

october 2006

FPRA

welcome to
i m P R e s s

newsletter of the Southwest Florida Chapter

highlights CLICK YOUR WAY...

October Luncheon

Welcome New Members

President's Message

PRU Book Club

APR Tips

Online Offline

Blast off with PR

www.fpraswfl.org

 FLORIDA
PUBLIC RELATIONS
ASSOCIATION
Southwest Florida Chapter

October luncheon:

A word from our corporate sponsor...

Join us for our October lunch meeting when Cole Peacock, community relations manager with Chico's FAS Inc., will lead an interactive discussion about corporate sponsorships. Find out how companies benefit from sponsorships, how they choose from the many sponsorship opportunities they are offered, and more.

One of the most community-active companies in Lee County, Chico's sponsors a number of local events. Peacock's advice can help any public relations practitioner with his/her sponsorship strategy.

Peacock, a graduate of Cumberland University, started his career in the Florida Legislature as a legislative aide. Afterward, he advanced to consulting and for seven years assisted in many political and lobbying campaigns. He joined Chico's to develop its Community and Governmental Relations Department.

Tuesday, Oct. 3, 11:30 a.m. to 1 p.m.
Broadway Palm Dinner Theater
Register today at www.fpraswfl.org

Renew your Membership!

Kick off '07

It's that time of year again! Membership renewal letters were just sent to all active members. All professional memberships expire Oct. 31, so please send in your renewal before then. If you have not received your renewal form, please contact [Membership Chair Barbara-Anne Urrutia](#) to confirm your address and membership status. Congratulations to the first six members to renew their memberships! Receiving a special thank you gift are: Jeffry Gibson; Jessica Grace; Tina Haisman, APR; Nancy Hamilton, APR; Jennifer Hobbic; and James Hof.

All FPRA student memberships expired Aug. 31. If you are a student interested in membership or need to renew, please contact [Membership Chair Barbara-Anne Urrutia](#) today!

Happy Anniversary

FPRA members!

Now 100 members strong, FPRA celebrates the following membership anniversaries this month:

Victoria Collins (2005)

Linda Fasulo (2003)

Melinda Isley, APR (1995)

Erin Jolley (2005)

Michael Lear (2001)

Eileyn Sobeck-Bador, APR (1998)

WebLink

Trends influence public relations practitioners every day. Now stay on top of current trends with this Web site. Trendwatching.com utilizes more than 8,000 trend spotters around the globe for emerging consumer trends!

<http://www.trendwatching.com/>

Welcome New Members

We're glad you joined!

Tricia Garretto is a marketing coordinator at The Bonita Bay Group with five years of public relations experience. She is responsible for coordinating special events, marketing materials, and online marketing. She received her associates and bachelors degrees from the University of South Florida and FGCU, respectively

Suzanne Maurice has 25 years of PR experience and is the manager of marketing and public relations at Owen-Ames-Kimball Company. She is responsible for management of all public relations and marketing activities. She was previously a chapter member and board member, so we're glad to have her back.

Meredith Parsons is a marketing coordinator at the Bonita Bay Group responsible for coordination of special events and marketing promotions, production of collateral materials and

public relations activities. She earned her degree at the University of Central Florida.

Kristin Nail has more than eight years in the public relations field. Since 2000, she has been an instructor at FGCU and has assisted with the development and instruction of upper-level PR courses. As a previous member and board member, she also has been very helpful with getting students involved in FPRA, having FPRA members as speakers in her classes and working on a student chapter at FGCU. She earned her bachelor's and master's degrees from Florida Atlantic University.

Pamela Cox Nulman is currently a graduate student at Syracuse University, pursuing a master's degree in communications management. She previously was a chapter member and board member and has more than 18 years of experience in public relations.

President's Message



Olivia Orth SOUTHWEST FLORIDA CHAPTER PRESIDENT

Although the weather is still hot and things are actually greener than ever in Southwest Florida this time of year, we are approaching the fall season, and the signs are everywhere.

School has started, football season is underway, and my mail box is filled with more and more holiday catalogues each day! This is the time of year a new board of directors begins working on all the valuable programs and publications FPRA will provide this year. Trust me when I say this year's board is passionate and hard-working, so expect many good things to come!

