

ALUMNI SPOTLIGHT

Carey O'Donnell, Class of '71

Carey's family moved to Palm Beach from Greenwich, CT in 1965. She remembers feeling right at home in the warm weather and safety of the friendly, small town. Carey quickly made friends with classmates Dede Merck, Liza Pulitzer, Valerie Corning, Barry Trieste, and Debbie Dodge. Carey is the fourth oldest of the five O'Donnell siblings who attended PBDS. The family moved to Vermont and Ireland before returning to Palm Beach in the late 1970s, where Mrs. O'Donnell still resides. After living in many different parts of the globe, Carey returned to Palm Beach in 1989, where she owns one of Florida's largest public relations firms, with offices in West Palm Beach and on Madison Avenue, in New York. She serves on the Executive Committee of the Board of Directors of the Chamber of Commerce of the Palm Beaches, and she chairs the Palm Beach County Education and Government Programming Advisory Board that supervises Channel 20. Older brother John '69 (as a student he was known as Jackson), recently signed a \$1.4 billion agreement with Florida Power and Light to build its first solar thermal energy plant in the state using new technology owned by his company, Ausra, Inc. Younger brother Teddy '74 owned an international trading company based in Panama prior to his death in 1993, and sister Lisanne who only attended kindergarten before the family moved, works at an archeology firm in Dublin, where she lives with her husband and two children. The youngest sibling, Charles, is an attorney in McLean, VA and is married with two children.

What are your best memories of Palm Beach Day?

I discovered a lot about myself in Mrs. Logsdon's class (3rd and 4th grades), including the writing talent that was to become the base for my career as a journalist and public relations practitioner. She was determined to teach us beyond the boundaries of academics, and thought it was important for us to understand that Day School students had a lot of extra advantages in life. She wanted to make sure we used our edge, and didn't waste what we were given. To this day I also have a great appreciation for Mr. Baptiste, who pushed me toward my potential at a lot of levels. I loved the way the school was oriented to outside spaces back then. We always seemed to be outside, and I reveled in it. Classroom doors for the Lower School opened not to closed hallways, but to the



outdoors. The windows were rarely closed, and that signature Palm Beach scent of cut grass and subtropical flora were part of our daily school experience. The bench under the big tree on the south side of Seaview was a favorite spot at lunchtime --- I can still see Jeff Dodge working on his outrageous trip-and-fall stunts and imitation of teachers to the amusement of all (including the teachers). The two athletic fields to the east and west of the main building were places of sheer joy for me.

What led you to your career in PR?

I hold a degree in communications, but to be honest, it didn't prepare me very well for the realities of this profession. At the time it didn't matter to me - I was only interested in becoming a journalist. After two years at an Irish secondary school, then a year at Kent School and my senior year back in Dublin at an all-boys English school (except for six girls), I started university at Trinity College Dublin. Barely one term into it I got the opportunity to teach skiing in the Italian Alps with the Scuola di Sci del Monte Bianco. Accepting it was an unconventional decision, for sure, and one I would hesitate to recommend to anyone else, but those two years teaching have paid huge dividends to me in so many ways well beyond two seasons of insane fun. I returned to university in Montreal, where my skiing credentials landed me some of the best jobs in journalism in that area even before I graduated. I was the ski columnist and a sports reporter at the city's English-language daily newspaper; the ski reporter for two leading radio stations (that required 4:30 am wake-up calls every day of the ski season - not a schedule I recommend), and a contributing editor to Toronto-based SKI Canada magazine. My profile as a ski reporter

opened the doors to many more profitable opportunities on the marketing side of the industry at the national level, including ski resort marketing. That experience ultimately translated into a job as Director of Marketing and PR for New Seabury Cape Cod - one of the country's largest golf resorts and real estate developments at the time. I came back to Palm Beach in 1989, and after a couple of false starts with partners in a down-economy, I launched my existing PR firm in 1995.

What do you like about your company and the work you do in this community?

