



Orlando Chapter

November 2019 Newsletter



PRACTICE FEARLESS PR
Even when it's easier to
hide in the weeds

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President's Letter

My letter this month may be brief, but please know it is full of gratitude. On behalf of the PRSA Orlando Regional Chapter board, I would like to share our thanks for allowing us to represent and serve you this year. Of course, the year isn't over yet, but as I review the proposed board slate for 2020 and hear some of the ideas already in the works, I can't help but be excited and look forward to another great year. I hope you all feel the same, and I hope to see many of you at our [annual meeting and program](#) this Friday, November 15, during which, our membership will be asked to vote on the proposed chapter leadership for next year (for an update on the slate, please see below).



Our meeting this Friday may be the last chapter program of 2019, but it will not be the last gathering. Stay tuned for updates as we plan our holiday mixer and annual PRSA Gives Back volunteer activity. Let's close out the year with celebration and good will!

With thanks,

Heather Keroes, APR

2019 President, PRSA Orlando Regional Chapter

Digeyç

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Poston Communications

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MORE JOBS

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New Members

Kelly Cole

Trei Johnson

Jane Watrel



THANK YOU TO OUR GOLD
SPONSOR PAN COMMUNICATIONS!

Nominees

As a reminder, following are the nominees for the PRSA Orlando Regional Chapter's 2020 board of directors, which have been reviewed and approved by a nominating committee consisting of past chapter officers. The board slate will be presented for a vote during the annual meeting, Friday, Nov. 15. If approved by a majority of members in attendance, the new board will serve January 1, 2020 through December 31, 2020. The slate has been updated to include a nominee for Assistant Treasurer.

Proposed 2020 Board Slate:

Rich Donley, APR -- President

Stefanie Macfarlane, APR -- President-Elect

Heather Keroes, APR -- Immediate Past President

Alyssa Badalamenti -- VP, Finance

Kelly Cole -- Assistant Treasurer

Laura Lord-Blackwell, APR -- Co-VP, Accreditation

Mimi Flatley, APR -- Co-VP, Accreditation

Wendy Roundtree, APR -- Co-VP, Membership Retention

Kelly Ferris Duckworth -- Co-VP, Membership Recruitment

Heather Wilson -- Co-VP, Programs

Kimberly Devitt -- Co-VP, Programs

Betsy Culpepper -- VP, Administration

Michele Plant Kroupa -- VP, Communications

Jacqueline Logan -- Social Media Chair

La Toya Hodge -- Website/Job Bank Chair

Jazmyn Reed -- Newsletter Chair

Carter Flynn -- PR/Media Relations Chair

Veronica Figueroa -- Diversity & Inclusion Chair

Ellie Hodgkins -- Sponsorship Chair

Jaylen Christie -- Scholarship/Student Relations Chair

Lauren Leetun, APR -- Assembly Delegate

Beth Swanson, APR -- Assembly Delegate

Leadership Assembly Report

The PRSA Leadership Assembly met October 19 in San Diego, the site of the 2019 International Conference. The Orlando Chapter delegation included Lauren Leetun, Stefanie MacFarlane and Beth Swanson. Rich Donley, President Elect was able to attend part of the in-session day as well after the close of Leadership Rally.

The Leadership Assembly casts votes for delegates-at-large and the Board of Directors. It also advises the Board regarding issues of concern to the profession of public relations and communication.

This fall three proposals were voted on at Leadership Assembly. These, including document revisions, were shared with delegates and member leadership ahead of time to allow for discussion and decision-making. There were also opportunities to ask questions of PRSA's Governance Committee who, with guidance from law firm partners, proposed 1901 and 1902, and the members who proposed 1903 by petition.

