



Dear Southwest Florida chapter members,

I hope this newsletter finds you well, and that you are getting back everything you are looking for from your FPRA membership! There are many benefits and opportunities, some of which are detailed below. Just a couple brief announcements before scroll through to our digest of FPRA News this month:

- Don't forget to [register](#) for the February meeting: Deadline is Friday, January 29!
- We are looking for a Newsletter chair, so speak up if you're interested! We've changed the format so that all our stories are posted on our blog and linked through this email. Please contact me so I can tell you more about this terrific opportunity!
- We are selling FPRA logo t-shirts for just \$12.50 each! You can pre-order a shirt and see a sample at our meeting on February 2 at the Broadway Palm Dinner Theatre.
- Social Media Cafe was fun and informative with great speakers! You can read all about it on our [blog](#). Just search for or click on the trend label "Social Media Cafe" for a listing of entries.

Please let me know what you think about the new format. We hope that you will find this an easy way to remember to visit our blog and also to get in on the conversation. We welcome your comments and ideas on any and all topics that we write about for our newsletter, and I look forward to hearing from you! As always, thank you for being valued members of our chapter.

Building bridges to you,
Kathleen

February Program: Building the Bridge Between You and Your Boss or Client

Learn how to influence your company's leadership or your client to commit to tested and sound PR practices. A former top twenty public relations agency owner will share his insights and experience on how to transpose yourself into an "agency" whether you work inside the organization or for an actual a public relations agency at the February FPRA meeting on Tuesday, February 2, 2010, at the Broadway Palm Dinner Theatre's Cafe Cabaret. Networking and buffet lunch begins at 11:15 a.m. [Reserve your seat](#) on our Web site now.

This art of influence will be presented by Art Stevens, APR, Fellow PRSA, managing partner

of [StevensGouldPincus](#), a merger and management consulting firm to the PR and communications industries...

[Continue to article and get in on the conversation](#)

President's Word: Sharing Some Love

A love letter, mysteriously found...hmmm.

Dear Public Relations:

Through all the ups and downs, it is tough to know who will be there for you no matter what. But I have faith in you. You see me through a positive lens and lift me up when it seems the world is a very unfriendly place. When things aren't going so well or we make a mistake,...

[Read all the sordid details and get in on the conversation!](#)

Image Tip #5: Time Flies

As most of you know, the end result of an Image campaign, especially in Division A, is a large binder filled with pages – and pages - of supporting documents in page protectors with sections and tabs. And of course, we do a back-up binder just in case. After all, PR professionals are organized and detail oriented!

And where do those books end up? Piled - forlornly - on a table at Golden Image to be sifted through, picked up, hauled to your room, returned to the office and then...stored on a shelf.

[Don't you want to hear more about this? Click here!](#)

APR Candidates: Feel More Prepared

Study sessions are beginning soon to help candidates prepare to sit for the APR exam. Are you eligible? Do you know candidates who are? Accreditation co-chairs Mary Briggs, APR, CPRC and Kara Winton, APR, CPRC, have scheduled two sessions to help APR candidates prepare for the Readiness Review: Feb. 16 and Feb. 2. Then, a planning session is scheduled for March 16 for candidates to learn more about the remaining part of the APR process and to give their input on the best meeting day/time for the study sessions, which will begin soon after. Mark these dates on your calendar and let Mary or Kara know if you are interested! And if you are already accredited, please encourage a friend to start the process!

[You will be glad you did it; learn more about getting those credentials here.](#)

Annual Conference Update: Think Business, Think Pleasure

For the Florida Public Relations Association's Annual Conference, "The Big Picture: Bringing Public Relations Strategy and Leadership Into Focus," think business and think pleasure.

MARK YOUR CALENDAR: August 8 – 11, 2010 at the beautiful Naples Grande in Naples, Fla.

RESERVE YOUR HOTEL ROOM NOW: Only \$125 per night! Reservation link is up at www.fpra.org

REGISTER NOW: Registration forms are ready! Take care of it now and relax! Go to www.fpra.org to download your registration form.

