



On the Move .....	2
Welcome New Members .....	2
Dues Renewal Reminder .....	2
Opportunities .....	3

## Board Member Spotlight

### Kathy Small, APR, PMP SECRETARY



Kathy Small, APR, PMP

**Kathy Small, APR, PMP**, is secretary of FPRA Tampa Bay and a communication specialist with Progress Energy, a Fortune 250 company. She manages the communication process for Progress Energy's Mobile Meter Reading Project, which affects 2.7 million customers in Florida and the Carolinas. The project recently won an International Association of Business Communicators Silver Quill Award of Merit for Strategic Communication. Over the last 26

years, Small has held diverse roles in the electric utility industry, ranging from environmental project manager to community relations manager. She is a Project Management Professional (PMP).

Born and raised in New York City, Small earned a bachelor's degree from Binghamton University and a master's degree from Syracuse University. She moved to the Tampa Bay area in 1988, and she and her family currently live in Lutz. Small enjoys volunteering at Quantum Leap Farm, a non-profit organization in Odessa that offers therapeutic horseback riding for adults with disabilities. She has held various leadership positions in community organizations in Pasco, Hernando and Citrus Counties.



## Don't Miss...

### Thursday, January 11, 2007

What: MEMBERS ONLY - Media General tour, lunch and panel discussion  
 Who: FPRA Tampa Bay members and news leaders from WFLA, The Tampa Tribune, TBO.com and Centro  
 Where: WFLA -TV  
 200 South Parker Street  
 Tampa, Florida 33606  
 Time: 10:45 a.m. - 1:00 p.m.  
 Cost: None

To register, contact [Diana Clynes](#). Space is limited.

### Saturday, January 20, 2007

What: Mid-year Board retreat  
 Who: FPRA Board and regular members  
 Where: WEDU -TV  
 1300 North Boulevard  
 Tampa, Florida 33607-5645  
 Time: 10:00 a.m. - 1:00 p.m.  
 Cost: None

### Thursday, January 25, 2007

What: Social Hour  
 Who: FPRA Tampa Bay members and friends and the Society of Professional Journalists (SPJ)  
 Where: Splitsville  
 615 Channelside Drive  
 Tampa, Florida 33602  
 Time: 6:00 - 8:00 p.m.  
 Cost: Shoes and refreshments on your own

To register, contact [Diana Clynes](#).



## On the Move



TLS Media President  
Tracey Sievertson

TLS Media has expanded its services with TLS MediaEn Español and broadened its coverage area by serving clients from Orlando to Daytona Beach.

Director of Hispanic Initiatives, **Veronica Grauer**, leads Hispanic initiatives for TLS Media En Español. As a former anchor, reporter and producer for Telemundo, Univision and Tvinforma, Grauer understands Latino culture and consumer needs. She also realizes the opportunities missed by organizations that don't communicate their message to the fastest growing segment of our population.

This Venezuelan native has called the U.S. home for 15 years while earning a law degree from Universidad Santa Maria, a master's in journalism from Florida International University and a Public Relations Certificate from the University of South Florida.

Strategic Marketing Specialist, **Shannon FitzPatrick**, brings more than 15 years of television news reporting and public relations experience to the TLS Media team directing operations along Florida's East Coast. During her nine years as a reporter for WESH-2 News (Orlando/Daytona Beach), this award winning journalist established many positive relationships with community leaders and media sources throughout Central Florida. Most recently, FitzPatrick managed marketing operations for an international real estate development company based in Daytona Beach.

For more information, visit [www.tlsknowsmedia.com](http://www.tlsknowsmedia.com).



Missy Hurley

FPRA Tampa Bay Webmaster, **Missy Hurley**, recently joined the The HLA Group as public relations coordinator. A key member of the team, Hurley will build and maintain media relationships, coordinate product placement and identify new marketing opportunities for all HLA public relations clients. She will also develop and execute comprehensive public relations campaigns for the agency's clients and act as the point person for ongoing campaigns.

Prior to her appointment with The HLA Group, Hurley worked as an account executive at Alliance Communications. Hurley is a 2004 graduate of the University of Tampa. Active in the community, she is a member of Emerge Tampa, and serves on the board of the Tampa Bay chapter of the Public Relations Society of America. Hurley also volunteers with the Komen Florida Suncoast Race for the Cure.

## Dues Renewal Reminder



If you haven't renewed your membership to FPRA Tampa Bay, please do so now by contacting VP of Membership, **Jan Luongo, APR**.

