

imPRess

newsletter of the Southwest Florida Chapter
2007 CHAPTER OF THE YEAR

highlights

April Luncheon Meeting	page 2
Welcome New Members	page 4
Happy Anniversary!	page 4
President's Message	page 5
Last Call for Study Sessions	page 7
2009 Image Awards	page 8
Pro Bono PR	page 12
Annual Conference Update	page 13
ROCK-ing Chair Award	page 16

www.fpraswfl.org

 FLORIDA
PUBLIC RELATIONS
ASSOCIATION
Southwest Florida Chapter

When the President comes to town!

April luncheon meeting

If you enjoyed Susan Bennett, you will not want to miss our April 6th luncheon - [meeting is held on a Monday this month](#), so mark your calendars NOW! The luncheon meeting will feature, “When the President Comes to Town”, as the chapter welcomes special guest FPRA President Lanette Hart, APR, CPRC, and honors Chapter Past Presidents. A panel of area public relations and business professionals will discuss their respective roles in preparation for and follow-up from the recent visit of President Barack Obama.

The panel will feature Susan Johnson, General Manager of the Broadway Palm Dinner Theatre, as moderator; Rose Rundle, General Manager of Harborside Event Center; Jennifer Hobbic, Public Relations Specialist for the City of Fort Myers; Shelly Flynn, Public Information Officer for the Fort Myers Police Department; Victoria Moreland, Public Relations Director for the Lee County Port Authority, and Marietta Mudgett, Executive Director of the Greater Fort Myers Chamber of Commerce. Each speaker will share their unique perspective on being involved in this special moment in the national spotlight for Fort Myers!

Monday, April 6, 2009

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

Broadway Palm Dinner Theatre

Register today at www.fpraswfl.org

Special thanks

March luncheon speaker

A special thank you to Susan Bennett, APR, CPRC, for her engaging presentation at our March 3 luncheon, on the Southwest Florida Addiction Services (SWFAS) campaign that won the prestigious Dick Pope All Florida Golden Image Award in 2008. One of our survey comments was: "Loved the meeting today! Susan Bennett was simply the best speaker we have had since I've been coming!" We had 28 attend of which 6 were guests.



Deborah Shane, programs chair, Susan Bennett, APR, CPRC and Ginny Cooper, Chapter President.



Vicki Collins, Danielle Flood and Joni Schopke enjoy the March luncheon meeting.

Happy Anniversary

April anniversaries

FPRA celebrates the following April membership anniversaries this month:

1997

Margie Byers, APR



Welcome New Members!

[Angie Basile](#), Associate Publisher, Gulf Coast Business Review

[Jacqueline House](#), Director of Development, Children's Home Society



President's Message

Ginny Cooper 2008-09 SOUTHWEST FLORIDA CHAPTER PRESIDENT

The Leadership Challenge

Our April 6th meeting will very presidential! The program will be “When the President Comes to Town” and will feature area PR professionals and community business leaders who had a hand in making sure everything with President Obama’s recent visit went smoothly. FPRA President Lanette Hart, APR, CPRC will be here as our special guest. And the Chapter’s Past Presidents, as many as are able to attend, will be recognized and honored for their service. It will be a gathering of leaders, and what better time than this to mention that nominations for Officers and Directors for the 2009-2010 Board of Directors will open on April 7th, the day after the luncheon meeting!

Among the other lovely gifts Barbara-Anne bestowed upon me last year as incoming President was a book entitled The Leadership Challenge. It’s a practical book, not a pie-in-the-sky volume filled with phrases destined to become “Successories” posters. But there ARE a few of those and I’d like to share them with you as you consider your place in the Chapter next year.

- The challenge of leadership is to transform values into actions, visions into realities, obstacles into innovations, separateness into solidarity, and risks into rewards.

continued next page . . .

President's Message continued . . .

- Leadership is accomplished by ordinary people using an observable set of skills and abilities to get extraordinary things done.
- Leadership is not an affair of the head. Leadership is an affair of the heart.
- Do you love FPRA? Then lead FPRA!