Everything. I like it all. We maintain a client roster of about 25-30 blue-chip companies, with about 70 percent of them based here in Florida (even though most require national media outreach). We manage comprehensive public relations programs that range in focus from strictly regional with a strong community relations component, like the opening of the new Johnson History Museum this month (March), to national new product launches and international PR programs such as those we handle for two of the world's leading art fairs. Working at an agency offers you unmatched exposure to a variety of industries, and requires you to become an instant expert in key aspects of the companies you represent. PR people with a background in media --- working as a print or broadcast reporter --- typically make the most successful public relations practitioners. They understand "news value," which means they know what, how and when the media will or will not cover a proposed story. I always steer students interested in PR to work first in the media to get that base. Today, the whole landscape of public relations has changed and has more opportunity than ever. It's more deeply integrated into sales and marketing strategies, which has resulted in a higher profile and more influential seat at the corporate table. Social media outreach - my team calls it "You and Me-dia," is often much more effective to achieving marketing goals than conventional media placements which defined the old PR model.

When you're not working what do you enjoy doing?

I love to work, but my great escape every year is to British Columbia in April where my husband and I helicopter ski for seven days. We're based in a remote lodge in the Bobbie Burns mountain range --- it's the ultimate powder skiing experience, and there's nothing else like it in the world. Instructors, guides and diehard skiers from all parts of Europe and the US ski with us each year out there. We also have a home in Big Sky, Montana which gives us the biggest skiing in America right on our doorstep.

A L U M N I N O T E S

'68

Torie Schmidlapp Korshak and her husband Harry are very happy living on the Red Sea in Egypt with a daughter and two grand babies.

'73

Michael King has lived in West Hollywood, CA, since the mid-80's, where he has had a computer consulting business for nearly ten years. His flexible schedule allows him plenty of time to travel within the US. He often traveled to Palm Beach to spend time with his grandmother in her final years.

'78

Danielle Hickox married Kelly Moore on Saturday, October 27, 2007, in Palm Beach. She earned a bachelor of arts degree from Duke University in 1985. They are living in Palm Beach.

'84

Mary Ullmann married Euguen (Skip) Maupai in July, 2006, and they are currently living in Richmond, Va. Mary graduated from Lynchburg College. She was Executive Director for the YMCA in Goochland, Va, prior to her present position as Director of Development for the Visiting Nurse Association of Richmond.

'86

Anna Ullmann graduated from the University of Miami and received her Master's Degree in Social Work from Florida Sate University. She is living in Aptos, California (just south of Santa Cruz), and she works for the San Andreas Regional Center in Watsonville, while pursuing her licensing in Social Work.

Dario Zager and his wife Carrie are pleased to announce the birth of their first child, Julia Rose, who was born on October 10, 2007. Dario did a neurology residency / fellowship at Columbia University Medical Center in NYC.

They have been living in Fairfield, CT,



for four years, where Dario has a private neurology practice. Dario has remained close friends with **Mike May '86**, and stays in touch with **Chris Heinz '87**.

'88

The wedding of **Mark Bacinich** and Yasmina Kokalj took place Saturday, July 21, 2007, in Lese Slovenia. Mark earned a bachelor's degree in history from Cornell University. He is a real-estate developer and investment specialist, and serves on the board of the Alpha Omega Research Foundation and the Robin Hood Council. They are living in Las Vegas.

Danielle (Wyser-Pratte) Meagher and her husband

Kevin, welcome their new baby boy, Colin Patrick, born on August 6, 2007. He is a happy baby and he loves his big sister Kelly. Danielle is enjoying being a stay-at-home mom.



'89

Elizabeth Ullmann moved to Atlanta following graduation from Florida State University. She received her MBA from Georgia State in 2002. Elizabeth married Jason Graber in April, 2005, and she is currently employed as a billing manager for Inovis, Inc. in Atlanta. She keeps in touch with **Alexandra Adams '89**, who also lives in Atlanta.

'92

Christopher Lazzara married Jennifer Irwin at St. Luke's United Methodist



Church on November 17, 2007. The reception was held at Isleworth Country Club in Windermere, FL. The wedding party included brothers, **Justin '89**, **Michael '06**, sister **Jessica Parr '94**, along with **Kendall Cheatham '93** and Jim Foley. Ushers included **Loy Anderson '92**, **Colt Robinson '93**, and **Tad Ferguson '92**. Christopher is a graduate of Florida State University and is currently the Vice President of Sales and Marketing of Neptune Research, Inc., in West Palm Beach. They are living in Palm Beach Shores.

