

imPRESS

newsletter of the Southwest Florida Chapter
2007 CHAPTER OF THE YEAR

highlights

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www.fpraswfl.org

Turkeys and Triumphs

November luncheon meeting

November 4 we will gather around the table for our traditional “Turkeys and Triumphs” program - where PR pros share what worked and what didn’t this year! Join our family for this annual feast of PR hits and almost hits, do’s and probably not’s!

Tuesday, Nov. 4

11:30 a.m. to 1 p.m.

Broadway Palm Dinner Theatre

Register today at www.fpraswfl.org

The Partnership of Marketing and PR

December luncheon meeting

Join us December 1, as FPRA welcomes Alison Drake, founder and creator of Alison Drake Marketing, Advertising and PR. An award-winning advertising executive and creative director, Drake was responsible for successful and solution solving campaigns for national and regional clients such as Carnival Cruise Lines, AAA Travel, Bahamas Tourism, Office Depot, The Florida Lottery and more. She will be speaking at our December meeting about The Partnership of Marketing and Public Relations, how they work in tandem in a rapidly changing world and how they keep adapting and growing.

Special Thanks!

October luncheon speaker

Our October 7 meeting was a huge success with strong attendance and enthusiastic members and guests. We had 44 attendees of which 17 were guests and 11 walk ins! The feedback about our keynote speaker, Dr. Jennifer Languell, President and Founder of Trifecta Construction was consistently “excellent”.

Some of the comments included: “Best speaker we’ve had this year, very engaging, interesting information. I learned a lot.” I guess the interest in “green” and knowing when we are being “green washed” is top of mind now.

Dr. Languell wanted to personally thank each and every one of you who attended with this personal message: “It was my pleasure to speak to your organization with so many interesting and interested individuals. I appreciate the opportunity to spread the word about Green, its meaning, and how to accurately and honestly depict what we are trying to say. I look forward to seeing your members in the business world around Southwest Florida. Thanks again.” (239) 229-3177

www.trifectaconstruction.com

If you missed Dr. Languell’s presentation, you can view it here: Type [ftp.trifectaconstruction.com](ftp://ftp.trifectaconstruction.com) into your WINDOWS (not internet) explorer address bar. It will ask you for username oct7 and password broadway and you can download the pdf for reference from there.



Laura Puerto (left), is pictured with raffle winners Katie Meckley, Shelly Flynn and Kim Geary.

Happy Anniversary

November anniversaries

Now 102 members strong, FPRA celebrates the following November membership anniversaries this month:



November Anniversaries

Samantha Scott	2006
Susan Lindenmuth	2007

Welcome New Members

Barbara Wilson is director of marketing and communications for Conservancy of Southwest Florida.

Ramon Looby is public information officer for the Fort Myers Beach Fire Control District.



President's Message

Ginny Cooper 2008-09 SOUTHWEST FLORIDA CHAPTER PRESIDENT

When you make your living with words, you gotta love 'em! And I have been known to sit and just read the dictionary – fascinating stuff! Since we're in the middle of the renewal period for FPRA membership, I decided to look up the word "renew." Here's what it means, and also what it CAN mean for you!

1: to make like new: **RESTORE** to freshness, vigor, or perfection - Renewing your FPRA membership has the power to restore to freshness, vigor or perfection your public relations career! This is especially true if your experience in years past has been to only attend a few meetings here or there, maybe enter the local Image Awards and drop in at PRU once or twice. Renew with a purpose – to get the most value possible out of your membership.

2: to make new spiritually: **REGENERATE** - Renewing your FPRA membership provides you with a connection to like-minded professionals.

3 a: to restore to existence: **REVIVE** - Renewing your FPRA membership can breathe new life into your professional development.

3 b: to make extensive changes in: **REBUILD** - Renewing your FPRA membership gives you access to a network of professionals who have the power to help you make changes. Change is never easy, and is especially difficult when you have to make it alone.

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President's Message continued . . .

4: to do again: **REPEAT** - Renewing your FPRA membership is a “do-over”...didn't you love those in childhood? Get something wrong, do it over. Or get something right and repeat the victory!

5: to begin again: **RESUME** - Renewing your FPRA membership allows you to pick up where you left off...maybe in pursuit of your APR or CPRC designations, perhaps in leadership development, possibly in your education.

6: REPLACE, REPLENISH - Renewing your FPRA membership offers you the opportunity to replace or replenish the powerful motivation that started you down this career path in the first place!

