

july 2007

FPRA

i m P R e s s

newsletter of the Southwest Florida Chapter



www.fpraswfl.org

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 FLORIDA
PUBLIC RELATIONS
ASSOCIATION
Southwest Florida Chapter

July meeting:

Jackpot! Promoting the Florida Lottery

Join us for our July meeting as Leo DiBenigno, secretary of the Florida Lottery, shares information about the organization's promotional and public relations tactics. Gov. Charlie Crist appointed DiBenigno to this position Jan. 2. He previously served the lottery office as assistant secretary for public affairs and as communications director. DiBenigno is a University of Maryland graduate who lives in Tallahassee with his wife and daughter.

Tuesday, July 10, 11:30 a.m. to 1 p.m.
Broadway Palm Dinner Theatre
Register today at www.fpraswfl.org

Special Thanks!

Thank you to our very dynamic PR University Speakers: Lee Knapp, Heather Christie and Joan Lowery. PRU attendees rated these speakers extremely high, and we thank them for their support of our organization and members.

Special thanks as well to our PRU Sponsors: Jaguar Data, Divine Events, Action Coach, Knapp Consultants, Lowery Communications, Promotional Incentives, Magestic Graphics and Print Imaging, Flame Productions and Priority Marketing.



Elections scheduled for July 10

By Barbara-Anne Urrutia

The FPRA Southwest Florida Chapter nominating committee presents the following candidates for the 2007-2008 board of directors. The membership will vote on the board at the chapter's July 10th lunch meeting, which begins at 11:30 a.m. at the Broadway Palm Dinner Theatre.

Thank you and congratulations to these outstanding professionals for accepting a nomination to serve on our chapter board of directors!

- Secretary : Laura Zocki
- Treasurer: Ashley Younger
- House & Attendance: David Grey
- Web Site Chair: Brian Bennett
- Newsletter Chair: Heidi Davis
- Image Awards Chair: Erin Jolley
- PR University Chair: Vicki Collins and Joni Schopke
- Programs Chair: Ginny Cooper
- Publicity Chair: Roger Sockman
- Education Chair: Kristin McCoun

Recruitment is continuing for three remaining board positions: President-Elect/Membership Chair, Accreditation Chair and Special Projects Chair. Anyone interested in serving in these capacities is encouraged to contact Barbara-Anne Urrutia at (239) 590-4507 or membership@fpraswfl.org.

Welcome New Members

Sandra Arnold, APR is the public information coordinator for Collier County Government. Some of her responsibilities include writing/editing internal and external publications, photography and serving as Webmaster, media spokesperson and emergency PIO. Previously, she was the operations manager at JPI, a 198-unit luxury apartment community; a public affairs specialist with Commander U.S. Naval Forces Japan; and a broadcast journalist for the American Forces Network in Italy. She earned a bachelor's degree in 2000 and master's degree in 2001. Arnold became accredited in public relations in 2006.

Melissa Giustina is account coordinator for Tweed Advertising Inc., where some of her responsibilities include planning special events, writing proposals and marketing plans, assisting in production and creative materials

and securing advertising specialty items for clients. Prior to this, she was the media coordinator/print production coordinator for Chico's FAS Inc. and the media relations coordinator for Florida Firecats, LLC. Giustina earned her bachelor's degree from Florida Gulf Coast University in June 2005.

Happy Anniversary FPRA members!

Now 115 members strong, FPRA celebrates the following membership anniversaries this month:

Ken Gooderham 2001
 Carolyn Johnson 1998
 Pam Nulman, APR 2001
 Joni Schopke 2006
 Debra Webb, APR 1997

President's Message



Olivia Orth SOUTHWEST FLORIDA CHAPTER PRESIDENT

The old cliché is true. Time flies when you're having fun! It's been a fun and busy year for all of us on the Southwest Florida Chapter board of directors, and soon the new 2007-2008 board will be installed with Barbara-Anne Urrutia at the helm as our chapter's new president. The slate of officers appears in this newsletter, but it's never too late to volunteer. It's going to be a fun year, and there are still positions open.

