

may 2007

FPRA

i m P R e s s

newsletter of the Southwest Florida Chapter

www.fpraswfl.org



highlights CLICK YOUR WAY...

[iMage Awards Gala](#)

[New members](#)

[President's message](#)

[State board event](#)

[PRU details](#)

[FPRA board opportunities](#)

[Book Club](#)

[APR tip](#)

 FLORIDA
PUBLIC RELATIONS
ASSOCIATION
Southwest Florida Chapter

May meeting:

Join us for the iMAGE Gala

The Southwest Florida Chapter of the Florida Public Relations Association cordially invites you to the ...



2007 iMAGE Awards Gala

Tuesday, May 1, 2007

5:30 – 7:30 p.m.

Alliance for the Arts, 10091 McGregor Blvd, Fort Myers

The cocktail hour begins at 5:30 p.m. with heavy hors d' oeuvres and complimentary beer and wine. The iMAGE Awards presentation follows at 6:30 p.m.

The Gala cost is \$35 for members, \$35 for students and \$50 for non-members. Register online at www.fpraswfl.org by April 24. Pay at the door with cash or check. For more information, contact Nancy McCarthy, APR or Laura Zocki at (239) 656-2202.

Thank you to our iMAGE sponsors:

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Welcome New Members

Jennifer Thomas, APR has more than 17 years of strategic public relations experience and is president/founder of FSR Ventures, a full-service virtual public relations firm specializing in the tourism, health and beauty, fashion and retail, technology, parenting, defense and environmental industries. FSR Ventures provides media relations, media training, message development, market research, media audits and marketing strategy. Thomas graduated from Bowling Green University with a bachelor's degree in journalism and theatre.

Kehrin Hassan is a full-time student at Florida Gulf Coast University.

Peter Lechler is an FGCU student majoring in communications who expects to graduate this month. Since 2006, he has been the communications intern and assistant to the publications director at the Naples Chamber of Commerce where he is gaining hands-on experience.

Happy Anniversary

FPRA members!

Now 106 members strong, FPRA celebrates the following membership anniversaries this month:

Kim Donahoe	2005
Kate Gooderham, APR	1997
Jennifer Hobbic	2005
Carlos Navedo	2006
Kristine Nystrom-Cristina ..	2001
Barbara-Anne Urrutia	2000

WebLink

Check out this Web site recommended by the FPRA State Board. You will find a free information resource for articles, trends, insights, comments and tips relating to all communications disciplines.

www.prinfluences.com

President's Message



Olivia Orth SOUTHWEST FLORIDA CHAPTER PRESIDENT

Earlier this month, I was watching the college basketball tournament and couldn't help noticing how young and inexperienced the college players are when speaking to the media. Compared to their NBA counterparts, they seem like doe-eyed children, unsure how to stand, what to say or where to look as they answer reporters' questions.

It makes me wonder where these young men will end up when they leave college basketball. Judging by their talent, many will find a place in the NBA, but only a select few will take their careers one step further by learning to give polished interviews and represent national sponsors. An even more exclusive group will become coaches – leading the next generation to victory.

What makes the difference? No doubt, the secret to an athlete's success on the court applies just as well off the court – lots of training and practice.

Like these young men, many of us could take our careers to the next level by refining our leadership and presentation skills. Are you an excellent writer, a strategic thinker and a hard worker but rarely have to “think on your feet”? Do you excel behind the desk but cringe at the thought of stepping into the spotlight?

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President's **Message** continued . . .

Maybe you've already taken the leap, only to realize you could use some help in these areas. How can you train and prepare for the next level in your career? FPRA offers many opportunities. This year's PRU is designed to help. Learn more and register for this valuable graduate crash course today. Then, take your commitment one step further by volunteering to serve on the 2007-2008 board of directors. You can put your leadership skills to the test and get great on-the-job training in a supportive and nurturing team environment.

Practice now so when the ball is in your court, you'll be ready to score!



SOUTHWEST FLORIDA CHAPTER PRESIDENT

Meet and greet **PR pros**

Help our chapter roll out the red carpet and network with PR professional from around Florida on Friday, May 11 when our chapter hosts the state board meeting for the first time in several years.

The social event begins at 5 p.m. at the Harborside Event Center in the River District of Fort Myers. Join us as we enjoy food, drinks, and mingling while thanking state board members for their service to our organization.

For more information, or to help out with the event e-mail Olivia Orth at president@fpraswfl.org.

PRU coming June 12

Challenge your mind and reward your spirit at PR University (PRU), FPRA's annual professional development event in Fort Myers. Check out the PRU syllabus, as well as new flexible registration options. Mark your calendar for Tuesday, June 12 and pre-register online under the events calendar at www.fpraswfl.org.

The morning session will feature Lee Knapp, a professional business consultant, who will provide a multi-media interactive presentation on leadership, management and presentation skills. Heather Christie will lead a lively, inspirational luncheon presentation on effective networking. The afternoon session will feature Joan Lowery of Lowery Communications, who will offer tips and training for media interviews, including a "before and after" video interview to demonstrate the importance of media training.

The logo for PR University (PRU) features the letters 'PRU' in a bold, sans-serif font. The 'P' and 'R' are blue, and the 'U' is black.

To accommodate those who prefer the value of a full-day seminar and those who may prefer to spend less time away from work, we will offer a full-day seminar with five registration options:

- Full day (\$75/members, \$85/ nonmembers)
- Morning-only (\$50/members, \$60/ nonmembers)
- Lunch-only (\$18/members, \$21/ nonmembers)
- Afternoon-only (\$50/members, \$60/ nonmembers)
- Student members (\$35)

If you would like to sponsor PRU or join us in planning and implementing this special event, please contact Olivia Orth at (239) 267-2638 or president@fpraswfl.org.

