



*25<sup>th</sup> Anniversary 2009-2010*

**imPRESS**

newsletter of the Southwest Florida Chapter



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## December Business Meeting

It's more challenging than ever for local businesses to demonstrate corporate philanthropy while maintaining profits. How do they decide which charities to support? Do they have a written social responsibility policy? What do they look for in sponsorships? Are they adding any new sponsorships?

These questions and many more will be answered by representatives from four of our community's most philanthropic businesses at the December 7 luncheon meeting. Join us for a panel discussion as we hear from:



Kevin Anderson



John Pollock



Dick Riley



Pamela Tempelton

Monday, December 7th

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

Broadway Palm Dinner Theatre

Register today at [www.fpraswfl.org](http://www.fpraswfl.org)

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## December Business Meeting

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**Kevin Anderson, Chico's FAS, Inc.** Kevin is a Senior Manager with the National Store Support Center Operations Group in Fort Myers. He joined Chico's after a 25-year career with the Fort Myers Police Department.

**John Pollock, BB&T - Oswald Trippe.** John is president of the company, where he is a shareholder and member of the agency's board of directors as well as a commercial lines agent.

**Dick Riley, FineMark National Bank & Trust.** Dick was one of the founders and organizers of the bank and currently serves as a director and Executive Vice President in charge of marketing activities and development of client relationships.

**Pamela Templeton, Fort Myers Toyota.** Pamela is a partner and treasurer of her family-owned business, which is one of the top Toyota dealerships in the U.S. Pamela also is a major supporter of the arts and children's causes.

FPRA members and guests are sure to learn more about corporate philanthropy and decision-making at this very special program, which will include Q&A from the audience.

# Happy Anniversary!

## *December membership anniversaries*

Cheryl Garn, APR	1998	Kara Winton, APR, CPRC	2000
Pete Winton	2000	Suzanne Maurice	2002
Trish Route	2002	Helena Finnegan	2003
Jessica Clark	2004	Angela Fisher	2004
Rochelle Cherniawski	2007	Marie Mosely, APR	2008
Danielle Flood	2008	Melissa Simontis	2008
Wendy Peyton-Enriquez	2008		

## New Members

Jennifer Case, Marketing Coordinator, FineMark National Bank & Trust

Betsy Clayton, Waterways Coordinator, Lee County Parks & Recreation

Cindy Lignelli, President, Lee Republican Women Federated

Kenneth Mills, Marketing & Media Supervisor, Lee County Parks & Recreation

Mishca Talokonnikoff, Director of Communications, FDN Lee County Public Schools

# President's Message

**Kathleen Taylor , APR** 2009-2010 SOUTHWEST FLORIDA CHAPTER PRESIDENT



The holidays seemed to all come at once this year. On October's store shelves, right alongside witches brooms and cornucopias sat Christmas trees and Santa's reindeer. Through incessant promotions, retail businesses appear to be more determined than ever to keep the holiday lights on. Many of these companies have also developed plans using social media tools to promote their key messages and relate to directly to consumers ([Here are five cool examples](#), via Mashable.). Yet there's also been some backlash related to those who have stuck with the same mentality using different tools (check out this Mashable article on [Twitter ads](#)).

With all the innovative ideas and tools out there, which ones do you choose and how are you integrating them? It's easy to get trapped in a vicious cycle of throwing things at the wall to see what sticks, but it is essential that you both choose the best tools for a project and use them appropriately. Unwrapping the challenge of change is good though, because along with the inherent risk of trying something new comes the chance to really set yourself and your client or company apart.

**KATHLEEN TAYLOR, APR**  
SOUTHWEST FLORIDA CHAPTER PRESIDENT

A blue rectangular box containing a handwritten signature in black ink that reads "Kathleen Taylor, APR".

## CPRC's Corner

By Lynn Schneider APR, CPRC

*Lynn Schneider, APR, CPRC is Assistant Vice President of Marketing and Communications for Shell Point Retirement Community in Fort Myers, FL where she has served since 1994. She has been an active member of FPRA since 1986, and she has been awarded many top honors during her tenure. Lynn served as president of the SWFL chapter in 1990 and was the association president in 1998-1999.*



One of the things I learned early on is that “idea people” are not always the most organized individuals in the world. However, seeing a great idea through to successful fruition requires having a well-developed plan and implementing it in a timely manner so that loose details or unfinished tasks don’t sabotage your results.

There are several systems that I have developed for my own use that have helped me along the way. One is an on-going system that I use daily which keeps my office and projects organized. I began using this system when I worked alone and have continued to use it as my department has grown. This system is based on creating a folder for every project we begin and maintaining all of the information and records for that project in that one folder. No matter how many people are working on various aspects of that job, there is only one job folder.

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## CPRC's Corner *continued...*

The job folder is titled with the name of the project and a number, which includes a code for the department or client that the job is for, the number of the job, and the year of the job. Then this job number is logged into a Master Job List, where we also track the status of the job until it is completed. Sounds deceptively simple doesn't it? The beauty of this system is that we always have all of the items related to a job in one place and even years later we can go back and find old job files easily for reference. The job number can also be printed unobtrusively on documents or printed materials to help cross reference these items back to the original job folder.

Another simple system that has worked well for me was devised as a memory aide. These are "master lists" I have developed through the years that outline the repeatable steps for certain activities that I do periodically but not on a daily basis. Take event planning for instance. We all have to do it and could rattle off a variety of the steps necessary to create a successful event. Yet how many events have you been to where they forgot the garbage cans or the sound system wasn't checked ahead of time or the photographer was a no-show?

