

Board of Directors

President

Adrienne Moore, APR, CPRC
AM Communications Strategies

President- Elect

Audrey Jackson
SLC Property Appraiser's Office

Secretary

Angela Astrup
Boys & Girls Club of Indian River
County

Treasurer

Krista Garofalo
Treasure Coast Food Bank

Immediate Past President

Ashley Mock
Children's Services Council
of St. Lucie County

Director of Credentialing

Jennifer Trefelner, APR
John Carroll High School

Director of Communications

Erick Gill
St. Lucie County

Director of Image Awards

Carin Smith
Harbor Branch Oceanographic
Institute at FAU

Director of Media Conference

Kim Waser
Tobacco Free Partnership of
Martin County

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.

Treasure Coast Chapter
PO Box 2678, Stuart, FL 34995
www.fpratreasurecoast.com

FOR IMMEDIATE RELEASE
Feb. 28, 2014

For more information contact: Erick Gill, (772) 462-1791 or gille@stlucieco.org

Treasure Coast FPRA Chapter Can Assist With APR Certification

TREASURE COAST – Through a membership with the Treasure Coast Chapter of the Florida Public Relations Association (FPRA) you can obtain the only nationally recognized certification in the public relations field - Accreditation in Public Relations (APR). This year marks the 50th anniversary of APR. Currently, more than 5,000 professionals from the agency, corporate, association and education fields hold the APR mark.

Established in 1964, the Accreditation in Public Relations is the profession's only national postgraduate certification program. It measures a public relations practitioner's fundamental knowledge of communications theory and its application; establishes advanced capabilities in research, strategic planning, implementation and evaluation; and demonstrates a commitment to professional excellence and ethical conduct. The skills acquired through the process are applicable to any industry or practice area. Granting of the APR is overseen by the [Universal Accreditation Board](#) (UAB).

Unlike other professional certifications, such as CPA, Accreditation in Public Relations is a voluntary demonstration of competency; as such, it reflects a strong commitment to the profession. Earning accreditation also provides a distinction that can set individuals apart and open doors to career advancement and higher compensation. Through their high professional and ethical standards, Accredited professionals contribute to greater understanding of public relations as a vital management function, and undermine those who would refer to our craft as spin, our professionals as flacks, and our currency as misrepresentation and disinformation.

If you are a public relations, profession interested in acquiring your APR certification contact: FPRA Member Jennifer M. Trefelner, APR, at 772-464-5200, extension 116 or email jennifertrefelner@johncarrollhigh.com.

Founded in 1984, the Treasure Coast Chapter of Florida Public Relations Association (FPRA) serves the needs of public relations professionals in Martin, St. Lucie and Indian River counties with the goal to advance the profession of public relations, promote high professional and ethical standards and build the reputation of the profession on the Treasure Coast. For more information visit: <http://www.fpratreasurecoast.com>.