This is also the time of year we receive our FPRA membership renewal forms. Like many of you, receiving this form always makes me pause to consider why I am a member of FPRA (just in case the boss asks!).

There are too many good reasons to cover them all here, but I think this year's theme sums them up pretty well... In so many ways, for so many people, FPRA is truly "An Opportunity to Grow."

continued next page . . .

President's Message continued . . .

Whether you love the programs, the publications, the networking opportunities or the well-established connections you've already made, FPRA offers something for everyone.

How will you utilize your membership for maximum benefits in the coming year? Consider taking advantage of the opportunities FPRA offers... Read along with the PRU Book Club, take a closer look at the resources at www.fpraswfl.org, attend a lunch meeting, or join a committee.

As a member of FPRA, you enjoy a wide variety of opportunities to grow personally and professionally, and the rewards of participation include new experiences, opportunities and relationships year after year.

"The superior man is modest in his speech, but exceeds in his actions."

-Confucius



SOUTHWEST FLORIDA CHAPTER PRESIDENT

Between the Pages

By Kirsty Piper

Get smart with PR Book Club this fall. Learn about the latest marketing trends, time and business management, leadership and more – free of charge! Join us each month at CinCin to discuss great professional development books with some of the area’s leading PR pros. In “Between the Pages,” we will explore the professional development books that influence and inspire us.

September’s Book is *Blog Marketing* by Jeremy Wright. Get a grip on this new media format, driving the marketing plans for top companies like Microsoft, Sun Microsystems, Google, Disney and General Motors. If you are a blogging amateur, *Blog Marketing* will take you through the medium step by step. If you are well versed in the ways of the Web, this book will help you better understand how blogging can extend your brand, increase positive customer relations, provide feedback on your product, simplify project management, impact your bottom line and transform how you do business. Join us from 6 to 7 p.m. on Wednesday, Sept. 27 at CinCin (at the corner of Cypress Lake and McGregor Boulevard).

Then, don’t miss October’s book discussion of *Trillion Dollar Moms* by Maria T. Bailey and Bonnie W. Ulman, on Monday, Oct. 30 from 6 to 7 p.m. at CinCin.

Watch for the new 2006-2007 Book Club schedule in October! For more information, contact [Kirsty Piper](#).

Now is your chance to seize the opportunity

By Eileyn Sobeck-Bador, APR

***“The secret of success in life is for a man (woman)
to be ready for his opportunity when it comes.”
- Earl of Beaconsfield***

Your opportunity is here. Now is the time to consider taking the next successful step in your professional career as a public relations professional.



APR (Accreditation in Public Relations) study sessions will start on Jan. 22, 2007. To help candidates learn all they can about the process, the chapter is organizing an introductory workshop on Nov. 6.

Why do you need to attend the introduction? You'll learn first and foremost, everything you need to know about universal accreditation! What does APR mean? What is the value of earning universal accreditation? How can you achieve it? Bring your questions ... We'll bring the answers!

To register for the event entitled, "Introduction to APR: Everything to know about universal accreditation," visit www.fpraswfl.org and click on events.

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Accreditation process Continued . . .

The workshop is scheduled for 5:30 to 6:30 p.m. on Nov. 6 at the Children's Network of SWFL, 2232 Altamont Ave. in Fort Myers. For more information contact, Deb Webb, APR at (239) 226-1524, or Eileyn Sobeck-Bador, APR (239) 242-3958, or e-mail accreditation@fpraswfl.org.

Outside the chapter, there are two additional opportunities to consider. First, on Sept. 30, Dr. Donn Tilson, PRSA Fellow and University of Miami associate professor, will help prepare APR candidates. Sponsored by PRSA, the presentation will be from 9 a.m. to 12:30 p.m. in the community education room at Hospice of Naples, 1095 Whippoorwill Lane in Naples. The deadline to register is Sept. 22, and the cost is \$60 for PRSA members and \$75 for non-members. Tilson will discuss definitions of public relations and management, the history of PR, the RACE approach to PR, and PR and law/ethics. To RSVP, email Lauren.Smith@ritzcarlton.com.