Looking for a chance to grow...

By Barbara-Anne Urrutia

Get involved and gain experience! The FPRA nominating committee is accepting nominations for the 2007-2008 Southwest Florida Chapter board of directors. If you are interested in a fun and rewarding leadership opportunity, we are looking for talented and reliable people to take FPRA to the next level. Please contact Barbara-Anne Urrutia at (239) 590-4507 or [e-mail me](#). **The deadline for nominations is May 4.**

The following chair positions must be filled for the 2007-2008 term: beginning in September:

- President-Elect/Membership Chair
- Treasurer
- Secretary
- House & Attendance
- PR University Chair
- Programs Chair
- Accreditation
- Publicity Chair
- Image Awards Chair
- Newsletter Chair
- Web Site Chair
- Sponsorship Chair
- Education Chair
- Special Projects Chair

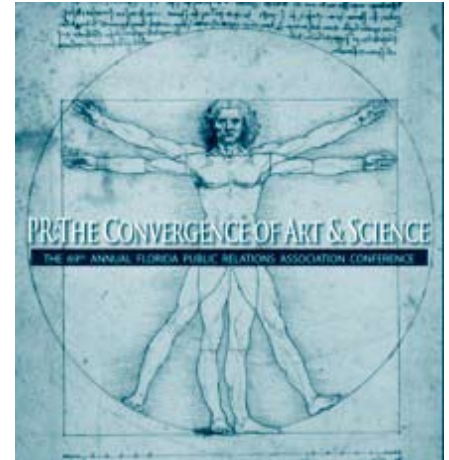
Summer interns available

If you are interested in the services of a summer intern from FGCU, UF or FSU, student resumes are pouring in and we'd love to "hook you up." Please send your request, including a brief description of the intern's duties and an organizational summary to knail@fgcu.edu.

Don't miss the Ritz!

FPRA's 69th Annual Conference may be months away, but believe it or not, The Ritz-Carlton Sarasota is filling up fast, and there may not be room for everyone.

If you plan to attend the conference and want to stay at The Ritz, reserve your hotel room for Aug. 5-8 today – and don't forget to ask for the awesome conference group rate of \$135/night. For more information on the conference, visit www.fpra.org or e-mail emcleod@seniorfriendship.com.



Learn to team build

Join us at 6 p.m. on Wednesday, May 23 for May's PR Book Club at CinCin, located on the corner of McGregor and Cypress Lake boulevards.

We will delve into the topic of team building, using Patrick M. Lencioni's book, "Five Dysfunctions of a Team: A Leadership Fable" as a guide. In it, Lencioni reveals the five dysfunctions that go to the very heart of why even the best teams often struggle. He outlines a powerful model and actionable steps that can be used to overcome these common hurdles and build a cohesive, effective team.

Is accreditation for you?

By Debra Webb

Image is everything. Professionals in the field of public relations are key in developing it. Using the right marketing strategy and creative promotional copy, savvy PR professionals can influence the public to see the silver lining during a crisis or escalate a good situation to greatness. From an organization's product/service to their people, a strong PR campaign creates an image that creates profit that creates success.



How can we as PR professionals make sure the public and potential clients or employers really get what we do and how we can create that image that will positively impact the company or agency? Become accredited. I believe that accreditation is important for all PR practitioners because it demonstrates we have a vested interest in and commitment to our field. Employers, clients and colleagues realize that we have the knowledge, ethics and experience that gives us that professional edge. Going through the process and becoming accredited is a great learning experience. So you ask, is it for me?

Any FPRA member in good standing can take on the challenge. However, it is recommended that candidates have at least five years experience in the full-time

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Accreditation process Continued . . .

practice or teaching of public relations and who have earned either a bachelors degree in communications (PR, journalism, mass communication) or have equivalent work experience.

If you believe you are ready to make that commitment and dedicate some time to studying and attending study sessions, then start your research now. Go online to www.prsa.org and check out the link on accreditation. Study sessions are offered through FPRA and will start up again next year, but you can start your studying now. Any FPRA members that wants information are welcomed to e-mail me at Debbie.Webb@Pacecenter.org.



Special Thanks!

Thank you to Don Paight with the Fort Myers Redevelopment Agency for talking to us about the agency's public relations efforts for the River District at our April lunch meeting!

Pictured from left to right are Kara Winton, APR, FPRA newsletter chair; Don Paight, and Olivia Orth, FPRA Southwest Florida Chapter president.



Kudos to you

Take a bow!

This column recognizes the outstanding efforts and achievements of FPRA members. Please join us in applauding these efforts. Kudos to:

[Joni Schopke](#), who is now the director of the Community Awareness Program (CAP) for the Lee County Elections office. [Vicki Collins](#) is now the organization's public relations director, and [Megan Culler](#) is the youth outreach coordinator.

[Kirsty Piper](#), for her service on the FPRA board of directors for the past two years. Kirsty has is moving to Jacksonville, N.C., where her husband is in the U.S. Marine Corps. Your friends in FPRA wish you the best and hope to stay in touch!

[Kristin Nail](#) who has joined the FPRA board of directors as Education Chair. In this position she will serve as liaison between the FPRA board of directors and the student members at FGCU. An instructor of public relations at FGCU, Kristin has been instrumental in encouraging student membership and bringing PR professionals into the classroom to enhance student education at FGCU.



Olivia Orth, FPRA Southwest Chapter president, presents Kirsty Piper with a gift at the April lunch meeting.

To share a kudos next month, please e-mail [Kara Winton, APR](#), today!

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.

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FPRA

*Striving to be Florida's
most respected
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