Attending Annual Conference is always a good bet on both the professional development side and from the angle of personal enjoyment!

[Oh, there are more great tips left to read in this conversation!](#)

PR is not Dead: A Sneak-Peek Review of an Upcoming Annual Conference Speaker

by, Pamela Cox-Nulman, APR, CPRC

"PR is not dead; it's being reinvented," was the message from Deirdre Breakenridge during a presentation of hers I was fortunate to catch earlier this month in New York City. She will also be a speaker at the upcoming state FPRA Annual Conference in Naples, August 8-11.

Deirdre explores the changing landscape of Public Relations and how it fits in the new world order being created by social media. Co-author, along with Brian Solis, of the popular book Putting the Public Back in Public Relations, Deirdre will no doubt be a highlight of this year's state conference.

[More seriously cool details left to read: get in on the conversation!](#)

Member Spotlight: Betsy Clayton, Lee County Parks and Recreation

This Spotlight features a new member to our chapter!

Betsy Clayton is the waterways coordinator for Lee County Parks and Recreation. She assists with Lee County Parks' media relations with editing and writing, and also works with the Lee County Visitor and Convention Bureau in hosting eco-, outdoors and kayaking journalists from around the country and globe.

Her primary job is to market and coordinate the Great Calusa Blueway, a 190-mile mile marked canoe and kayak trail from Bonita Springs to Bokeelia via Estero Bay, Pine Island Sound and Matlacha Pass, theCaloosahatchee River and its tributaries

[Betsy is an awesome new member! Click here to learn more about her.](#)

Member Spotlight: Dan Whicker, Southwest Florida Community Foundation

As the Director of Marketing and Communications for the Southwest Florida Community Foundation (SWFLCF), FPRA SWFL Chapter Member Dan Whicker says that he is finally able to use all of the skills in his professional toolbox. "Moving around a lot has enabled me to develop many different skills in marketing, advertising and public relations, but it wasn't until I started at the Community Foundation one year ago that I was able to fully utilize all that I've learned in my fifteen-year career as a communications professional."

During that career, Dan put together a toolbox of skills that includes graphic design, Web design, writing, PR, campaign development, business management and photography just to name a few.

[Click right here to get more scoop on Dan!](#)

CPRC Tip: The Holy Grail of PR: Measurement

By Susan Bennett, APR, CPRC

What is the real value of PR? How do we measure its impact on the bottom line? These are questions we're often asked to answer, especially around budget time. Few of us have large enough budgets to hire research firms (even though current industry standards say that we should allocate 10 percent of PR program costs to evaluation). Or – as a colleague once said – if we were to measure everything we do, we wouldn't have any money left to do anything. So how do we justify our budgets, our programs and even our jobs to management?

[This topic is bound to start a great conversation. Chime in when you click here!](#)

FPRA and AdFed: Stronger as Colleagues

Recently, the Southwest Florida chapter of FPRA has begun re-building bridges with the American Advertising Federation Southwest Florida chapter. VP of Community Relations Laura Puerto has been leading the effort for FPRA. Incidentally, FPRA members Wendy Payton-Enriquez and Angie Basile are also currently serving AAF-SWFL as president and vice-president, respectively!

In this economy, and with the continuous evolution of our communications-related professions, we each have much we can learn from each other, similarities to share and valuable connections we can make. We have agreed to [cross-promote our events](#) and look for ways we can offer our members greater benefits through ongoing partnerships. Watch for details about an upcoming joint event that you will not want to miss!!

[The next AdFed event will be great, and so will our future! Keep reading by clicking here.](#)

Next Membership Business Meeting will be at Broadway Palm Dinner Theatre, Cafe Caberet

– Tuesday, February 2, 2010, approx. 11:15 a.m. to 1 p.m.

Next full Leadership Team meeting will be at the Elections Office across from the Bell Tower Shops in Fort Myers – Tuesday, February 16, 2010, 8:30 a.m.

Kathleen Taylor, APR

President, Southwest Florida Chapter

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