Not only do I read the definitions, but I read the parts of speech as well! “Renew” is a transitive verb – it is a verb that requires both a subject (**you**) and one or more objects (**membership**). Merriam, Webster and I all agree – it's time to RESTORE, REGENERATE, REVIVE, REBUILD, REPEAT, RESUME, REPLACE, and REPLENISH your career – it's time to **RENEW** your **FPRA membership!**



SOUTHWEST FLORIDA CHAPTER PRESIDENT

APR's **earn more money** - interested now?

Mary Briggs, APR, CPRC, Credentialing Chair

If you've been thinking about getting Accredited in public relations, there has never been a better time. The economy is in an upheaval, companies are cutting staff, and budgets are being tightened. Now is the time to make sure you are delivering the best possible value to your employer and to yourself. What better way to do that than to make an investment in your future and enhance your professionalism? And studies show that Accredited public relations professionals make approximately 20% more* than their non-accredited counterparts. Now that's an investment worth making.

For more information on how to become Accredited or Certified in public relations, contact Mary Briggs at 239-278-3900 or mary@briggsrogers.com.

*2005 PR Week/Korn Ferry Salary Survey

CH-CH-CH-CHANGES

If you're old enough to remember that song...well never mind! There are some exciting changes in the Chapter. We are getting a new look and, more importantly, new functionality, to our Chapter Web site. Your Board of Directors has contracted with Upton Technology Group to design a new Web site that will offer all the things you have been asking for over the years – in particular online payment for luncheons and events! The new Web site will be content driven, not database driven, and will be easily managed by Chapter members. There will be a members-only section where we plan to provide real value in the form of downloadable presentations, the newly-formatted media guide, and the job postings. Oh – and we'll be blogging! And who knows what else?! Want a sneak peek? Then register for the November luncheon meeting, "Turkeys and Triumphs." This one will definitely be a triumph!

Monkey see, monkey do...

Why they named it Survey Monkey, we don't know, but we will begin using the service for our monthly luncheon surveys. A few questions, a few clicks, and you will be able to register your comments about the month's program as well as make suggestions for speakers and topics for future programs. What could be easier?

Sponsorships Offer Value

Erin Comerford, Sponsorship Chair

Think about how quickly \$250 is spent in your marketing budget, and what you actually get out of it. Now, see how far it goes when you sponsor an FPRA luncheon:

Reach -Your company will be seen by more than 100 FPRA members and guests

Multiple Impressions

- Mention of your sponsorship in the meeting announcement/news release, sent to multiple community media outlets
- Promotion in the monthly newsletter, sent to all FPRA Southwest Florida Chapter members
- Mention of your sponsorship in the meeting reminder, sent to members several days before the event
- Display and distribute your company's collateral at the meeting
- Mention of sponsor appreciation in the following month's newsletter

Meet Your Potential Clients

- Five minutes to introduce your product or service to a captive audience of 35+ professionals

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Sponsorship continued . . .

- Receive two tickets to attend the meeting (includes lunch)
- Network with members and guests
- Pick up valuable leads by offering a business card drawing for a small gift

We're currently seeking sponsors for all upcoming meetings, as well as special events like PRU. If you or one of your business partners may be interested in taking advantage of this valuable opportunity, please call (239) 590-4508 or E-mail sponsorfra@gmail.com.

Pro-Bono PR

From time to time the Chapter receives requests for someone to assist 501(c)3 organizations with pro bono public relations work. We are making these needs known to our membership, should you have the time and desire to lend yourself to the community. The publication of this information does not constitute an endorsement of any organization, its values, mission or operation.

This month we received a request from TLC – Tender Loving Care Children's Home. If interested, please contact Ruth Wilburn at (239) 542-4800.

ROCK-ing Chair Award

Ginny Cooper, SWFL Chapter president

The inaugural President's ROCK-ing Chair Award went to the PR professional who inspired it in the first place with her initiative, enthusiasm, and positive “woo-hoo” spirit – Hospitality Chair Laura Puerto! Working proactively (and quickly!) to recruit a committee of friendly, efficient and energetic volunteers, Laura arrived at the first meeting with a case of new nametags, special touches, a mentor program in place and a warm smile to greet all luncheon attendees. By the time the October meeting rolled around, the Hospitality Committee had begun making pre-meeting phone calls to pre-registered guests to let them know how excited we were to be able to meet them and introduce them to FPRA. When guests arrived, they found a reserved seat at the tables, where they were able to chat with veteran members and leaders. Within 24 hours the business cards from the free luncheon drawing had all been entered into a spreadsheet so the committee could make follow-up calls to answer any questions. Woo Hoo! And congratulations Laura!



Laura Puerto, Hospitality Chair, wins inaugural ROCK-ing Chair Award.