Okay, that last one's mine, and not destined for poster fame, but it does follow #3 logically! If you are interested in serving your Chapter next year, in any capacity, please let Barbara-Anne Urrutia know at bsurrutia@flylcpa.com .As Immediate Past President, Barbara-Anne serves as the Nominating Committee Chair.



SOUTHWEST FLORIDA CHAPTER PRESIDENT

Last Call for APR & CPRC Study Sessions

Mary Briggs, APR, CPRC, credentialing chair

Study sessions for Accreditation and Certification start this month

An 11-week study course to help prepare for the examination for accreditation in public relations (APR) will begin in April for all interested members. The study course will follow the syllabus recommended by the Universal Accreditation Board plus include two Readiness Review prep sessions. CPRC study sessions are already underway. These less formal sessions are conducted on a buddy system with two members working together to support their mutual goal of gaining their CPRC designation. It's not too late to join in.

If you are interested in attending APR or CPRC study sessions, please contact credentialing chairperson, Mary Briggs, APR, CPRC. She can be reached at (239) 278-3900 or at mary@briggsrogers.com

Image Awards Gala

You're Invited...

Super-Powered PR

Florida Public Relations Association, Southwest Florida Chapter
Image Awards • Thursday, April 16, 2009

North Star Yacht Club • 3420 Hancock Bridge Parkway • North Fort Myers
6:00 p.m. Social Hour - Hors d'oeuvres and Open Soft Bar
7:00 p.m. Dessert and Awards

\$35 per person Business Dress R.S.V.P. online at www.fpraswfl.org by April 10



2009 Image Awards

Special thank you to our sponsors

A “super” word of thanks to those businesses who have leaped tall buildings and other obstacles in order to step forward as sponsors of “Super-Powered PR” – The 2009 Image Awards Program.

A powerful ally and friend, **Gulf Coast Business Review** is a **Power Sponsor** this year and we look forward to seeing them at this year’s Gala on April 16th. **LCEC** is super-dependable when it comes to supporting FPRA and we thank them once again for sponsoring the Image Awards as a **Super Sponsor**. It’s a bird, it’s a plane? No, it was Divine Events & Marketing, but now it’s **The Cooper Group Marketing & Public Relations** and also a **Super Sponsor** of this year’s Image Awards.

There are a few days left to secure your sponsorship space, the opportunities close March 31. Contact Sponsorship Chair Erin Comerford at 239-590-4508 or eecomerford@fyllcpa.com for more information.

GULF COAST
Business Review



Guest Column

*Barbara-Anne Urrutia, immediate past president
and Vicki Moreland, chapter treasurer*

As we know our world has turned into a global marketplace and news travels faster than ever before. People are connected in many different ways and can get their news from anywhere and at anytime. PR professionals need to be cognizant that the likelihood of a local story “getting legs,” especially with the emergence of social media, grows everyday. A local news story can turn into something that travels to newspapers, broadcast media and blogs around the U.S. – or even the world. A lot is dependent on where you work, who your particular client is or how easily your story can be linked to a national trend or hot topic of interest in the media.

We see this type of thing quite a bit in the Lee County Port Authority public relations department. Airports are part of a huge transportation network and can be easily attached to national stories about airlines, security, travel – and more tragically – aviation accidents or incidents. What starts as a beautiful morning in Southwest Florida can turn into a flurry of media phone calls due to weather or a bad storm in the Northeast or Midwest. Reporters want to know how the weather is affecting RSW and local passengers – and we want that story to be heard. Some other national stories have been linked to our airports, such as airlines grounding equipment for safety checks (what does this mean to RSW flights and our customers) or economic news about the soaring cost of fuel

continued next page . . .

Guest Column continued ...

(what does that cost have on service levels into RSW). So we are always prepared for our airports to be in the national limelight.

One story about RSW that has been heavily promoted and discussed in local and global media for many years is our airport bird dog. We were the first commercial airport in the nation to have a Border collie herd birds off the airfield and this presented a unique opportunity to position the airport and our wildlife management initiatives in world-wide media. We have received national recognition from the aviation industry as well as the PR industry because of these efforts.