'95

Michael Ciklin will graduate in May from the University of Florida with a J. D. from the school of law and an MBA and an MRE from the school of business. He is engaged to Dr. Angie Kruger, and they plan to marry in September.

'97

On November 17, 2007, **Michael Dyal** married Andrea Lopez in Miami. Michael



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THE BRIDGE
PALM BEACH DAY ACADEMY

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The Bridge is published by Palm Beach Day Academy to inform its community of the activities of the school, its students, faculty and parents. Editor Richard Tummon and Alumni Director Rosemary Cove invite your suggestions, reactions and comments regarding *The Bridge*.



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ALUMNI NOTES

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will graduate in May from the University of Miami Medical School. Following graduation he will begin a residency in internal medicine at Jackson Memorial Hospital. Andrea works for the Biltmore Hotel as a Wedding and Social Events Coordinator. They are living in Miami. Michael is the son of Martha Dyal, PBDA Seaview Campus lower school science teacher.

'99

Charles Scheerer graduated from Southern Methodist University in May, 2007, with a degree in finance. In the fall of his senior year at SMU he studied abroad for a

semester in Copenhagen, Denmark, and he spent time traveling throughout Europe. He is living in New York City, and he works at Lehman Brothers in High Net Worth Private Investment Management.

'01

Allie Rosecan, a junior at Syracuse University, NY, is majoring in political science, **Brett '02**, a junior at the University of Florida, is a member of Sigma Alpha Epsilon fraternity, and **Devon '04**, is a freshman at Lafayette College majoring in computer science. They all traveled to China last May with their mother, Carol Springer, and took a journey on the Silk Road.

Jeremy Grant, a senior at Bates College, spent the fall semester of this junior year studying in China. He is a Chinese major.

IN MEMORIAM

'46

James Anthony Boalt died on November 3, 2007. He was a graduate of Yale University and Columbia University. Mr. Boalt is survived by his daughters, Lisa '96 and Amanda '94, and sons Adam '91 and Christian '95.

'60

Dianne Prudden died on January 6, 2008 in Dallas, TX. She is survived by her brothers Paul '63, John '65, sister Alice Prudden Allick '69, and their families.

'70

Charles "Chuck" Nash Bliss died on February 19, 2008, following an extended illness. Chuck owned and operated C and D Lawn Service and Design Co. for over twenty years. He was an avid fisherman, an accomplished artist, and a fine carpenter. He was the great-grandson of automobile entrepreneur C.W. Nash. He is survived by his mother Edith and his sister Nancy Bliss '70.



Annual Giving Fund

Palm Beach Day Academy's **Annual Giving Fund** is in progress. The school thanks all who have already contributed.

All contributors will be recognized in the Palm Beach Day Academy Annual Board Report in the fall.

Annual support enables Palm Beach Day Academy to better serve the educational needs of our students by allowing us to

- attract and retain the most qualified teachers
- offer our teachers opportunities for continuing professional development that brings greater quality to our children's experience
- maintain state-of-the-art technology.

For more information, contact the Development Office at 832-3308



The 2008 Palm Beach Day Academy

Dinner Dance and Auction

Saturday, April 26, 2008

Silent Auction - 6:30 P.M.

Dinner, Dancing and Live Auction - 8:15 P.M.

ALUMNI FAMILIES

JOIN US FOR THE AUCTION

Alumni, Past Parents and Grandparents who would like to attend the auction should contact the Development Office at 832-3308 to request an invitation. We'd love to see you there!

www.palmbeachdayacademy.org

Palm Beach Day Academy

Website

Visit the website for access to up-to-date information.

Flagler - "Flagler Focus"
Seaview - "Seaview Update"

Under the homepage "Bulletin" link

Username: bulldog

Password: pbda

www.palmbeachdayacademy.org

The Bulldog



School Store

M,W,F 7:30 - 8:30 A.M.

Tue, Th 2:30 - 3:30 P.M.