

I'm particularly excited for [our July 18 breakfast](#) featuring the partnership between Corkcicle and Rifle Paper Co. These beloved Orlando-grown brands have achieved global success in a highly competitive environment - their strategic partnership having played no small role in making that happen! Registration for this breakfast (kindly sponsored by [Xperient](#)) is now open.

Also, don't forget to "set sail" with PRSA members from throughout the state at the [PRSA Sunshine District Conference](#), July 25-27 in Tampa. The illustrious keynote lineup includes industry influencer Sarah Evans and the national chair of PRSA,

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New Members

Melanie Curtsinger

Evdoxia Giannopoulos
Peros**THANK YOU TO OUR GOLD
SPONSOR PAN COMMUNICATIONS!**

With all of these opportunities and a continued influx of [free educational webinars](#) among other development tools from PRSA National, our chapter is here to support you. Do you have an idea for something new? Email our board here: info@PRSAOrlando.org.

Sincerely,

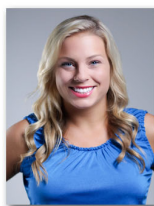
Heather Keroes, APR

2019 President, PRSA Orlando Regional Chapter

Be Sure to Register for Our Upcoming July Program!

HOW STRATEGIC BRAND PARTNERSHIPS CAN BOOST BUSINESS

Corkcicle and **Rifle Paper Co.** are two strong international brands in and of themselves. In today's competitive world of brand marketing, using the power of partnership to expand exposure and reach new market segments is an essential tool for businesses that want to remain relevant in today's ever-changing marketplace. Hear from Kimberly Devitt, Senior Marketing Manager, Corkcicle, and Katherine Brodie, VP Marketing & E-Commerce, Rifle Paper Co., as they share insights on how to successfully partner, bringing two notable companies – and brands – together to ensure joint success.



KIMBERLY DEVITT
SENIOR MARKETING MANAGER
CORKCICLE



KATHERINE BRODIE,
VP MARKETING & E-COMMERCE
RIFLE PAPER CO.



THURSDAY 07.18.19

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](#)

PRESENTED BY: xperientSM

REGISTER NOW

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

REGISTER NOW

7/18/19 | Citrus Club

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

Diversity Blog - Engaging the Unengaged: Focusing on Minority Audiences in the Tourism Industry



By Veronica Figueroa Fernandez, PRSA Diversity & Inclusion Committee

Our need for exploring and adventure connects us as people, allowing us to create lasting memories. And while traveling can be stressful at times, for persons with disabilities the challenges can often feel overwhelming.

According to [The World Bank](#), one billion people, or 15% of the world's population, experience some form of disability. One-fifth of the estimated global total, or between 110 million and 190 million people, experience significant disabilities.

With an awareness that understanding the needs of disabled persons can result in increased visitation, **Experience Kissimmee** (Osceola County's tourism authority) is leading the charge locally in promoting diversity and inclusion in their marketing and public relations efforts.

Recently, Experience Kissimmee partnered with leading accessible travel blogger Cory Lee from [CurbFreeWithCoryLee.com](#), where he visited the destination and shared wheelchair accessible activities in Kissimmee--from soaring over alligators at Gatorland to exploring the town of Celebration.

Cori Powers, director of communications at Experience Kissimmee, shared with us why diversity and inclusion are crucial to the travel and hospitality industry.

[Click here to read more!](#)

District Conference?



Set sail this summer for Tampa Bay and discover your hidden treasure at the [PRSA Sunshine District Conference](#), July 25-27. Join hundreds of public relations and communications professionals as well as industry leaders from across the state and throughout the country. Check out the current lineup of keynote and breakout session speakers [here](#).

Upcoming Webinars -- Free for PRSA Members!



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

[How Hot Are You? Measure Your Capability Barometer in Communications](#)

[Taking Financial Education From a "Good Thing to Do" Into a Full Business Model](#)

Learn what the PRSA Speakers Bureau has in



The [PRSA Speakers Bureau](#) is an exclusive database of professionals within the communications industry – locally, regionally and around the country. This members-only tool allows you to find the best-fit speaker for any event and provides members with resources for organizing conferences, workshops and events. You can also sign up to be included in this special PRSA member resource.

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:

Jamie Floer, APR, CPRC

Kudos to PRSA Orlando past president Jamie Floer, APR, CPRC for being selected to speak at the 2019 PRSA International Conference.

Wendy Roundtree, APR

Kudos to Wendy Roundtree, APR, our Scholarship/Student Relations Chair for being featured on the radio program Behind the Law!

Kecia Carroll

Congratulations to Kecia Carroll for being selected as moderator of PRSA Tampa's upcoming corporate social responsibility forum!

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Do you have kudos to share? Submit to Video Communication, [Jaylen Christie](#). Sç mr k sd ▾

Become a Member of PRSA Orlando



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