When we first learned of the airplane incident on the Hudson River and the initial speculation of the cause - a bird strike - we knew that it would not be long before we would be getting calls from the media. We were completely prepared when local and national media outlets – including NBC Nightly News with Brian Williams and AP – called for information and statistics. Overall, it worked out well for us because we kept on the message of what we do to manage wildlife and did not speculate or comment on the recent incident. Local media had great footage and past history and were able to share this with the national media. This helped our local media look good and made the story more viable on a national level.

So always keep in mind, good or bad, your local news can easily become part of a much larger national news story. Be prepared. Remember your command message. Find the relevancy. And seize the opportunity to be part of the “big picture.”

FPRA - Pro Bono PR Services Event

When: Wednesday, April 1st

Where: Lakes Library Community Room 1pm-5pm

Join the discussion panels and share your PR expertise with more than 50 attendees wanting to learn from Southwest Florida's PR Pros! Panel discussions include PR 101, How to Write a Press Release, Talking to the Media, Promoting Special Events, Social Media & Blogs, and PR Budgeting & Measurement.

Questions? Call Cindy Burgess at (239) 335.0470 or come to the event!

Wednesday, April 1, 2009
1 -5 p.m.
Lakes Library Community Room

2009 Annual Conference Update

From your annual conference committee

**PR on F.I.R.E.
Foundation, Innovation, Reputation, Education**



Your Annual Conference Committee is **FIRED** up about the line-up of conference speakers that will be featured this year. But even more so is this terrific opportunity that will be available to all conference attendees:

Business Wire is sponsoring one of our social media breakout sessions and is offering a 10 percent discount to all FPRA members and conference attendees who register for the annual conference at the full conference rate. Gainesville Chapter member, Wendy Crites Wacker, APR said that this discount has saved her company thousands of dollars. This opportunity is only available to FPRA full conference attendees and *Business Wire* will be available at the conference to talk to attendees about this opportunity.

As part of our **E**ducation component, Wendy Cobrda and Amy Hebard, founding partners of [Earthsense, LLC](#) will educate us on Green Public Relations and Marketing. With a mission of *making sense* of our world by providing “*must-have*” consumer knowledge that would make cause-related product, marketing

continued next page . . .

PR on F.I.R.E. continued ...

and strategy efforts more effective, Cobrda and Hebard founded Earthsense, an applied marketing company that addresses the green marketing challenge facing all businesses today. Recognized for presenting marketing data in creative and humorous ways, Cobrda and Hebard will “make sense” of the environmental, behavioral, social and attitudinal issues that impact household decisions while addressing the phenomena of greenwashing and green fatigue. Break out sessions on other sustainability topics will include green practices in the print and paper industries.

Share your best practices. Many of you have incorporated sustainability into your workplace. Tell us what you’re doing and we’ll pass along your best practices to the FPRA membership. Be sure to include any obstacles or lessons learned. Email your best practices to [jsfrefrey@dcp.ufl.edu](mailto:jfrefrey@dcp.ufl.edu).

And **Lisa Varner**, Community Outreach Coordinator for Hospice of Marion County of the Ocala Chapter said:

At my first Annual Conference, I learned a methodology for calculating media impressions using circulation figures. Knowing that managers love charts and numbers, I have used this formula at two different jobs to report quarterly, semi-annual, and annual media impressions based on FREE publicity. Management is always impressed with these reports.

continued next page ...

PR on F.I.R.E. continued ...

SAVE THE DATE

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

Date: August 9 – 12, 2009

Registration Fee: \$595/person

If you have a testimonial about how the annual conference has benefited you and your employer, please e-mail it to ksmittle@ch2m.com. Remember, you can [register now](#) and make your [hotel reservations](#). Room prices are tiered, starting as low as \$145/night. We look forward to seeing you at the conference in August 2009!

Image Award Judging

Central West Coast Chapter of FPRA

Our own Southwest Florida Chapter of FPRA switches each year with another Chapter for judging of the Image Awards. This year's Image Award entries judging was held at Gravina, Smith and Matte on March 5, 2009. Special thanks to our awesome hosts!



