



## 2017 Spring Conference Set for May 4-5



Thanks to our members' feedback, the 2017 Spring Conference will be held at the historic and beautiful Plantation on Crystal River on **May 4-5**! We appreciate all of you who took the time to respond to our survey to help us pick the conference dates.

The **Early Bird Rate of \$195** is available through **March 31**, so register today and take advantage of the savings. For even more savings, register 3 or more staff members and receive a 15% discount on the third and subsequent attendee!

**Register**

Hotel reservations can be made by calling **800-632-6262** and requesting the Florida Association of Chamber Professionals Room Block Rate of \$99 per night (or \$119 per night for a Patio Room).



## PR 101: 5 Simple Steps to Landing Press January 19 • 2 pm (Eastern)

**This session will cover  
5 Simple Steps to Landing Press:**

1. **Media Formulas - How they Open the Door to Media Exposure:** What is a Media Formula?
2. **How to Target the Correct Journalist, Producers & TV Host:** Who are the anchors/reporters that cover the segments that would relate to your company/brand/story?
3. **Top PR Strategies that make the Media want to Talk to You:** What does the media want to hear? What makes a great story?
4. **How to use a Publicity Calendar to get Booked on "Timely" Segments:** Having a pitch that is "Timely" significantly increases chances of getting booked
5. **How to Write the Perfect Pitch:** Pitch vs. Press Release



Carolynn Smith is a Hall of Famer in NCAA Women's Basketball, Emcee of the 2015 NCAA Women's Basketball Final Four, a Former Fox Sports Radio personality, "Million Dollar Baby" in sales and marketing for Hilton Hotels Worldwide & Starwood Hotels and owner of the highly successful company, Seven

PR + Marketing— Carolynn Smith is a sales, marketing, and PR professional, specializing in marketing, public relations, and event production with over 15 years of experience in the sports, hospitality, and entertainment industries. Carolynn knows the critical components necessary to take your publicity and marketing to the championship level and ensure the bottom line increase.

**Register**

***This Seminar is Free  
Advanced Registration is required.***



ABOUT FACP MEMBER CENTER EVENTS & NEWS

## Available Jobs

**Chamber**

Sanibel-Captiva  
Chamber of Commerce

**Open Position**

Member Services Manager

**Apply**



## Is Your Chamber Hiring?

Don't forget to post your available positions on the FACP website. The job posting service is free to FACP member chambers and the applications from potential employees are sent directly to your chamber and are confidential and seen only by your chamber.

**Post a Job**



## The Results Are In.... And Your Ideas are Welcomed!

As an FACP member, every Thursday morning brings you another opportunity to share (and later gather) feedback on topics relating to chamber management and operations.

Your ideas and suggestions for survey topics are welcome (and needed!). If you have a question or need information, chances are, one of your peers has the same question and would also benefit from the survey responses. Please [click here to submit suggestions](#).



Shane Moody, CCE, FCCP, Destin Area Chamber  
Stephen Queior, FCCP, Sarasota Chamber  
Troy McLellan, CCE, FCCP, Greater Boca Chamber  
Hope Allen, FCCP, Wesley Chapel Chamber  
Skip Alford, FCCP, South Dade Chamber  
Cindy Brief, FCCP, Coral Springs Chamber  
Robert Goltz, IOM, FCCP, Miramar/Pembroke Pines Chamber  
Nancy Keefer, IOM, CCE, FCCP, Daytona Regional Chamber  
Bob Rohrlack, CCE, FCCP, Tampa Chamber  
Dana Dittmar, FCCP, Sun City Center Chamber  
Robin Sollie, IOM, FCCP, Tampa Bay Beaches Chamber



Bay County	Ocala-Marion
Bonita Springs	Panama City Beach
Charlotte County	Pensacola
Delray Beach	Seminole County
Indian River	Greater Tampa
Manatee	Wesley Chapel
Melbourne Regional	Winter Haven
Miramar-Pembroke Pines	

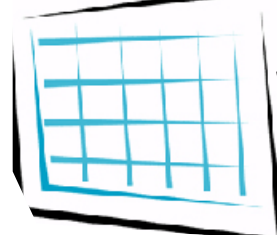


Clay County	Sarasota
Flagler County	Sebastian River
Gainesville Area	South Lake
Hispanic/Metro Orlando	West Orange
Saint Johns	

Want to add your chamber to the above list?  
It's never too early to start working on your application -- due date is June 15, 2017.



## 2017 Annual Conference



## September 11-13

(Host Location within the  
North Florida area TBD)

## It's Time to Submit Your Nominations....

### 2016 Professional of the Year Award Applications due before February 26!



2015 Professional of the Year, **Krista Carter**, IOM, (right) of the West Orange Chamber of Commerce and **Debbie Cotton**, FACP Awards Chair, of the Ormond Beach Chamber of Commerce.

## Attention: Chamber Presidents/CEOs/ Executive Directors

It's time to recognize your top performing staff member by nominating him/her for the **2016 Professional of the Year Award** which will be presented at the 2017 Spring Conference in May.