## CPRC's Corner *continued...*

A smooth running event boils down to details and making sure they are handled properly ahead of time. Even the most seasoned professional can easily forget a step in event planning and then have to rush at the last minute. So, after a particularly stressful event one year, I sat down and made a list of every single thing I could think of that might need to be considered for "next time." Over the years, I added items to this checklist and it is still something I refer to whenever I am responsible for planning an event. Another master list I still refer to (thankfully not too often) is a one-page list I created for crisis management. These and other checklists have become the foundation to getting projects done smoothly and on time.

Nearly every successful person, regardless of their profession or industry, has figured out a personal method for becoming better organized and the positive results of this effort are generally apparent in everything they do.



## Image Awards Tip

The Image Awards committee just held their first call with the state association to discuss Image Awards for 2010 and will be putting out deadlines for submitting your projects shortly.

But, in the meantime, we want to tell you what can really help – or hinder – you in winning an award this year. Ready for it...drum roll...Read the directions!

Oh, we can hear you all now...this is so obvious. But this one thing may be your key to success. Image guidelines are very specific. There is a certain way to submit or present your entry, what should be included and how your presentation materials need to be formatted. As the saying goes, “the devil is in the details.”

Put most of your work into the two-page summary, not the notebooks. Seventy percent of the scoring is based on the summary of your project that sets out the reason and need for development of the public relations program or tool, how it was implemented and the results. The judges then review the support materials for professionalism, innovation and design to score the remaining 30 percent of the entry.

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## Image Awards Tip

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Make sure you address five elements in the two-page summary - Research, Objectives, Implementation, Evaluation and Budget. If you don't follow the directions, your entry could be disqualified or at the very least, overlooked. The summary should include all the elements and everything important about your entry. And it should be clear, concise and factual – not just creative.

So by following the specific directions – your flight plan – you won't "veer off course" and you will be able to reach your final destination (a.k.a. AWARDS!!).



The sky's the limit when you follow your flight plan!

## FPRA Membership Mixer/Social

Join us for merriment and holiday cheer on Friday, December 4, 2009. The social will start at 6 p.m. at The Verandah in downtown Ft. Myers. After we gather together, enjoy the rest of the evening by supporting local artists featured at Art Walk. A map of the downtown galleries will be provided. FPRA members, family and guests are invited. No cost to attend. Attendees will purchase their own food and beverages. (The Verandah usually offers free appetizers.)



## Social Media Cafe

Learn more about the online technologies and practices which people use to share opinions, insights, and experiences with each other. Plan to join us on Friday, January 22nd at the Royal Palm Yacht Club from 9 a.m. to 3 p.m. Contact Emerging Communications Chair [Carla Ulakovic](#) for more information.



**Membership Renewal Deadline: December 31, 2009**

Haven't renewed your membership yet?

It's now easy and fast online at [www.fpra.org](http://www.fpra.org)

Renew today to avoid a \$25 late fee charged after Dec. 31.

Questions: Contact [Pam Nulman, APR, CPRC](#) or 239-405-0196

## 2010 Annual Conference

What will bring you to FPRA Annual Conference? There are a lot of great things happening already with the 2010 Annual Conference, and you won't want to miss the "The Big Picture!"

- **MARK YOUR CALENDAR:** August 8 – 11, 2010 at the beautiful Naples Grande in Naples, Fla.
- **RESERVE YOUR HOTEL ROOM NOW:** Reservation link is up at [www.fpra.org](http://www.fpra.org)
- **REGISTER NOW:** Registration forms are ready! Not sure if you'll have the budget for Annual Conference next year? Have some money left over in your 2009 budget? Take care of it now and relax! Go to [www.fpra.org](http://www.fpra.org) to download your registration form.



Be part of the "Big Picture" and attend in 2010.

## 2010 Annual Conference

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- **GREAT SPEAKERS CONFIRMED:** Confirmed general session speakers include Jim Lukaszewski, The Lukaszewski Group– Developing a Strategic Mindset: How To Become a Trusted, Strategic Advisor; Lisa Malone, NASA– PR strategy around sun setting of the Space Shuttle program; Deirdre Breckenridge, PFS Marketwyse – Putting The Public Back In Public Relations as well as several breakout session speakers on topics regarding:
  - Building a Strategic Plan
  - Launch of the Disney Parks Blog
  - How PR Pros Avoid Legal Woes
  - What Your Boss REALLY Wants But Hasn't Told You
  - Polishing Your Professional Reputation
- **TELL US** what brings you to conference: In addition to the terrific programming and professional development opportunities, great networking is at Annual Conference because of you! Please email [Kathleen Taylor, APR](#) or [Pam Nulman, APR, CPRC](#) and tell us “What will bring you to Annual Conference?” for a chance to win an FPRA prize!

**Southwest Florida Chapter Officers:**

President: Kathleen Taylor, APR  
President-Elect: Pam Nulman, APR, CPRC  
Secretary: Jessica Clark, APR  
Treasurer: Angie Strait  
Past-President: Ginny Cooper

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: Carla Ulakovic  
VP Professional Development: Kate Gooderham, APR, CPRC  
VP Member Relations: Phyllis Ershowsky, APR, CPRC  
VP Community Relations: Laura Puerto

**Chapter Chairs:**

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