Even if you don't get a board spot this year, our new leaders are ready to keep the great momentum we have going, and they'll need volunteers to help them plan and implement programs on committees this fall. Committee work is a great way to get the full value out of your FPRA membership and learn more about valuable leadership opportunities you may want to pursue in the future.

Another great development coming up is the 2007 Annual Conference, which will be held Aug. 5-8 at the Sarasota Ritz-Carlton. The deadline for early registration is July 13, so go to www.fpra.org today to get more information and download your brochure and registration form. This conference always offers an exceptional lineup of speakers and lots of fun in a beautiful location. It's one of the nation's best values for professional development in public relations.

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President's Message continued . . .

Part of conference is the Golden Image Award banquet. Our chapter sent approximately 10 entries to Sarasota this year, and it will be exciting to see Southwest Florida businesses and organizations recognized as winners in this year's Golden Image Awards. If you can't make it for the whole four-day conference, Sarasota is just a couple of hours away so try to come for this exceptional networking event – which is celebrating its 50th anniversary!

The opportunities to enhance your career are always abundant with FPRA!

Olivia O'H SOUTHWEST FLORIDA CHAPTER PRESIDENT

PRU rated “excellent”

According to a post-event survey, the majority of participants rated PR University “Excellent” after attending the professional development seminar on Tuesday, June 12 at Hodges University. All survey respondents rated the seminar and its speakers “Excellent” or “Good.” Approximately 50 professionals attended the event, which offered full day, morning, lunch and afternoon registration options.

If you missed PR University this year, just keep your eyes open for future opportunities. PR University is an annual event hosted so look for information about next year's program in early 2008. It is just one of many great events hosted by the Southwest Florida Chapter throughout the year!

Register for FPRA's 69th Annual Conference today!

Early Bird Deadline is July 13!

PR: The Convergence of Art and Science
Sunday, Aug. 5 to Wednesday, Aug. 8
The Ritz-Carlton, Sarasota

Featured Speakers Include:

- Harold Burson, APR, Fellow PRSA, founding chairman of Burson-Marsteller, the world's largest public relations consulting firm and author of "E Pluribus Unum – One from Many: The Making of Burson Marsteller."
- Aaron D. Cushman, APR, Fellow PRSA, retired chairman of Cushman/Amberg Communications and author of "A Passion for Winning: Fifty Years of Promoting Legendary People and Products."
- Kirk T. Stewart, executive vice president of APCO Worldwide, former global vice president for corporate communications for NIKE, Inc. and chairman & CEO of Manning Selvage and Lee, a global public relations firm.

Many more presentations will be offered, along with great networking opportunities. Hotel reservations can be made directly with The Ritz-Carlton, Sarasota by calling 1-800-241-3333. Mention FPRA to get the special conference rate of \$135. For questions, e-mail contact VP annual conference [Erin McLeod](#). Click here for the [2007 FPRA Annual Conference brochure and registration form](#).

Alliance breeds creativity

By Kathleen Moye

The Alliance for the Arts was proud to host the 2007 FPRA iMage Awards Gala this spring. It was a chance to meet and serve a community of business professionals who know the value of creativity. Our mission as the local non-profit arts agency for Lee County is “to facilitate and nurture the creation, development, promotion, and education of arts and culture.” One way we do that is through networking and partnerships with other businesses.

Thank you to the
Alliance for the
Arts for sponsoring
our iMage Awards
Gala in May!



The Alliance would love to provide the stomping grounds for your next big event. Space is available now for company parties, lecture series, club meetings, or other events. Also, the Alliance would love to tell you more about philanthropic sponsorship opportunities, or help you get more involved in the arts. Please call us anytime at (239) 939-2787 or visit us on the web at www.artinlee.org.

Looking toward the future, Art Royale 2007 is around the corner: Watch for more details and save the date for Nov. 17. Also, the Foulds Theatre, located at the Alliance for the Arts, will host several new creative works in 2007-2008. A full schedule of performances is being developed now for an exciting “Season at the Founds” coming soon!