Jessica Clark, APR and Ken Gooderham go over Image Award entries from the Central West Coast Chapter.

continued next page ...

Image Award Judging continued ...



Special thanks to our own professionals for judging Image Award entries. From left: Kate Gooderham, APR, CPRC, Mary Briggs, APR, CPRC, Laurel Smith, APR and Karen Ryan, APR.

ROCK-ing Chair Award

Some of us stand on the edges of the social media scene peeking in; some of us tiptoe around social media without enough understanding to fully take advantage of this powerful new communications channel; but at least one of us has waltzed right into the dance and learned all the new steps. Not only that, but she's willing to lead us into the dance as well. February's ROCK-ing Chair is Carla Ulakovic. Carla began the year as Media Relations Chair, but her savvy in social media has led to a new moniker – Emerging Communications Chair. Carla established the Chapter blog, the Chapter Twitter account and conceived the Chapter's inaugural Social Media Café – a cookbook approach to everything Web 2.0 – coming this May. Congratulations Carla! And Thanks!



Carla Ulakovich, Emerging Communications Chair

10 things you should know before you Call the Caterer!

By Phyllis K. Ershowsky, APR, MBA, vice president of member relations

It doesn't matter how many years' experience you have, or the number of awards lining your shelves – if you are a public relations professional, chances are you have unfolded the linens, unloaded the beverage crates and bagged the encrusted plastic plates after at least one special event. But the time may come when another plan is in order – time to call the caterer!

Depending upon your budget for the event, most caterers are available with a menu of services that can range from supplying food and beverages to the whole gamut of tables, chairs, linens, glassware and flatware, set up and take down – it's simply a case of knowing what you want them to handle – and how much you can afford.

Here are 10 helpful tips to keep in mind the next time you decide to call in the reinforcements:

1. *Calculate your budget.* Before you even make the call, be prepared with a listing of what the quote should include: food and beverages, servers and chefs, alcohol, ice, linens, flowers, decorations, candles and don't forget – rentals. Rentals include tables, linens, plates, glasses, flatware, platters and hot chafing dishes.

continued next page . . .

Call the **Caterer** continued ...

2. *Determine the theme or style of the event.* Are you planning a tux and tails black tie gala or are you throwing an autumn pig roast? Do you have a theme in mind, a color scheme to follow, or a specific menu to suit the season?
3. *Decide on the type of service.* Considering the event's tone and number of guests, you may want to plan either a buffet or a sit-down dinner. Appetizers may be on a long table or served on a tray by roving wait staff. Keep in mind how many stations you might need to make sure long lines don't build up!
4. *Hot food or cold?* Remember that hot food will require more service staff and will increase your costs.
5. *Communication is key.* Are you getting return phone calls and responses to your questions? A great event depends on open lines of communication to keep everything running smoothly – on time and on budget.
6. *Think about the bar.* Limiting alcohol to beer and wine can save you money, but you may expect a crowd that is more enticed by an open bar.
7. *Get three quotes.* It's a good idea to comparison shop to see what you are getting for your dollar and who will best meet your needs.

continued next page ...

Call the **Caterer** continued ...

8. *Take a taste.* If you are trying out a caterer that is new to you, go ahead and ask for a tasting session – most caterers will allow you to do this for free.

9. *Set a schedule.* You will feel more organized if you and the caterer come up with a timeline for the day of the event – delivery and set up times, the flow of the evening, and estimated closing time.

10. *Relax.* The reason you've called the caterer is so you can take care of your other responsibilities, mingle with the media and maybe even socialize for a few moments with your peers – so once you've put your trust in a caterer, let go and enjoy your successful event!

As of this writing, Phyllis is working with our Image Gala committee to select a caterer – she obtained three quotes and selected Capelli's for their stellar reputation, a proposal that meets our budgetary needs, responsiveness to our questions, and an appropriately themed menu for our Super-Powered PR Event!

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](#)
Emerging Communications 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](#)