

february 2007

FPRA

i m P R e s s

newsletter of the Southwest Florida Chapter

www.fpraswfl.org



highlights CLICK YOUR WAY...

[February lunch meeting](#)

[Member news](#)

[President's message](#)

[iMage Awards news](#)

[APR news](#)

[PR Book Club](#)

[Kudos](#)

[Student news](#)

 FLORIDA
PUBLIC RELATIONS
ASSOCIATION
Southwest Florida Chapter

February meeting:

Find “Power Beyond the Podium”

Whether you want to be a better speaker or train your boss and clients, David R. Ross of Voss & Associates in Sarasota will give you the tools for the job.

Voss will present a high-energy session that gets to the root of powerful speeches. Overcome the “world’s greatest fear,” get a checklist for writing and delivering powerful speeches, and walk away with tips on evaluating and helping others.

Tuesday, Feb. 6, 11:30 a.m. to 1 p.m.

Broadway Palm Dinner Theatre

Register today at www.fpraswfl.org

Special Thanks!

Thank you to Patricia Creem with the Minnesota Twins and Linda McNabb with the Fort Myers Miracle for their informational presentation at our January lunch meeting.

Pictured with Creem (far left) and McNabb (fourth from left) are (left to right) Andrew Seymour with the Miracle; Roger Sockman, FPRAs programs co-chair; Terry Simon, with the Miracle; and Vicki Collins, FPRAs programs co-chair.



Welcome New Members

Kelly Olsen is the director of public relations for Hyatt Regency Coconut Point. Her responsibilities include developing and implementing an annual comprehensive public relations and marketing plan to support the business objectives of the hotel through media relations, Hyatt corporate programs, promotions, special events, partnerships, community relations, crisis communication and issues management. Previously, Olsen worked at Clear Channel, Loews Coronado Bay Resort and the Manchester Grand Hyatt San Diego. She graduated from San Diego State University.

Randall Auvil is a returning student member to the chapter and is currently a Florida Gulf Coast University graduate student working on a master of public administration

degree. In addition, she is a graduate assistant in community relations and marketing at FGCU. Her responsibilities include preparing news releases and media advisories, news clips, weekly campus event calendars and promotion of campus events. Auvil received her bachelor's degree from FGCU in April 2005.

Happy Anniversary

FPRA members!

Now 92 members strong, FPRA celebrates the following membership anniversaries this month:

Maureen Buice.....	2006
David Grey.....	2003
Mary Moore.....	2006
Kristin Nail.....	2000
Kelly Powell.....	1997

President's Message



Olivia Orth SOUTHWEST FLORIDA CHAPTER PRESIDENT

Time flies when you're having fun. It's hard to believe it is now 2007. While it would be easy to let these busy winter weeks slip into spring, then summer, without making time for professional development, I encourage you to take advantage of the many great opportunities FPRA offers in the coming month.

Begin putting together your Image Award entries, join us for a lunch meeting or the Book Club, or talk to a board member about joining a committee. If you are thinking about taking a leadership role, talk to a board member about what they do, and what they've gained by serving on the board. When you've made up your mind about what you'd like to do, send your nomination to president-elect Barbara-Anne Urrutia.

Maybe you're too swamped to be that involved, which is easy to understand. If that's the case, sign up for a summer intern to help ease your workload and enjoy the fulfillment of helping someone start their career in public relations. We've already received several impressive resumes, and would love to offer the "best of the best" multiple opportunities to experience careers in public relations.

Make these short winter days count, and enjoy the full value of your membership in FPRA.

A handwritten signature in black ink that reads "Olivia Orth". The script is fluid and cursive.

2007 iMage Awards News

By Nancy McCarthy, APR and Laura Zocki

Have you decided what you are going to enter in the 2007 iMage Awards? Now is the time to decide because the iMage Awards entry deadline is just TWO months away! If you haven't already, mark your calendar with these important dates!



