

imPRESS

newsletter of the Southwest Florida Chapter

highlights

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 FLORIDA
PUBLIC RELATIONS
ASSOCIATION
Southwest Florida Chapter



September meeting

Public Relations Tactics

Learn what it takes to launch a new facility when Debra Webb, APR, Executive Director for the newly established PACE Center for Girls in Lee County shares the public relations tactics and strategies used to launch this new facility.

Formerly, the Chief Development/Communications Officer for the Children's Network of Southwest Florida, she spearheaded the communications and community resource development efforts. She has also served as the public information director for the Department of Children and Families for six years, and she has over 15 years experience in health marketing and public relations.

Tuesday, September 4, 11:30 a.m. to 1 p.m.
Broadway Palm Dinner Theatre
Register today at www.fpraswfl.org

Congratulations
Southwest Florida
Chapter of FPRA -
Chapter of the Year!



Chapter members celebrate being #1 in the State.

Special Thanks!

Thank you to Denise Blondo of Better Choices for her dynamic presentation on one-to-one marketing and customer relationship management. If you are interested in the suggested reading from Ms. Blondo, go to www.ltol.com. And if you haven't done so already, get started on those first impressions with creative voicemail messages to capture attention!



Blondo discussing the four most important steps to understanding your customers IDENTIFY – DIFFERENTIATE – INTERACT – CUSTOMIZE.

New Leadership

2007-2008 board officially sworn in

It was an exciting August luncheon because the Southwest Florida Chapter got to thank the 06-07 officers for their hard work and wonderful leadership and also welcome the new 07-08 Southwest Chapter officers. It has been a thrilling year for the Southwest Florida Chapter earning the special award of Chapter of the Year. Thanks to everyone for making this a successful year and for your continued support to help make the Southwest Florida Chapter the best in the state!



Special Thanks to the SWFL Chapter FPRA 2006-07 Board of Directors.

Southwest Florida Shines

At the Golden Image Awards Gala

Members of the Southwest Florida Chapter of FPRA shined during the 2007 Golden Image Awards Gala at the annual conference earlier this month. Here's the impressive list of winners:

- ◆ Lee County Elections, Golden Image and Judges Award - *2006 Voter Awareness Campaign*
- ◆ LCEC, Golden Image and Judges Award - *Ride the Wave Informational Event*
- ◆ Southwest Florida Chapter 2005-2006, Judges Award - *Chapter Membership Satisfaction Campaign*
- ◆ Priority Marketing and The Fort Myers Redevelopment Agency, Golden Image Award - *Currents newsletter*
- ◆ Southwest Florida Addiction Services and Susan Bennett Marketing & Media, Award of Distinction - *RECOVERY newsletter*
- ◆ LCEC, Award of Distinction - *Monday Blast*
- ◆ Priority Marketing and The Fort Myers Redevelopment Agency, Golden Image Award - *River District Name Change Campaign*



For a complete list of all the Golden Image winners from around the state, visit the state blog at www.fprablog.org

Welcome New Members

Maria Patricia Gonzalez is the enrollment management assistant, SW Florida, for Barry University. Her responsibilities include community awareness activities to help spread the name, mission, and programs to adult learners. She handles public relations efforts, recruitment, enrollment management, demographical research/reporting, donor relations and development and community relations. Gonzalez graduated from Barry University with a degree in health services administration in 2006 and is currently enrolled in the Masters of Arts in Administration set to graduate in May 2008.

Happy Anniversary

Now 117 members strong, FPRA celebrates the following membership anniversaries this month:

Susan Bennett, APR, CPRC....	1994
Chrysten Burzio	2006
Tricia Garretto	2006
Amy Gravina, APR	1986
Teri Hansen, APR.....	1986
James Hof.....	1984
Heather Mazurkiewicz	2003
Meredith Parsons	2006
Karen Ryan, APR	1996
Lynn Schneider, APR.....	1986
Laurel Smith, APR	1986
Eileyn Sobeck-Bador, APR.....	1998

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President's Message



Barbara-Anne Urrutia SOUTHWEST FLORIDA CHAPTER PRESIDENT

I can't believe the time is finally here. Time really does fly when you are having fun – or you are busy PR professionals!

