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imPRess

newsletter of the Southwest Florida Chapter
2007 CHAPTER OF THE YEAR

highlights

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 FLORIDA
PUBLIC RELATIONS
ASSOCIATION
Southwest Florida Chapter

Going for Gold! How to win the top image award

March luncheon meeting

Susan Bennett, APR, CPRC, is the president and owner of Susan Bennett Marketing & Media, a full-service marketing and public relations firm, specializing in non-profit, health care, and governmental agencies. She has won numerous local, state and national awards including the 2008 All Florida Golden Image Award for the best public relations campaign in Florida in 2008. She is also involved in many community service activities including trustee of the Southwest Florida Community Foundation, past president of the Gulf Coast Society of Fund-Raising Executives, a community advisory board member of the Junior League of Fort Myers, and a former board member of the Greater Fort Myers Chamber of Commerce.



Mrs. Bennett will reveal the components of “Saving Lives: The Campaign to Build a New Detoxification Center,” which was honored with FPRA’s highest award – the Dick Pope All Florida Golden Image Award for the best public relations program in Florida last year. It’s only the second time in 52 years that a Southwest Florida organization or agency has won state FPRA’s top honor. Find out step-by-step how to produce an award-winning Image entry for your organization.

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Going for Gold continued . . .

JOIN US!

Tuesday, Mar. 3, 2009

11:15 a.m. - 1 p.m.

Broadway Palm Dinner Theatre

Register today at www.fpraswfl.org

Special thanks

February luncheon speaker

Special thanks to our February speaker, Mr. Ken Sneed of Ken Sneed & Associates, LLC, a Florida-based interactive multimedia production firm. His presentation on “The art and science of winning presentations,” gave us insight on how to prevent “death by powerpoint.” He talked about great books like “PresentationZen,” and “Brain Rules.” He gave us his important tips to giving a great presentation. A few of Ken’s tips on the art and science of great presentations are listed below. Thanks, Ken!

A few of Ken’s tips to luncheon attendees:

- 1) Keep it simple.
- 2) Vision trumps all other senses.
- 3) Treat your audience as King.

Welcome New Members!

The “purged” membership list from the State office arrived recently and we were sad to lose 25% of our membership for various reasons. But a close look at the list revealed 9 new members whose names had not made it on to the “official” state roster! In this age of instant gratification, we are not used to having to wait on anything. But “good things come to those who wait” and we’d like to welcome the following members who have joined us since the beginning of the year – officially and unofficially!

- Libby Andrews, Hillgate Communications
- Jennifer Berg, Lee County Economic Development Office
- Dick Collins, DickCollinsMarketing.com
- Luann Workman Collins, Jaguar Data Systems
- Danielle Flood, Educational Concerns for Hunger Organization
- Craig Garrett
- Scott Griffith, Retired Police Captain
- Shannon Lakeman
- Atali Maruri
- Marie Mosley, APR
- David Parks, Global 5 Communications

Happy Anniversary

March anniversaries

FPRA celebrates the following March membership anniversaries this month:

2001

Ria Brown

2007

Heidi Taulman

2008

Zachary Bouchard

Kirsten O'Donnell



President's Message

Ginny Cooper 2008-09 SOUTHWEST FLORIDA CHAPTER PRESIDENT



Mid-Year Check-up – How Are We Doing?

If you were at the February luncheon meeting, you witnessed a first – I was rendered speechless! When Ken Sneed asked if anyone had read The Purpose Driven Life I raised my hand, never expecting he'd ask me what the first line of the book was! For the life of me, I couldn't remember it then, but I'll probably never forget it now! "It's not about you".

But I beg to differ when it comes to FPRA, because it **is** about you. Your Leadership Team is meeting on Saturday the 28th for a Mid-Year Retreat. (That's a fancy name for a longer-than-usual-Board-meeting!) We'll spend a few minutes looking back at what's been accomplished so far this year, but the bulk of our time will be spent planning the next 6 months. Coming up March 20 is the Image Awards deadline. April 1 will be the Chapter's first-ever PR Pro Bono Day for Nonprofits. Nominations for the 2009-2010 Leadership Team open April 7. April 16 is the Image Awards Gala. Beyond that, what would **YOU** like to see happen? Remembering that our Chapter theme this year is "The PowerR of PR", what can we provide you as members, that enhances your profession and position? Think in terms of powerful networking, educational and professional development opportunities.

