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LETTER FROM THE PRESIDENT



PRESIDENT
JAMIE MELENDEZ

What a fantastic journey this has been for FPRA Tampa Bay and for me as its president! We celebrated the chapter's 50th anniversary, honored the distinguished work of many public relations practitioners through our local Image Awards ceremony, held informative and practical workshops to help our members hone in on specific skills, learn from some of the best in the field, make new acquaintances and, hopefully, helped many advance in their careers.

I have had the pleasure of working with a tremendously competent board, individuals who are devoutly committed to the organization and the precepts of the profession. Some chapter members and program guests have almost unanimously commented on the excellent quality of our programs and caliber of speakers as one of the benefits of membership. I believe second to that, is the connections they have made with other public relations professionals throughout the state. Some have made personal relationships, gained business exposure, and met and interacted with media representatives in a manner not possible through other venues.

For me, the experience has been rewarding on many levels, personally and professionally. I have found a network of colleagues from diverse backgrounds, generations and industries both private and public. Without a doubt, each has contributed to my personal and professional growth. I thank my employer, **Tampa Bay WorkForce Alliance** and, most specifically my boss, for allowing me the flexibility to be an active member of FPRA Tampa Bay. In addition, I thank all of you who have contributed, time, money and personal sacrifice to ensure that the Public Relations profession is regarded and respected by practitioners and non practitioners.

Our legacy lies in serving the public by ensuring that information that is valuable, entertaining and critical arrives to the public accurately and in a timely manner through a variety of channels. That can only happen through the vital relationships we build every day and by subscribing and adhering to a code of ethics.

I am proud to have served as your president. I expect to be just as active in the chapter and at the state level at the end of August when my tenure is complete, to help ensure that Tampa Bay is well represented.

All the best,
Jamilette B. (Jamie) Melendez



JOIN HUNDREDS OF PR PROFESSIONALS AT THE FPRA ANNUAL CONFERENCE AT AMELIA ISLAND August 6-9, 2006!

The Annual Conference is the Florida Public Relations Association's (FPRA) premier professional development event. Each year, members of FPRA, as well as other communications professionals around the region gather for three days of professional development. The annual conference is one of the most anticipated events of the year and brings together professionals with a common goal -- to enhance their career and the public relations profession through professional development seminars, vendor presentations and networking opportunities. By offering experts on a variety of industry-related topics, FPRA's goal for the conference is to present concepts and tactics that members can immediately apply upon return to the office.

Some activities not to be missed include the:

- Golf Outing;
- President's Welcome Reception;
- President's Luncheon;
- Scholarship Fund-Raiser and Membership Mingle;
- Roundtable Lunch Discussions led by the Counselors' Network;
- Reception of the Presidents;
- Golden Image Awards Banquet;
- Power Networking Breakfast;
- Conference Finale.

Visit www.fpra.org for the latest conference information. See you on the beach!

SUNSHINE FEVER

The Express staff is going on hiatus for the summer. However, we want to continue to hear about you. Please send information for the newsletter to Jamie_McIver@yahoo.com.



NASA OFFERS FPRA MEMBERS AN OPPORTUNITY TO ASSIST WITH JULY 2006 SHUTTLE MISSION



NASA is looking for 24 FPRA members willing to volunteer in the newsroom during the next mission of Space Shuttle Discovery.

With nearly 1,000 international media expected to arrive at Kennedy Space Center three days prior to launch, NASA is seeking additional hands to help around the clock with media accreditation, logistics, media escorting and

answering phones in the newsroom leading to launch and launch day. FPRA volunteers will be working at our newsroom location.

No matter which shift volunteers are willing to work, all participants will have the best seat in the house for the launch -- the Press Site by the giant countdown clock.

This opportunity is only available to FPRA members.

Launch is currently scheduled between July 1st and 19th. Participants will be updated as the date becomes more firm.

To express your interest in participating, please contact **Christy Jones** at JonesCM@kscems.ksc.nasa.gov with your contact information. The slots will be filled on a first-come, first-serve basis.



Join FPRA Tampa Bay today...



FPRA Tampa Bay is the mediator of the PR Meetup Message Board!

Join us online at

<http://publicrelations.meetup.com/81/>

FPRA MEMBERSHIP DRIVE WIN TICKETS TO CHICAGO AT THE PERFORMING ARTS CENTER!

You could win two tickets by participating in our FPRA Membership Drive!

Participation is easy.

Bring guests to the June 22nd meeting. For each guest you bring, you'll receive ONE point. Guests must be registered online. For each of your guests who become a member, you'll receive FIVE points. Associate and student memberships earn TWO points.

Here's how to win:

EVERY member whose guest becomes a member by June 23, 2006 will obtain a coupon for a half-price future meeting. Plus, their guest(s) [the new member(s)] will receive a coupon for a half-price future meeting.

The member with the most points by June 23, 2006 (with at least one guest converting to a member) will receive two tickets to see Chicago* at the Tampa Bay Performing Arts Center (week of June 27th) and will reign as Membership Maven until August. They will also be featured in a future issue of *Express*.

The member with the second highest points (and at least one guest converting to a member) will receive a dining gift certificate (TBD) and will be crowned the 1st Runner Up Membership Maven.

All membership applications must be processed by June 23, 2006 to be eligible for the membership points. The winning member will be notified immediately.

Contact **Jan Luongo**, membership chair with questions at (813) 978-1992 extension 222.

* If the winner cannot attend Chicago during any of the performance days (week of June 27), a substitute prize may be awarded.



JUNE MONTHLY PROGRAM PR in Sports! The Devil Rays

Thursday, June 22
Tropicana Field

One Tropicana Drive, St. Petersburg, FL 33705
9:30 a.m. - 10:00 a.m.: Registration
10:00 a.m.: Program

Stay after the Program for the Game! Tickets start at \$10.

Cost: FPRA Members: \$20
Non-members: \$30 in advance; \$35 at the door
Students: \$15

To register, e-mail **Kimberly Breese** or call (813) 740-4680 ext. 237.



TBWA scholarship winners strike a pose.

TAMPA BAY WORKFORCE ALLIANCE HONORS 14 HILLSBOROUGH COUNTY HIGH SCHOOL SENIORS FOR ACADEMIC ACHIEVEMENT

Tampa Bay WorkForce Alliance (TBWA), the region's leading organization for workforce development and the largest source of employment candidates in the area, awarded 14 scholarships to local students at its *The Stars of Tomorrow* awards ceremony in May.

TBWA created the program to cultivate local talent, and offers selected high school seniors pre-paid tuition scholarships to approved community colleges and universities. Over the past three years, TBWA has awarded more than \$300,000 in scholarships to 67 deserving Tampa Bay graduates.

According to **Renée Benton**, TBWA president and CEO, education and training of our region's youth is vital to the economic growth of Tampa Bay. She said, "Through our scholarships, TBWA not only provides financial support to some of our brightest stars, but also demonstrates our commitment to investing in tomorrow's local workforce."

For more information about the TBWA scholarships, visit www.workforcetampa.com.



www.fpratampabay.org



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.

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FPRA exPress

FPRA members should send news items to
Jamie McIver
by the 10th of each month.

Design by Paula MacDonald