The Alliance for the Arts galleries are open from 9 to 5 Monday through Friday and from 10 to 3 on Saturdays, located at 10091 McGregor Boulevard just south of Colonial Boulevard.

Earning **APR** means more than **passing** a test

By *Clare Ulik, APR*

I just earned my APR and freely admit it was an exciting reward for the hard work I put into attending study sessions, doing homework, writing and presenting the Readiness Review, and preparing for and taking the four-hour national exam. After all, the APR was my sole goal throughout the five-month-long journey.



But I got so much more out of the process than just accreditation. I learned great information along the way about the public relations profession – ideas that were both new to me, and that challenged what I thought I already knew. I also gained much from the other professionals in my study sessions. My class was comprised of peers in a wide variety of public relations careers, so the brainstorming and input was far-reaching and enlightening, and opened my eyes to many new ideas and experiences.

Lastly, I experienced the unwavering support and encouragement of peers who had gone before me - APRs who were excited about my goal, helped me stay focused, offered tips on what to study, proofed my Readiness Review, gave of their time so I could present it, and cheered me along. So let me encourage you: if you set a goal to pursue the APR, you will stretch yourself as a student and as a professional, and earn rewards that extend well beyond your new title. Go online today at www.prsa.org and learn more about the process. Your accredited peers will support you every step of the way.

Between the pages

By Karen Sloan, APR

Patrick Lencioni's "The Five Dysfunctions of a Team: A Leadership Fable" was the PR Book Club May selection. If you haven't had the chance to read it yet, here's a recap of this interesting selection.

The gist of the story: This a fictional account of a start-up high-tech firm in California with great potential but a lack of leadership at the top. The characters too are fictional, but readers will likely identify themselves or colleagues with the personalities in the fable. As it begins, the company's CEO was "asked" by the board of directors to step down and he accepted, almost relieved to give up the responsibility. A new CEO was brought in to help the management group function as a team so the firm might make its mark in this highly competitive industry.

Cut to the chase: What are the five dysfunctions? They are: Absence of Trust; Fear of Conflict; Lack of Commitment; Avoidance of Accountability; and Inattention to Results. New CEO Kathryn uses these concepts to bring this potential team into harmony. She doesn't come in and make immediate sweeping changes, but rather observes how the team works (or does not work) together. Each department is pretty much concerned only with their particular piece of the puzzle. Kathryn masterfully brings them around, with a couple of surprises along the way. In the end, they know their teammates much better, they can discuss ideas and question one another without becoming defensive, they work toward clarity of who will do what when, and they can look at the big picture, seeing how all the departments rely on each other for the success of the whole company.

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between the pages Continued

Bottom line: Just as in forming a good PR plan, success depends on clearly defined goals and objectives, good communication, and a leader who can motivate and not alienate. This book is a quick read. The story is followed by an overview of the model so you can rate your own organization's functionality and learn how to address areas that need improvement. Give it a try! And, if you like it, maybe we can get together to discuss it sometime.

Book Club

July's PR Book Club is set for Wednesday, July 25 at 6 p.m. at CinCin located on the corner of McGregor and Cypress Lakes boulevards. We will be discussing "People First" by Jack Lannom. Join us to discuss one of the most lauded texts on business, relationships and management!

WebLink

Ever wish you could consult another public relations professional for advice on something related to your job? Ever wonder if another PR professional has come across a situation similar to yours? Need some professional advice, but you're not sure just who to ask? Check out this service of FPRA: HotTopics!

HotTopics listserv is an e-mail address used to broadcast e-mail messages to a list of subscribed e-mail addresses. The next time you have a question, e-mail Hot Topics and learn from all off the great advice you'll get from your FPRA colleagues!

HotTopics@FPRA.org

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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President-Elect/Membership: [Barbara-Anne Urrutia](#)

Secretary: [Betsi Jones](#)

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FPRA

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most respected
public relations organization.*

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