What a great way to say "thank you" to and recognize that staff member who always goes above and beyond!

Have more than one star performer?  
No worry --  
nominations are not limited to one per chamber.

[Download the Application](#)



## How Does Your Chamber Position Itself as the Futurist for Your Community? March 3 • 2 pm (Eastern)



Jerry Parrish

The Florida Chamber's "**Florida Scorecard**" is a valuable tool that is available for your chamber!

Learn from **Dr. Jerry Parrish**, Chief Economist and Director of Research for the Florida Chamber Foundation and **Mark Wilson**, President of the Florida Chamber, how to use this important data for your chamber to become the futurist for your community.



Mark Wilson

[Register](#)

*This Seminar is Free  
Advanced Registration is required.*

# Regional Meetings are Great Tools for Learning

If you haven't attended a Regional Meeting lately, you're missing out on a great opportunity to not only network with your peers, but also to share best practices.

FACP currently has 7 regions, which are designed to be focus areas for meetings and are NOT intended to be boundaries or restrictions. Members are welcome to attend meetings in any region and are welcome to attend multiple meetings, should they desire to do so for additional benefits.



## Scheduled meetings include:

### East Central Regional Meeting

Date: 1/27/2017

Time: 8:30 AM TO 12:00 PM

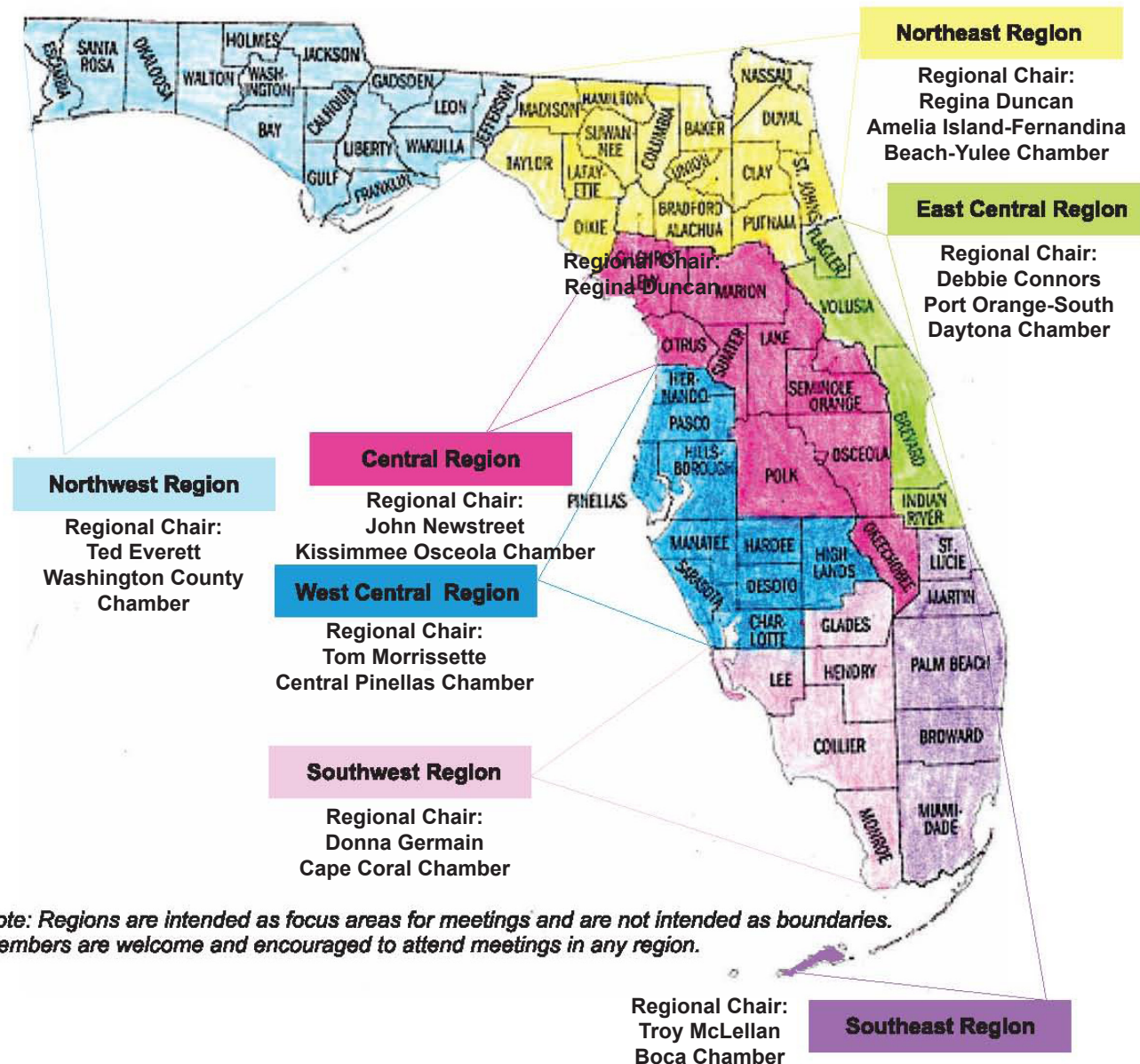
Port Orange-South Daytona Chamber of Commerce  
3431 Ridgewood Avenue  
Port Orange, FL 32129