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President's Message continued . . .

If you have suggestions please direct them to the following people:

Everything to do with membership, such as program topics, Image Awards, member recruitment and retention, member benefits...Vice President of Member Relations Phyllis Ershowsky, APR.

Everything to do with professional development, such as education, research projects, career resources...Vice President of Professional Development Kate Gooderham, APR, CPRC.

Everything to do with networking, outreach within and outside the chapter, community service projects, opportunities to represent the Chapter in the community...Vice President of Community Relations Laura Puerto.

Everything to do with the newsletter, Web site, media relations, media guide or any other communications within or outside the Chapter...Vice President of Communications Kara Minoui.

Everything to do with leadership opportunities for the remainder of the year... President-elect Kathleen Taylor.

Everything else...well, that would be me! Our contact information is always on the back page of "imPRess".



SOUTHWEST FLORIDA CHAPTER PRESIDENT

NOW is the time to make a commitment

Mary Briggs, APR, CPRC, credentialing chair

Study sessions for Accreditation and Certification now forming

Are you considering getting your APR or CPRC? Here's what your fellow members have to say about why they made the commitment to advance their credentials:

“Accreditation is so important for the credibility of our profession, and I'd encourage any qualified applicant to take the plunge.” – Amy Gravina, APR

“It gave me additional credibility when working with others outside of my field.” – Carolyn Rogers, APR

“It reminded me of what I do know. I get so embroiled in doing that I need to be reminded of my experience.” — Kate Gooderham, APR, CPRC

Study sessions for Accreditation and for Certification are now forming and may start as early as March. Please contact Mary Briggs, APR, CPRC at (239) 278-3900 or at mary@briggsrogers.com if you would like to know more.

PR Professionals needed - Pro Bono PR

Mark your calendars for the Southwest Florida Chapter of FPRA -
Pro Bono PR Day!

Wednesday, [April 1, 2009](#)

1 - 5 p.m.

Lakes Regional Library (WIFI provided)

FPRA members will provide pro bono PR services to non profits in 1-hour sessions:

- Press Releases “How-To”
- PR Budgeting & Measurement
- Creating a PR Blog & Social Media Tools
- Keys to Talking to the Media
- Promoting Special Events

EVERY member should be able to give 1 hour back to the community and EVERY member is needed to support this service day!

Get involved, have some fun and sign up early. For more information, contact Cindy Burgess at (239) 335-0470 or cburgess@news-press.com.

Thinking flexibly and being persistent

Developing Mathematical Habits of Mind

Special thanks to John Dalida and the Joan Drakert Recreational Mathematics Centers LLC for sponsoring our February meeting.

We challenged members to solve a sample right-brain mathematical problem at February's meeting. The answer is provided below.

Original puzzle:

Resources: - x x , 3 5 5 7 7; Goal: 4

Answer: $7 \times [(5 \times 5 \div 7) - 3] = 4$

Or, $7 \times (3 \frac{4}{7} - 3) = 4$.

In words: 7 times the quantity of 3 and 4 sevenths minus 3 → 7 times 4 sevenths equals 4.



*John and Valentina Dalida
at the February luncheon
meeting.*

Thinking flexibly continued ...

The JDrakertRMC Company provides a consulting service to those families who want to nurture their children's mathematical promise and develop their mathematical power. The company provides each child with a tutor who will design an individualized series of experiences in mathematics for him or her.

To provide a forum for students to display their talents, John Dalida is in the process of organizing the Southwest Florida Academic Games League. The League will establish an extracurricular network of inter- and intra-school academic-gaming contests to parallel athletic contests.

For more information, contact John Dalida at 239-896-7011 or via E-Mail at dalida@ksu.edu.