## WELCOME NEW MEMBERS!

**Christopher Class**

*Student, University of South Florida*

**Nancy Millan**

*Hillsborough County Tax Collector's Office*

**Lauren Murley**

*Student, University of South Florida*

**Brooke Nierengarten**

*Student, Hillsborough Community College*

**Jackie Waldron**

*Florida Blood Services (Central West Coast Chapter Transfer)*

## Congratulations...

to FRPA Tampa Bay Chapter President, **Dan McLean, APR**, on his recent nuptials to **Shantelle Noble**; to FPRA Tampa Bay VP of Professional Development, **Kimberly Breese**, on her recent nuptials to **Steve Kemmerling**; and to VP of Membership, **Jan Luongo, APR**, on having recently attained her APR status.

## More is Better

On Thursday, January 18, 2007, at the A La Carte Event Pavilion in Tampa, the **WEDU Be More Awards™** luncheon will shine the spotlight on the unsung heroes of the West Central Florida non-profit community, celebrating exceptional efforts made September 1, 2005 – August 31, 2006.



Launched in 2005, the **WEDU Be More Awards™** has quickly become a pinnacle of recognition for the West Central Florida non-profit community. Winners will have demonstrated their outstanding achievements and accomplishments in one of four award categories, including outstanding marketing initiatives (*Be More Informed*), exceptional educational outreach (*Be More Knowledgeable*), innovative organization endeavors (*Be More Brilliant*), and extraordinary fundraising and event efforts (*Be More Entertaining*).

In addition to the awards ceremony, the **WEDU Be More Awards™** luncheon will feature the Community Foundation of Tampa Bay *Keynote Presentation* by **Dr. Spencer Crew**, president of the National Underground Railroad Freedom Center, as well as a reception by the Bank of Tampa showcasing all organizations nominated for a **WEDU Be More Award™**.

For more information visit, [www.wedu.org](http://www.wedu.org), or call 800-354-9338.

# Opportunities

## Intern

The Science Center is seeking an intern (non-paid) to work at least six hours a week on Tuesday or Wednesday during the upcoming academic semester. The intern will work directly with Science Center PR/Marketing Director, **Marie Stempinski**, writing press releases, contacting the press, assisting with media visits to the Center, planning events and coordinating, designing and creating flyers, posters and printed materials.

For more information, call Marie Stempinski at 727-384-0027, ext. 225 on Monday afternoons, and Tuesday and Wednesday between 9:00 a.m. and 4:00 p.m., or e-mail her at [scprkste@tampabay.rr.com](mailto:scprkste@tampabay.rr.com).

To learn more about the Science Center visit [www.sciencecenterofpinellas.com](http://www.sciencecenterofpinellas.com).

## Auction Committee Volunteer

### Job Summary:

Plan American Heart Association Heart Ball auction logistics, solicit auction items and prepare for the night of the Heart Ball.

### Objective:

To secure \$150,000 fair market value of auction items. Each committee member is responsible for personally securing at least \$5000 of this total goal.

**Auction Goal:** \$150,000

**Length of involvement:** 4 Months

### Auction Committee Member Responsibilities:

1. Know about the American Heart Association's mission and surrounding programs.
2. Secure donated auction items which can include Collectibles, Food and Gourmet, Boutique, Home and Garden, Children's, Entertainment, Sports Corner, International Travel, and Domestic Travel, etc. Each item is preferred to be at least \$250 in value.

For more information, contact **Michelle Moschel** or call 727-563-8108.

## FPRA MISSION:

The Florida Public Relations Association is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida.

## FPRA VISION:

To be Florida's most respected public relations organization.

## PR Coordinator/Specialist

Growing PR agency in New Tampa is seeking a mature public relations professional who is able to bring ideas to all areas of PR and marketing for our clients. Candidate should possess exceptional writing, editing, grammar and media relations skills, creativity, solid understanding of public relations and marketing principles, project management skills and be a self-motivator with a proactive attitude. Candidate should be an idea generator, able to write a solid PR plan, press releases, case studies, bylined articles as well as promotional materials including brochures, ads, sales letters and Web copy.

This position requires an organized, detail-oriented, conscientious person who is tech-savvy and can work independently as well as in a team. Experience with Bacon's and experience within an agency environment is a plus. Candidate must be comfortable in a small office setting. Send a cover letter and resume with salary history to [jan@alliancecommunications.net](mailto:jan@alliancecommunications.net). We endorse pre-employment drug screening. (Submissions without salary history will not be considered).

## FPRA TAMPA BAY 2006-07 BOARD OF DIRECTORS

### President

**Dan McLean, APR**  
DEM Communications

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VACANT

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Progress Energy

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TLS Media

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### Student Liaison

**Kathy Dorf**

### Webmaster

**Missy Hurley**  
The HLA Group

### Immediate Past President

**Jamie Melendez**  
Tampa Bay Workforce Alliance