Annual conference was great this year. For those of you who attended, I know you will agree. For those of you that didn't, mark your calendars for next year Aug. 3-6. You do not want to miss it. It was nice to see a good number of members attend from our chapter and so exciting to see our members winning Judges Awards, Award of Distinctions and Golden Image Awards at the 50th Golden Image Awards Gala.

To top off all the excitement of conference – we were honored with the top award out of all 15 chapters in the state -- Chapter of the Year. I was so proud to be there for this announcement because I knew how much hard work and dedication went into receiving this award. This award was a culmination of many years of strong chapter leadership and hard work. The state president said this award was given based on the team effort she saw in our chapter notebook. And that is true...we had a super board this past year, led by Olivia Orth. They were dedicated, responsible and wanted to make this chapter a success. But as I thought about this a little further – it also means we have great members too. The board can plan all the events and programs – but if our members don't show

continued next page . . .

President's Message continued ...

up (and bring friends and colleagues) – nothing would be a success. So this award really was a TOTAL team effort!

In addition to this award, the chapter received an award for student development. As you know we chartered a brand new student chapter this year at FGCU. Since the new school year just began they are just getting started in developing this student chapter. We have a group of dedicated students, being led by Kris McCoun who has been instrumental on this project. As part of a winning team – it is our job to support and encourage this student chapter in these early stages. They will have their own events and meetings but will also join in on ours as well. Get to know them. I know my involvement in the student chapter at FSU is where my networking, internships and professional career began.

I would like to thank many of you for your support and encouragement over the years. I have been shaped and guided by some of the best in this business and in life. I am also thankful of the support I have been given from the Lee County Port Authority for my involvement for many years in FPRA.

The chapter is healthy and happy, and I want to make sure it stays that way. I believe we have a talented board who will continue providing beneficial programs and events to keep you coming back. We do have big shoes to fill – but I know we are up for the challenge! So here we go...



SOUTHWEST FLORIDA CHAPTER PRESIDENT

Mark Your Calendar!

for FPRA luncheons

The Southwest Florida Chapter of the Florida Public Relations Association is lining up dynamic speakers for upcoming monthly luncheons. After our exciting September luncheon mentioned on page 2, Julia East, President and CEO of the Southwest Florida Community Foundation, will be joining us in October to talk about leadership. Mark your calendars now with the dates and times of all our monthly luncheons and then read ImPRESS each month for details. Luncheons begin at 11:30 a.m. at the Broadway Palm Dinner Theatre, 1380 Colonial Blvd in Fort Myers. Join us on: **Sept 4, Oct. 16, Nov. 6, Dec. 10 (Monday), Jan. 15, Feb. 5, March 4, April 1**. Register each month at www.fpraswfl.org

It's Fundraising Day

Hodges University

The Gulf Coast Society of Fundraising Executives will host its 2007 Fundraising Day on Friday, Sept. 7, 2007 at Hodges University Fort Myers campus. This day-long event features a variety of educational workshops for fundraising professionals, executive directors, board members and volunteers. The keynote address will be presented by Dawn Montecalvo, Executive Director of the Naples Children and Education Foundation, and the founders of the Naples Winter Wine Festival. For conference information including the program, registration, and membership details, please visit www.gcsfre.org

School's In Session!

Move Earning Your APR to the Head of the Class

By Pam Cox-Nulman, APR



Just in case you haven't noticed, school is back in full swing in Southwest Florida. For some, this just means more congestion on the roads as buses, parents and teenagers carry the projected 80,000-plus students to Lee County schools, and 40,000-plus students to Collier County schools. For others, like me, it marked a significant milestone in a journey that began some 12 years ago. My daughter began her senior year of high school.

Becoming accredited in Public Relations is a similar journey, marked by milestones that exemplify a personal commitment to personal and professional growth and excellence. The accumulation of years of diverse hands-on experience, the dedication to expand knowledge and skills through graduate work and academic and professional conferences, and even embracing pro bono work to develop and enrich new skills and experiences.

Perhaps you have been considering pursuing your APR and just haven't been able to take the next step to put the wheels in motion. As we head into fall and the kids head back to school, life settles back into a somewhat predictable

continued next page ...

Accreditation Column continued . . .

routine after a long summer. Perhaps now is the right time to move to earning your APR to the head of the class.