Proposal 1901 - Refine and update the PRSA Certificate of Incorporation

This proposal amends and updates the organization's Certificate of Incorporation. Revisions reflect changes in the New York Not-for-Profit Corporation Law and the State's regulation of professional membership organizations. Proposal 1901 passed. (Yes: 98%, No: 2%)

Proposal 1902 - Refine and update the PRSA Bylaws

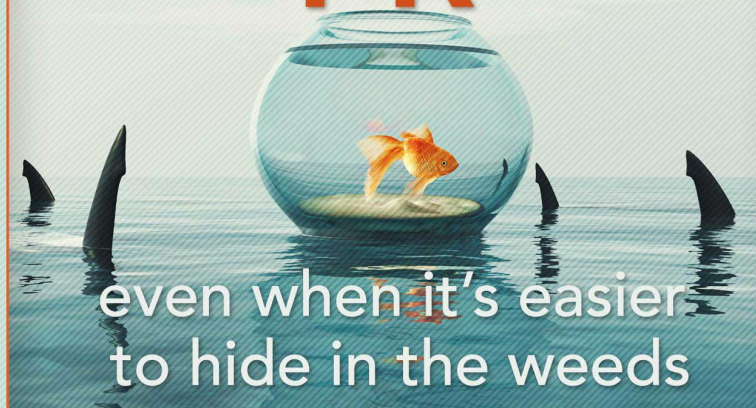
This proposal improves the language and organization of the Bylaws to better capture the work PRSA is doing and to catch up with legal and nonprofit industry practices. The changes included codification of the CEO position and delegation of his/her corporate authority, as well as a requirement for the Board to present an annual report to the Leadership Assembly per New York's Not-for-Profit Corporate Law. Proposal 1902 passed. (Yes: 99%, No: 1%)

Proposal 1903 - Eliminate the role of the National Board of Directors in Officer Nominations

In 2016, the Leadership Assembly passed a board-driven proposal that authorized the national Board to choose the Officer Slate. This shifted the responsibility of officer slate preparation away from the 19-member Nominating Committee. (The Nominating Committee continues to prepare the slate of general board member nominees representing the various districts.) This proposal was brought forward by petitioning members who sought to restore the bylaw provisions to pre-2016 language and return officer slate preparation to the Nominating Committee which they said was a more inclusive body of colleagues. After continued debate on the floor, Proposal 1903 did not pass. (Yes: 45%, No: 55%)

November Program!

PRACTICE FEARLESS PR



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PR pros have long advocated for corporate communications to have a seat at the table where key business decisions are made. Once we get there, how do we influence decision-making that has a large impact on the brand? How do we balance the need to be corporate truth-teller with that of maintaining the appreciation and respect of peers? And how do we balance the need to challenge CEOs views for the good of the brand?

Chris Chiames, VP and Chief Communications Officer of Carnival Cruise Lines, addresses these questions and offers important insight into the role of the corporate communications executive. Chiames will also share lessons learned throughout his impressive career that can benefit those who seek to climb higher in their PR career.



CHRIS CHIAMES,
VP AND CHIEF
COMMUNICATIONS OFFICER
OF CARNIVAL CRUISE LINES,

PRESENTED BY:



We Connect
Organizations
and Audiences

FRIDAY 11.15.19

TIME: Registration begins at 7:30 a.m.; Program begins promptly at 8 a.m.

LOCATION: Citrus Club, 255 S. 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.

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

Diversity Blog -- More Than A Campaign: Inclusion Beyond the Rainbow Logo



The only way for a brand to sound authentic is to be authentic

By Veronica Figueroa Fernandez, PRSA Orlando D&I Committee Member

Inclusive marketing has become a consumer expectation. And when companies, such as MAC Cosmetics, Levi Strauss & Co., and many others, have inclusive practices embedded into the fabric of their business, are proud to be a part of the progress toward equality, and are forces of change within the community, they will attract the right talent to deliver their brand message in an authentic way, fortify brand relevancy and drive sales.

“The best LGBTQ marketing or public relations campaign your brand can push is the authentic joy your employees feel while contributing their best selves at work,” said Yolanda Londono. Prior to retiring, London served as Tupperware’s former vice president of global responsibility.