### Central Region Meeting

Date: 4/7/2017

Time: 9:00 AM TO 12:00 PM

West Orange Chamber of Commerce  
12184 West Colonial Drive



# 2016-2017 Board of Directors

## Executive Committee

### Chair

Nancy Keefer, CCE, IOM, FCCP  
President  
Daytona Beach Regional Chamber of Commerce

### Immediate Past Chair

Stina D'Uva, IOM  
President & CEO  
West Orange Chamber of Commerce

### Chair-Elect

Debbie Cotton  
President  
Ormond Beach Chamber of Commerce

### Treasurer

Dawn Adams, IOM  
Vice President of Finance & HR  
JAX Chamber

### Central Region Chair

John Newstreet  
Kissimmee-Osceola County Chamber of Commerce  
President & CEO

### Southwest Region Chair

Donna Germain  
President  
Chamber of Commerce of Cape Coral

### Northwest Region Chair

Ted Everett  
Executive Director  
Washington County Chamber

### East Central Region Chair

Debbie Connors  
President/CEO  
Port Orange/South Daytona Chamber of Commerce

### West Central Region Chair

Tom Morrisette  
President  
Central Pinellas Chamber of Commerce

### Southeast Region Chair

Troy McLellan, CCE, FCCP  
President & CEO  
Greater Boca Raton Chamber of Commerce

### Northwest Region Chair

Regina Duncan, CCE, CAE  
President  
Amelia Island-Fernadina Beach-Yulee Chamber

### FACP President

Tammy C. Bracewell, IOM

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Skip Alford, FCCP  
CEO  
South Dade Chamber of Commerce

Hope Allen, FCCP  
President  
Wesley Chapel Chamber of Commerce

Tresa Calfee  
Vice President  
Clay County Chamber of Commerce

Kelly Flannery  
President/CEO  
South Tampa Chamber of Commerce

Robert Goltz, IOM  
President/CEO  
Miramar-Pembroke Pines Chamber of Commerce

Brittany Lamont  
Director of Communications and Events  
Greater Sarasota Chamber of Commerce

Dan Linblade, CAE  
President  
Fort Lauderdale Chamber of Commerce

Beth Mitchell  
Executive Director  
Sebastian River Area Chamber of Commerce

John Newstreet  
President & CEO  
Kissimmee Osceola Co. Chamber of Commerce

Corydon "Cory" Skeates  
President/CEO  
Lakeland Area Chamber of Commerce

Elizabeth Spies  
Vice President of Communications  
Destin Area Chamber of Commerce

Jesse Walters  
President  
Miami Shores Chamber of Commerce

Mark Wilson, CCE  
President & CEO  
Florida Chamber of Commerce

Katie Worthington  
President  
Winter Haven Chamber of Commerce

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### PERU EXPRESS

TOURS DAYS: 08 DAYS  
USA - LIMA - CUZCO - MACHU  
PICCHU - LIMA - USA

DEPARTURE DATE: 09 Feb, 2018



### DISCOVER INDIA

TOURS DAYS: 10 DAYS  
USA - DELHI - AGRA - BHARATPUR -  
JAIPUR - DELHI - USA

DEPARTURE DATE: 31 Mar, 2018



### SUPER SOUTH AFRICA

TOURS DAYS: 11 DAYS  
USA - JOHANNESBURG - KRUGER  
NATIONAL PARK - STELLENBOSCH -  
CAPE TOWN - USA

DEPARTURE DATE: 20 Sep, 2017

**Click Here for Trip Information & Earn \$ for Your Chamber**

Destination and Departure Dates:

**Peru** – Feb. 9, 2018 **India** – Mar. 31, 2017 **South Africa** – Sept. 20, 2017

Trip Cost to Chamber Member

**Peru** - \$2,190 **India** - \$2,190 **South Africa** - \$2,990

**Earn \$300 per passenger for your chamber!**

**Earn One FREE ticket for your chamber with every 20 trips that are booked**

FACP and Indus Travels are pleased to announce an excellent non-dues revenue opportunity -- revenue-sharing trips to Peru, India and South Africa. Any FACP Member Chamber may participate in this opportunity.

Indus will assist you in marketing the trips, with a landing page already created for your use -- you can [click here](#) to view the page.

Registration is simple – Indus has created a registration site exclusive for the program with referring chambers listed in a drop-down menu to ensure that you receive credit for all trips that your chamber refers.

If your Chamber is interested in participating or would like more information, please email Harish at [harish@indus.travel](mailto:harish@indus.travel) or call him at 647-526-0063.

**NEW  
Trip Dates!**

**indus**  
exceptional experiences!

**THANKS TO OUR  
GENEROUS  
FACP  
SPONSORS,  
EVERYONE CAN...**



**Thank You  
For Your Continued Support  
of our Mission to  
Enhance Excellence in Chamber Management!**