

FPRA Counselors Network Speakers' Bureau

Updated September 2020

Counselor	Topics	Email Address	Phone	Available to Travel to ...
Tina Banner, APR, CPRC	Enhancing Your Social Media Platforms that Engage Your Audience, Creating a Movement and Building an Audience from Scratch	bannert@cf.edu	352-854-2322, ext. 1565	
Amelia Bell, APR, CPRC	Crisis Communications, Media Relations, Golden Image Awards, Branding	abell@rtix.com	352-246-3082	
Laura Byrnes, APR, CPRC	<ol style="list-style-type: none"> 1. Understanding, building and maintaining effective media relations (and yes, it still matters) 2. Credentials 3. When You've Got a Brand to Change 4. How to come out on top when the Washington Post and Bret Baier come to town to skewer your great program 	lbyrnes@careersourceclm.com	352-291-9559	Statewide with at least a month's notice, pending availability
Devon Chestnut, APR, CPRC	<ol style="list-style-type: none"> 1. Lessons from a Corporate Philanthropist: Enhancing Public Relations Through the Giving or Receiving of Corporate Donations 2. Innovative Communications: Using Electronic Tools to Reach your Audience 3. Upping Your Presentation Game: Creating an Engaging and Effective Message 4. Hurricanes, Floods and Fugitives. Effective Internal Communications During a Crisis. 5. Lights. Camera. App-tion! Creating Engaging Visuals with Your Smartphone. 	Devon.Chestnut@cox.com	352-337-2158	Statewide
Elizabeth "Betsy" Clayton, APR, CPRC	<ol style="list-style-type: none"> 1. Hurricane Messaging to the Media 2. Crisis Communications 3. Stakeholder Communication Strategies 	bclayton@leegov.com	239-826-4606	West coast from Sarasota to Naples

Counselor	Topics	Email Address	Phone	Available to Travel to ...
Chris Gent, APR, CPRC	Employee Communication, Social Media, Crisis, Image Award Preparation, Event Planning	4chrisgent@gmail.com	407-639-3668	Statewide
Kathleen Giery, APR, CPRC	Accreditation, Special Event Planning	gieryk@lifequest.ufl.edu	352-494-7975	North of I-4
Lanette Hart, APR, CPRC	Leadership Communications in Changing Times, Effective Time Management, Solo PR: Taking the Plunge	Lanette.hart@me.com	904-233-4439	Statewide
Joe Hice, APR, CPRC	1. Passion Rules – Seven simple rules for igniting the passion around your brand 2. Leadership, or what I learned at Harley-Davidson, Sea-Doo, Segway, The University of Florida and The University of South Florida	jshice@icloud.com	813-454-2909	Statewide
Lynn Hobeck Bates, APR, CPRC	Public Speaking 101--Tips and Tricks for the Novice Speaker	lhobeck@gmail.com		SWFL, Tampa Bay area
Mandy Kimmer, APR, CPRC	Government PR, Non-profit PR	Amanda.Kimmer@ocfl.net	407-836-6257	Statewide
Lisa Malone, APR, CPRC	Engaging the public during the Space Shuttle era, A career in NASA Public Affairs	lisamalone711@icloud.com , lamalone@cfl.rr.com	321-978-2162	Statewide
Chad McLeod, APR, CPRC	Going Solo – Starting Your Own PR Firm; Op-Eds – Strategy, Process and Best Practices for Op-Ed Placement; Ready, Set, Speak– Effective Presentation Skills	chad@mcleodcommunications.com	813-438-6657	Statewide
Erin Morton, APR, CPRC	Image Awards	emorton@rtix.com	352-519-8351	Gainesville
Jennifer Moss Wilson, APR, CPRC	The Art of Strategic Planning for Public Relations	jennifermossapr@yahoo.com	941-685-9021	Statewide with long lead
Melanie Mowry Etters, APR, CPRC	Building a Communications Team	Melanie.Etters@apdcares.org		Capital
Roger Pynn, APR, CPRC	Ethics, Crisis Communication, The Role of Strategy, Driving the conversation with folks at all levels of your organization	RPynn@TheStrategicFirm.com	407-423-8006	Statewide

Counselor	Topics	Email Address	Phone	Available to Travel to ...
Jay Rayburn, APR, CPRC	Strategic Planning Research (surveys, focus groups, etc.) Communication Audits	jrayburn@fsu.edu	850-322-6930	Statewide with lead time
April Salter, APR, CPRC	Crisis Communications - Featuring lessons learned from election security issues, cybersecurity, pandemic, elected officials, social justice challenges; Lessons from the pandemic - public health messaging for complex issues; Your CEO needs you - What Organizational Communicators Must Know Now	April.Salter@saltermitchell.com	850-681-3200	Capital
Karen Smittle, APR, CPRC	The Value of Relationships	karensmittle@gmail.com	352-281-9009	Ocala/Nature
Suzanne Sparling, APR, CPRC	Eastern Florida State College Rebranding case study; Non-Profit Communications	sparlings@easternflorida.edu	321-433-7022, 321-537-6986	Treasure Coast, Volusia/Flagler, Orlando
Colleen Thayer, APR, CPRC	Government Relations, Lobbying, Advocacy, Nonprofit	citoneil@gmail.com	941-356-1205	Sarasota/Manatee, Southwest FL, Tampa
Jennifer Trefelner, APR, CPRC	Social Media Case Studies, Social Media Ambassador Program, Crisis Communications	jtrefelner@diocesepb.org	561-775-9529	
Dan Ward, APR, CPRC	Crisis Communications, Op-Ed Strategy	dward@thestrategicfirm.com		
Jay Wilson, APR, CPRC	Your Identity Often Hides in Plain Sight, Research and Results, Making the Leap from Corporate PR to Agency Life	Jaywilsonaprcprc@gmail.com	813-480-0628	Sarasota, Polk, SW FL, Gainesville, Ocala