Web Link

Have you ever felt like management was not quite seeing it your way? Ever wondered why your staff may not see things the same way? Ever thought that your way of thinking may play a role? Check out this interesting right brain vs. left brain quiz.

www.leftrightbrainquiz.com

Super-Powered PR



Important Image Dates:

Call for Entries Available Online: February 12, 2009

Entry Deadline: March 20, 2009

Image Gala: April 16, 2009



FPRC Southwest Florida Chapter Image Awards 2009

Super power your Image Awards entries

Kathleen Taylor, SWFL Chapter president-elect

Don't forget these dates:

March 20— Image Award Entry deadline

Image Award Entry Fee: \$35 each

Submit entries to LCEC, 4980 Bayline Drive, North Fort Myers, 33917

April 16 — Image Award Gala

Image Gala tickets: \$35 each

North Star Yacht Club, Hancock Bridge Parkway, North Fort Myers

As you are putting the final touches on your Image Award Entries, here are five tips for zapping the stress right out of preparations now and for future years.

- 1. Read the directions.** Make sure to address all five elements of the summary (Research, Objectives, Implementation, Evaluation and Budget). Don't try to fake any of them. You must provide valid information on each element.
- 2. Track projects throughout the year, not just at awards time.** Keep a file for notes, surveys and documentation. It will make compilation that much easier.

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Image Award **entries** continued ...

- a. Evaluate every project as a potential entry
- b. Keep good records
- c. Record your objectives
- d. Set quantifiable goals
- e. Organize support materials in sheet covers in your binder. Include survey results, proof of research, before and after samples, media clips, letters of appreciation, pertinent reference material. Get CD or DVD archives of all radio and TV publicity.

3. Plan ahead to conduct research and document results. It will strengthen your work. Manage by fact. Measure your results.

4. Put the most work into the summary, not just the notebook. Be clear concise and factual, not just creative.

5. Review the checklist provided in your call for entries. Here are just a few sample requirements. See the complete Call for Entries for details online at:

<http://fpraswfl.org/events/upcoming-events/2009-image-awards.html>

- Category noted.
- Some part of the entry took place between the required dates on the form.
- Entry is contained in a standard three-ring, hard-cover, stiff-spined binder no larger than three inches thick.
- Entry form or facsimile is first page of entry.

continued next page ...

Image Award **entries** continued ...

- Summary is no longer than two pages and is double-spaced. Type font must be Times New Roman, and type size is a minimum of 10 point with a 1" margin.
- Three copies in addition to the original summary are included.
- Brief organizational overview is included.
- 50-word summary included for banquet.
- All support materials labeled with proper identification.
- Name to be used on award specified.
- Check with duplicate of each entry form attached.
- CD containing two-page summary, 50-word summary and digital image is labeled, placed in an envelope and attached to the 50-word summary.

According to the **pros**

Image Notes

The Florida Public Relations Association's Local and Golden Image Awards competitions have become a widely recognized symbol of public relations excellence across the State of Florida. These entries represent the very best of public relations campaigns and are judged on demonstrated excellence in research and planning, implementation and production, execution, and evaluation of results and budget.

Writing an award winning entry is 2/3 creative writing and 1/3 preparation. What intimidates most practitioners is "How do I cram this amazing project into two measly pages?"

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:

VP Communications: [Kara Minoui](#)
VP Professional Development: [Kate Gooderham, APR, CPRC](#)
VP Member Relations: [Phyllis Ershowsky, APR, MBA](#)
VP Community Relations: [Laura Puerto](#)

Chapter Chairs:

Credentialing Chair: [Mary Briggs, APR, CPRC](#)
Education Co-Chairs: [Laurel Smith, APR](#) and [Sharon Arnold](#)
Hospitality Chair: [Laura Puerto](#)
Media Relations Chair: [Carla Ulakovic](#)
Membership Chair: open
Newsletter Chair: [Heidi Taulman](#)
PRU Co-Chairs: [Tina Haisman, APR, CPRC](#) and [Ken Gooderham](#)
Programs Chair: [Deborah Shane](#)
Special Projects Chair: [Cindy Burgess](#)
Sponsorship Chair: [Erin Comerford](#)