[Read more!](#)

Get Ready for the 2020 APR Boot Camp!

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NOVA SOUTHEASTERN
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Florida

Ready to take the next step in your public relations career?

The PRSA Sunshine District is hosting our next APR Boot Camp

02.26 — 02.28.2020

at Nova Southeastern University's Writing and Communication Center.

The APR Boot Camp is a three-day intensive course for candidates to prepare and advance through the **Panel Presentation** and take the computer-based examination for **Accreditation in Public Relations (APR)**.

This course is designed to provide a setting that will meet the needs of busy professionals whose schedules don't permit extensive preparation time.

To register, visit: <https://bit.ly/335FcMI>**For questions** email PRSA Sunshine District APR Chair at annabel@fusioncomminc.com.**PRSA**
Public
Relations
Society of
America
Sunshine District*The mark of distinction for public relations professionals.*

Membership Promotion



End your year on a high note with PRSA! Join now with code HOLIDAY19 to get a \$25 Amazon Gift Card and a FREE 1-yr Chapter membership (up to \$100 value.) Join and gain access to 21,000 of your peers, plus free member webinars, discounted events and more.

Become a member today>> <https://apps.prsa.org/JoinUs/membershipApplication>

for PRSA Members!



Log in to your MyPRSA account to register for the following webinars in November - one of the many benefits of membership!

[Podcasting in the Workplace: Cutting Through the Noise to Engage and Inspire Employees](#)

[Follow the Feeling: Brand Building in a Noisy World](#)

[Writing Hacks: Quick Tweaks to Dramatically Boost the Readability and Persuasiveness of Your Work](#)

The Call for 2020 Sponsors Is Now Open!

There has never been a better time to pledge support and secure a stellar way to address and connect with Orlando's most skilled PR practitioners, communicators and influencers. Our PRSA chapter is one of the largest in the state!

We have several levels of commitment to match any budget, including:

- **\$150 - \$350:** Newsletter, Mixer or Headline Event Sponsorships
- **\$350 - \$1,200:** Website (Job Bank) Sponsorships
- **\$1,200 - \$2,000:** Gold Annual or Silver Sponsorships (greatest value)

Growing your team? We are now offering *Sponsored Job Listings* on our [PRSA Job Bank](#). For only \$200, your open position will be highlighted and remain at the top of the list for one month.

Don't see what you're looking for? There are many ways to connect with our strong chapter in the year ahead. Save your spot today! Please contact Ellie Hodgkins for more information: ehodgkins@thestrategicfirm.com or 407-423-8006.



Kudos:

Kudos to Heather Morgan, APR, Allison Curry, Heather Dauphiny and Andrea McNally from Children's Home Society of Florida for being named Nonprofit Team of the Year by Ragan Communications.

Joe Culotta

Kudos to Joe Culotta for being selected to present the best practices in "media relations on a shoestring budget" at the PRNEWS Media Relations Next Practice Conference in Washington, DC next month.

Geri Evans, APR, Fellow PRSA

Kudos to Geri Evans, APR, Fellow PRSA for being honored during the College of Fellows 30th Anniversary Celebration at ICON in San Diego.

Lauren Leetun, APR

Kudos to Lauren Leetun, APR, president, Sprout Public Relations, for being recognized by the Independent Practitioners Section of PRSA at ICON in San Diego.

Finfrock

Kudos to Finfrock for receiving the 2019 Schwartz Innovation Award from the Orlando Economic Partnership. The corporation is the first construction company to receive the award.

Katarina Dos Santos

Kudos to Katarina Dos Santos at the Orange County Convention Center for accepting the role as Assistant Manager of Marketing and Communications. Dos Santos will work with the OCCC team on public relations and digital communication strategies to enhance marketing initiatives at *The Center of Hospitality*, the second largest convention center in the United States.



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

Become a Member of PRSA Orlando



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