

FPRA Member Profile

Beverly Paris, Co-Owner/Operator

Paris Productions in Vero Beach

This month's FPRA Member Profile gives us a wonderful opportunity to meet Beverly Paris, Co-Owner/Operator of Paris Productions in Vero Beach. Paris Productions specializes in public relations, advertising and promotions and with Beverly's expertise in all aspects of marketing, she has made quite an impression on businesses owners on the Treasure Coast. There have even been times when the media calls upon Beverly as a resource for news articles.

In 1983, Beverly was Co-Owner/Operator of The Media Group and TV Facts Magazine in Ashland, MA. The work entailed the coordination of public relations and advertising for a variety of businesses and composing articles, as well as selling advertisements for a weekly franchised-owned entertainment-based publication. Then in 1989, Beverly moved to beautiful Vero Beach, Florida and began working for At My Service writing professional resumes and educating individuals on tips and tricks for job interviews.

In 1992, Beverly decided to go back to the field of advertising and joined the Sun Newspapers as Marketing Director. After realizing a need in the public relations area in Vero Beach, Beverly created Paris Productions in 1994 and was the sole proprietor. She also took on roles of Publicist/Co-Chair for Downtown Friday and Hibiscus Festival, both held in Vero Beach. For a two-year span from 2005 until 2007, Beverly also wrote Talk of the Town, which, at the time, was the Press Journal Society Page. Beverly's husband, Marty retired from his job of 30 years at George E. Warren Corporation and in 2007 joined Paris Productions as Co-Owner/Operator.

I was quite impressed with a quote from one of Beverly's Paris Productions clients that is posted on her website www.parisproductions.net and I would like to share it. "When it comes to the 'who, what, when, where, why, and how' of PR and local events, Bev Paris is the 'Go To' person in Vero Beach." "Bev has a bias towards action and really cares about getting things done. While there are many great thinkers and planners in PR...there are far too few 'Doers'. Fortunately, Bev Paris is one of those people who can get it done...on time, under budget, and that's what really counts!" What a great testimonial for Bev and the work that she does! She truly lives up to her business motto of "Making Things Happen". We are proud to have Beverly as a fellow FPRA member...what a great mentor for our group!

With the upcoming Image Awards, our choice for this month's Member Profile is a shining example for each of us. Beverly received an Addy award for the writing of a brochure for The Post Chapel at Indian River Memorial, the FPRA Award of Distinction in 2006 for her work on the Turtle Trax 2006 public relations. Most recently, she earned the FPRA Award of Distinction for Communicator of the Year in 2007 for The Emerson Center public relations work. Bev's creativity and partnerships with the local print media have also helped her earn a number of media awards.

Beverly is very proud of her two children, Stacy age 28 and Eric age 31. Stacy is in L.A. working in the music industry as a marketing manager. Eric is married to actress Danielle Ferretti and is in business and Theatre management. They have recently "produced" a new grandson for Beverly, Dylan Scott. Congratulations to all!