And now, a word for our sponsor

A very special word of thanks to Caroline Useman, president of BioDrain of Florida, for being the luncheon sponsor for October. Bio Drain is an odorless patented proactive EPA-recognized live bacteria which is dispensed into a drain system on a daily basis. The process eliminates waste where it originates in drain systems, keeping them free of organic waste build-up and the accompanying odor.

“Our bacteria actually **digest** the organic waste such as grease, sugar, starches and soap scum, which are all natural by-products of a commercial restaurant,” explains Bio Drain President Caroline Useman. “It converts the organic waste into harmless carbon dioxide and water, making it safe for people, plumbing and the environment.”

Caroline brought bright blue “green” bags for everyone and generously donated a \$100 gift certificate to Broadway Palm Dinner Theatre, as well as a \$20 gift card to Red Salon & Spa. Thank you, Caroline!



Caroline Useman presents green blue bag to Luann Collins of Jaguar Data Systems

Conference Corner

Ginny Cooper, SWFL Chapter president

2009 hasn't arrived by the calendar, but your state Association conference committee is already hard at work planning an awesome year-end professional development opportunity for you.

Location: Boca Raton Resort and Club, Boca Raton, FL

Date: Aug. 9 – 12, 2008 (please note, this is 1 week later than usual)

Registration Fee: \$595/person

The hotel set up a Web site for our conference ([2009 FPRA Annual Conference Reservations](#)), so you can begin registering now! Room prices are tiered, starting as low as \$145/night. By the way, if you make your reservations now, one night will be charged on this year's budget if you'd like to spread the cost out over 2008 and 2009. Just an idea to pass along to your employers.

We've already secured our first speaker, Peter Shankman, creator of HARO (**Help A Reporter Out**). Peter provides PR professionals with a list of stories that reporters are researching so the PR people can pitch to the reporters. His current readership is 33,000 PR professionals! Check him out at www.shankman.com.

And we want to help you when your employer asks you how the FPRA Annual Conference will benefit your company, not to mention you. Here's what Adrienne Moore, APR, CPRC, former FPRA State Association President and three-time

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Conference Corner continued . . .

Treasure Coast Chapter President, has to say about how the conference has benefitted her employer and herself:

“When it comes to professional development and networking, FPRA has not only been a source of education for me as a professional, but has benefited my employer with underwriting/advertising contracts on the local public radio station. Several statewide members purchased air time for clients after meeting me and learning about the value of public radio to their clients. Local members have realized this value in promoting their businesses and non-profit organizations to a strong arts and business demographic. My membership in the local chapter and participation at the state level has definitely paid off over the years. Public radio listeners are known for supporting the businesses heard on their local stations.

“Members have heard me say this over and over ‘If you don’t have at least one point to take back to your job, then you’re not listening.’ I believe that statement strongly and have found many points to bring back to my job - alternative media contacts, age and gender demographics, multi-cultural programs, and more. In particular, I have used the information from Chuck Underwood, one of our speakers several years ago, over and over. His discussion on age and gender changes has been invaluable in dealing with customer service and programming on a public radio station. You can’t beat it!!”

Do you have a testimonial about how the annual conference has benefited you and your employer? We’ll be glad to feature it in one of our upcoming updates, or in your chapter’s news. E-mail your testimonial to ksmittle@ch2m.com.

We want to hear from you!

The annual Chapter survey is available at: http://www.surveymonkey.com/s.aspx?sm=09YSPuYLWW5ScRbKWA8R3Q_3d_3d

This is your opportunity to weigh in on everything we do, and we manage your Chapter accordingly. The deadline to take the survey is November 5.

PR Resources

Are you sick of hearing about the definition of social media, but not really how to apply it? Check out this resource provided by our President-Elect, Kathleen Taylor. Dennis McDonald writes about social media from new angles and goes to deeper levels such as actual ways to apply this technology to a company's overall communications. Check this out and judge for yourself!

<http://www.ddmcd.com/about-me>

About FPRA

An opportunity to grow!

Southwest Florida Chapter Officers:

President: [Ginny Cooper](#)
President-Elect: [Kathleen Taylor](#)
Secretary: [Jessica Clark, APR](#)
Treasurer: [Vicki Moreland](#)
Past-President: [Barbara-Anne Urrutia](#)

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.

Chapter Directors:

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VP Professional Development: [Kate Gooderham, APR, CPRC](#)
VP Member Relations: [Phyllis Ershowskey, APR, MBA](#)
VP Community Relations: [Susan Sanders, APR](#)

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Education Co-Chairs: [Laurel Smith, APR](#) and [Sharon Arnold](#)
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