Check out the “look” of the 2007 iMage Awards. Can you guess the theme?

March 6: iMage Awards Workshop, Broadway Palm Dinner Theater

March 23: iMage Awards Deadline, Drop off points-Priority Marketing, Fort Myers and LCEC, North Fort Myers

May 1: iMage Awards Gala, Alliance for the Arts

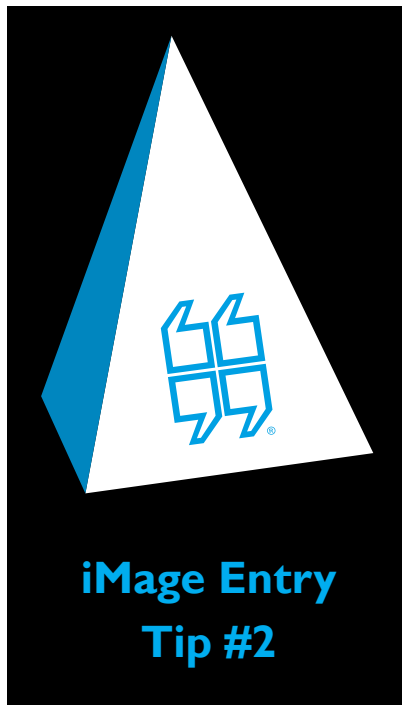
In last month's imPRESS, we featured the first of five valuable tips to get your iMage award planning off and running! Step 1 focused on the importance of reading the directions when preparing an iMage award. Step 2 focuses on the value of being proactive in your iMage compilation.

continued next page . . .

iMage news Continued . . .

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.

1. Evaluate every project as a potential entry
2. Keep good records
3. Record your objectives
4. Set quantifiable goals
5. 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 tapes of all radio and TV publicity.



Stay tuned to next month's imPRESS for more exciting iMage news! For more details on iMage, log onto www.frpaswfl.org.

APR study sessions: Different strokes for different folks

By Eileyn Sobeck-Bador, APR

On Jan. 22, the Southwest Chapter is kicking off six weeks of intensive study sessions. These sessions are designed to challenge APR candidates and help them prepare themselves for the readiness review and the computerized test. These sessions are held informally, and each candidate shares and thinks things through in a non-judgmental manner.



Another form of a study session is coming soon. “Accreditation Boot Camp for Schedule-Challenged Candidates,” an intense, hit-the-ground running, long weekend focused on Accreditation for candidates who want to “get it done now,” is being planned for the second quarter of 2007.

This pilot program will start with a day of individually scheduled Readiness Reviews followed by two days of focused preparation and review, and end with participants taking the computer-based examination at a nearby Prometric testing center. Details will be announced as they become available. Candidates who want to be wait-listed should contact Kathy Mulvihill at kathy.mulvihill@prsa.org.

continued next page . . .

Accreditation process Continued . . .

Either way, candidates who are considering taking the exam should start preparing now, and learn as much as they can about the process. Some people do better in a group setting, and take longer to get things done. And other candidates may prefer the impact of a two-day “boot camp.” Please contact your chapter accreditation chairs at accreditation@fpraswfl.org to learn more about the six-week study sessions, and accreditation requirements.



For those PR professionals who have already earned their APR, the Accreditation maintenance procedures have been updated and now place greater weight on professional development.

Requirements now are consistent with credentialing programs for other professional organizations and aligned with the certification guidelines established by the National Organization for Competency Assurance (NOCA). The new procedure will be phased-in, requiring APRs to comply with the new process after they've filed using the current requirements.

For details, please contact Kathy Mulvihill at kathy.mulvihill@prsa.org.

Warning: This book is not for everyone

By Kirsty Piper

“Brand Hijack” by Alex Wipperfurth is March’s PR Book Club pick and a great pick for anyone who has ever asked him or herself how brands like Red Bull, The Blair Witch Project, or the Howard Dean campaign took off with little to no conventional advertising.

