

Public
Relations
Society of
America

Orlando Chapter

August 2019 Newsletter



Professional Development Summit: Re-Ignite Your Creativity

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PRSA Orlando Job Board

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President's Letter

Greetings, PRSA Orlando members and friends. My thanks to all of you who attended last month's sold out event featuring the partnership between Corkcicle and Rifle Paper Co., as well as this month's highly attended breakfast featuring game company Electronic Arts' approach to inclusion and diversity. It's wonderful to see that our programs continue to resonate and be of value to members, not to mention there were a number of new faces joining us for the first time. If you are one of those professionals new to PRSA, welcome!



Our board hopes to see many of you again for our next event in September (stay tuned for a date and more information!). We've also opened registration for our highly anticipated half-day [Professional Development Summit](#) in October (more on that below).

Speaking of events, the clock is ticking to save \$100 on registration for PRSA's International Conference in San Diego. With a keynote lineup including actor Richard Dreyfuss, reporter and author Bob Woodward, and the former President of Mexico Vicente Fox and First Lady Marta Sahagún de Fox, there are [many opportunities to be inspired](#).

What inspires you as a public relations professional? What type of programming and events should our chapter consider for next year? Our board is already plugging away at ideas for 2020 and would love to hear from you. Are you interested in getting more involved through service on our board or one of its supporting committees? [Let's talk](#).

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New Members

Amanda Rose Hicks

Rachal Rowat

Hannah Watkins

Heather Keroes, APR
2019 President, PRSA Orlando Regional Chapter

Don't Miss the 2019 International Conference



PRSA 2019 International Conference

Oct. 20–22, 2019 | San Diego, Calif.

The PRSA International Conference in San Diego will spotlight the intersection of technology and media, and lead the competition by providing unparalleled information, strategies and tools for the new trends impacting the industry – essential to your professional success. This year's Conference will expand your network with powerful colleague connections and enhance your skill set with the latest best practices.

[Learn more!](#)

Diversity Blog - Diversity and Inclusion Must Be Business-Driven to be Successful





By Alyssa Badalamenti, PRSA Diversity and Inclusion Chair

“If enhancing diversity and inclusion is not for the right thing, then do it for the business case,” said Deloria Nelson, President of [Authentic Culture & Engagement Solutions](#).

Nelson consults with Fortune 500 companies on how to better their diversity and inclusion goals by developing customized workforce solutions for their teams. She likes to give company leaders the business case for why engaging diversity and inclusion matters—not just for people, but also for bolstering the company’s productivity, performance and bottom line.

Once an executive team understands the business case, the Human Resources department typically takes the reins. But it takes more than implementing a new hiring policy to become a company with an inclusive culture.

[Click here to read more!](#)

Re-Ignite Your Creativity at the Oct. 4 Professional Development Summit



Are you looking to Re-Ignite Your Creativity? [Registration is now open](#) for our signature half-day Professional Development Summit, Oct. 4, 7:30 a.m.-noon, at the Citrus Club in downtown Orlando.

We'll jumpstart your day with, "**Ready for Anything**," an inspiring and interactive presentation with our **keynoter Bob Kodzis** from Flight of Ideas, Inc. Based on 20 years of improvisational performance and interviews with some extraordinary people who successfully face the unknown every day, this presentation is an insightful and funny look at what it takes to be ready for whatever the world throws our way.

Check out our three creative-focused breakout sessions, including "**Re-Mixed: Introducing your Clients to Branded Podcasts**," presented by **Yeosh Bendayan** of Push Button Productions.

Creating engaging branded content has always been a tough nut to crack. Not only is it costly to produce, but also walking the line between informing and selling can be tricky. Enter the branded podcast, a way for brands to create authentic content

focused, creating a branded podcast could be another weapon in your 2020 PR arsenal. Yeosh will give you some ideas, tips and tricks for developing concepts and pitching your podcast ideas to clients/internally. He'll also share promotional and measurement tools.

[Register today](#) for the Professional Development Summit. Space is limited.

PRSA Orlando/Frank R. Stansberry Scholarship Recipient Profile

As indicated in our previous newsletter, we are pleased to announce that this year, three students at UCF will be awarded the PRSA Orlando/Frank R. Stansberry Scholarship. We are introducing you to each student. Second up, is Candice Joseph, a Fort Lauderdale resident whose expected graduation date is May 2021.



I chose to major in communications because I have always been a people person, and when I joined DECA in high school and started writing advertising campaigns and competing, I knew the field of Advertising-Public Relations was a perfect fit for me.

[Click here to read more!](#)

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. Judging awards is not only a great way to earn APR maintenance points, but also provides an opportunity to see the work of fellow PR practitioners and learn from their experiences.

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 BACKPACK19 to receive two valuable bonuses at no additional charge: a chapter membership and a handy backpack to help you stay mobile and organized. Be sure to select PRSA Orlando Regional as your local chapter.

Join here: <https://prsaorlando.org/dive-into-professional-development-this-summer/>

Upcoming Webinars -- Free for PRSA Members!



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

[Leveraging Micro-Influencers in Social Media](#)

[How You MUST Adapt Your Media Relations to Survive and Thrive](#)



Kudos:

Heather Keroes, APR

Kudos to PRSA Orlando president Heather Keroes, APR who was promoted to Vice President at Curley & Pynn Public Relations.

Christina Morton, APR

Kudos to past PRSA Orlando president Christina Morton, APR, with Consensus Communications, who was recognized with a special award from the chair at PRSA SunCon 2019 in Tampa for her outstanding service to the

Alyssa Badalamenti

Kudos to Alyssa Badalamenti for being appointed as President of the Agriculture Communicators of Florida's Board of Directors.

Dan Ward, APR

Kudos to Dan Ward, APR, a past president of PRSA Orlando and president of Curley & Pynn Public Relations, who was a summer commencement speaker at his alma mater, the University of Central Florida.

Jaylen Christie

Kudos to Jaylen Christie for being recognized by Black Enterprise magazine as a 2019 Modern Man of Distinction.



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

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