After a two-year sabbatical (to attend graduate school), I am looking forward to serving as Accreditation Chair again for our chapter. Plans will be underway shortly for study sessions later this year. Please feel free to contact me at pamnulman@earthlink.net or visit www.praccreditation.org for more information.

As a feature to the APR Tips columns this year we will pose a practice APR exam question each month. It's a fun way to test your APR IQ, as well as that of your co-workers. Enjoy!

What is the first step you, as a public relations counselor, should take toward solving a problem?

- A) Define the problem
- B) Develop a plan of action to address the problem
- C) Recognize how the problem affects your company
- D) Ensure that you have the budget to address the problem



Answer found on next page.

**Congratulations Southwest Florida
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Conference Attendees Learn from the Legends

By Kara Winton, APR

FPRA members from around the state recently gathered in Sarasota for the Annual State conference and were treated to words of wisdom from two PR legends -- Harold Burson, APR, Fellow PRSA and Aaron Cushman, APR, Fellow PRSA. Learning from either man at state conference would be a treat. Hearing from both in a single year was a major coup! Attendees sat mesmerized by their stories and insights.

Burson examined the roots of public relations and recognized that PR as a career is at a professional highpoint. He encouraged the next generation of PR professionals to focus on the content of the message they share with the public.

Cushman shared highlights and anecdotes of his distinguished career, which started with representation of entertainment giants Dean Martin and Sammy Davis, Jr. He opted to drop the entertainment as a specialty to gain credibility in the corporate world and went on to start the national "cookie war" when Keebler launched its soft baked line. He even displayed an amazing media kit he used to spark \$5 million in earned media coverage and 31 percent market share in the cookie industry. He also shared a little known fact... it was a

2007 Conference **Column** continued ...

public relations professional (Cushman himself, along with his client of course) that “invented” the playing of “Take Me Out to the Ballgame” during the seventh inning stretch!

Burson and Cushman were only two in an impressive lineup of speakers that covered every topic under the proverbial PR sun. Just because you didn't attend doesn't mean you can't learn from the speakers still today. The state's blog (www.fprablog.org) captured details of each and every speaker. Check it out!

Foundation News

by Carol Savage, APR, CPRC, State foundation chair

Wow – more than \$5,000 was raised at this year's annual conference during the scholarship fundraiser for the Florida Public Relations Education Foundation! Where does it go? Well, last year \$470 was distributed in APR rebates and a \$1,500 education scholarship was given to Caitlyn Murphy for her expenses from studies in communication at University of Florida. Additionally, for the first time three scholarships of \$525 were distributed to professional members Trista Wallace, APR, from the Jacksonville Chapter, Misty Cash from Capital Chapter and Lori Martini from Dick Pope/Polk County to attend the Association's premier professional development opportunity, annual conference. To learn more about the FPREF, visit the State Association web site at www.fpra.org or call 941-365-2135.

Education Corner

By Casey Francis, FGCU student chapter president

FPRA at FGCU is gearing up for an exciting school year and we are starting strong! During the month of August we took part in an FGCU club fair, familiarized ourselves with the ins and outs of the student activities office, and held our own informational meeting! Did I mention that we all went back to class as well? It was busy, it was crazy, and it was worth it.

To share in the excitement, we would like to invite the professional chapter to our first workshop! It will be held on Thursday, Sept. 27th, beginning at 5 p.m. and ending before 6:30. The workshop will take place in the Student Union upstairs in room 217. This won't be your typical meeting, but rather an interactive networking event! We look forward to getting to know the PR Pros in our own backyard and encourage everyone to come out and show your support for the student chapter!

For more information, please contact csfranci@eagle.fgcu.edu or kmccoun@fgcu.edu.

WebLink

The Phrase Finder, where you can find the meanings and origins of over 1,200 phrases and sayings. They are listed alphabetically. It's great for looking up the meaning of a phrase you already know, or for just browsing if you're working on creative copy. The link is:

<http://www.phrases.org.uk/meanings/index.html>

About FPRA

An opportunity to grow!

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. The Southwest Florida Chapter of FPRA serves Lee, Collier, Charlotte, Hendry and Glades counties.

Southwest Florida Chapter Officers:

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Treasurer: [Ashley Younger](#)

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FPRA

Striving to be Florida's
most respected
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