Discover what happens when you let go of your brand and let the marketplace take over on Feb. 28 at 6 pm at CinCin located on the corner of McGregor and Cypress Lake Boulevards.

WebLink

Check out this search engine for finding people, companies and relationships!

www.zoominfo.com



Special projects chair Kirsty Piper (left) presents Laura Zocki (second to left) and Karen Ryan, APR (third from left) with the January and February PR Book Club selections. The ladies won the books in a raffle at the January lunch meeting. Also pictured is Joni Schöpke, who won the raffle for a book from the January meeting speaker.

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:

[Barbara-Anne Urrutia](#) for being promoted to public relations manager at the Lee County Port Authority.

[All members](#) who donated to the holiday toy drive for Healthy Start and the holiday book drive to benefit Lee County Library System's Dunbar Branch through Friends of the Library.

[Ashley Younger](#) for volunteering for the iMage committee and the Education committee.

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

NEW Student Opportunities

The Southwest Florida Chapter of FPRA invites students to participate in the chapter with two unique opportunities!

FPRA Student Scholarship: The deadline to apply to the state office for the FPRA Academic Student Scholarship is Jan. 28

FPRA Summer Internship: We are now accepting applications for the FPRA Summer Internship. Applicants should submit a letter and resume to [Olivia Orth](#) by April 1.

Accreditation power play

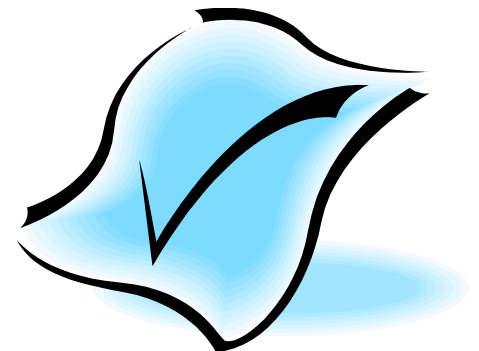
By Eileyn Sobeck-Bador, APR



Plan a trip to New York and learn more about Accreditation! An intense, all-day session is scheduled for 9 a.m. to 5 p.m. on Monday, Feb. 12, at the PRSA Professional Development Center in New York City. This workshop helps candidates answer “How do I...?” questions, starting with application forms and proceeding with portfolio presentation, Readiness Review, how to prepare, what to study, and taking the computer-based Examination.

The popular workshop is led by Deborah Steele Saline, APR, Fellow PRSA, charter member of the Universal Accreditation Board, active Examination re-engineering participant and communications strategist with expertise in issues management and crisis communication. Co-presenter Bob Saline, APR, is Accreditation Chair, Central Pennsylvania Chapter, president and CEO of PRworks, Inc., and has noteworthy strengths in research, issues management and media coaching.

The cost is \$375 for PRSA and members of UAB Participating Organization, \$475 for others. Registration and information is available at www.prsa.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:

President: [Olivia Orth](#)

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

Secretary: [Betsi Jones](#)

Treasurer: [Karen Sloan, APR](#)

Past-President: [Nancy McCarthy, APR](#)

Chapter Directors:

House and Attendance Chair: [David Grey](#)

Web Site Chair: [Paul Filla, APR](#)

Newsletter Chair: [Kara Winton, APR](#)

Image Co-Chairs: [Nancy McCarthy, APR](#) and [Laura Zocki](#)

Special Projects Chair: [Kirsty Piper](#)

Programs Co-Chairs: [Vicki Collins](#) and [Roger Sockman](#)

Accreditation Co-Chairs: [Eileyn Sobeck-Bador, APR](#) and [Deb Webb, APR](#)

Publicity Chair: [Helena Finnegan](#)

FPRA

*Striving to be Florida's
most respected
public relations organization.*

www.fpra.org

www.fprablog.com

www.fpraswfl.org

www.fpraswfl.org/blog