Second, candidates can take advantage of a new discount and rebate program for the online study course offered by the Universal Accreditation Board (UAB). The course costs \$195 for a one-year subscription for UAB participating organization members (including FPRA). The online course offers candidates a multimedia opportunity to review the knowledge, skills and abilities covered in the APR exam. Course content is presented in 10 modules that are narrated by accredited PR professionals. Participants learn through self-study, group discussions, assignments and Web conferences with other participants. For more information, call (877) 708-2093 or visit <http://online2learn.net/APR/>.

Chapter Web site to feature Blog

By Paul Filla, APR

A weblog, usually shortened to blog, is a type of Web site where entries are made and displayed in a reverse chronological order. For the Southwest Florida Chapter, the blog is a new way of communicating with members and non-members who are time or geographically constrained from attending a meeting.

The Board has committed to blogging' each Chapter luncheon and Chapter event this year. Members who are unable to attend can either visit the blog while the event is happening or visit later when they have more time.



everything about what is going online - *offline*

The blog is aimed at providing information 'real-time' from a luncheon or an event giving those unable to attend a view into the meeting including pictures and related files. The blog also provides an archive for those who did attend.

In the August luncheon, the blog included a link to the presenters Web site, www.photosbysam.com, as well as a list of the new Board of Directors.

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chapter **Blog** Continued ...

The blog entry for September included the complete PowerPoint presentation given by Helena Finnegan and Heather O'Connell. While you can continue to rely on your notes, if you forget your pencil, you can rest assured that the information that you needed will likely appear on the blog.

The blog will also become a valuable feedback and discussion tool for the chapter. Members and non-members alike are provided the ability to comment on any of the entries. These comments become a thread of discussion related to the entry and will prove worthy for presentations that draw interest and questions long after the luncheon is over.

Because blogging is a new technology to the chapter, you can expect many new additions throughout the year as your board and fellow members become more comfortable with its uses. Visit the blog today at www.fpraswfl.org/blog and if you have any recommendations, send them to info@fpraswfl.



Web Site Chair Paul Filla, APR, adds to the blog on the chapter Web site during the monthly luncheon.

Behind the Scenes

Launching Your PR Experience

By Helana Finnegan and Heather O'Connell

There is nothing more exciting for a PR practitioner than being given the opportunity of a lifetime to work at a major event - unless it is an event of an international scope! So when we learned we had won two of the coveted 24 slots available for working at NASA during a space shuttle launch, our excitement was immeasurable.

Our first steps were the basics – determining the who, what, when and where were essential – the why was obvious! We coordinated with our NASA FPRA liaison on the dates we would be available to work. Finnegan was assigned to astronaut escort/media coordination duty. O'Connell could work the day of launch and was desperately needed to help field phone calls in the newsroom – an area we came to term the 'beehive.'

**NASA
opportunity
is available
only to FPRA
members!**



Helana Finnegan (left) and Heather O'Connell shared lessons learned with FPRA members and guests at the September luncheon.

We were credentialed online through the NASA Web site, received directions to the Kennedy Space Center, figured out accommodations (no small feat as you are competing with thousands of others vying for the same location), and we were off. Finnegan arrived for duty on L-4 day – four days prior to scheduled shuttle launch and O'Connell on L-2, the night before the launch.

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PR experience Continued ...

The 'media site' is composed of two large buildings – the newsroom and adjoining press conference buildings ringed on either side by national and international print and broadcast media, and the enormous Vertical Assembly Building. Looking east out about five miles from the media site across the grass, where the famous countdown clock and flag pole reside, are shuttle launch pads 39A & B.

Finnegan was immediately assigned to astronaut escort duty and media coordination, where incoming astronauts who were supporting the mission were assigned one or two days of media interviews. These were broken into 10-minute segments, which were posted for media to sign up for interviews. The astronauts did these in two-hour shifts, and it was Finnegan's job to welcome them, provide them with the latest talking points, brief them on any developments and then escort them to their interviews, where she also had to make sure the interviews stayed exactly to time as many national and international interviews were live with satellites kept to the second.



Astronaut Scott Kelly and Helena Finnegan walk from one media interview to the next!

“It was an exciting, fast-paced job that required diplomacy, common sense and the ability to juggle,” said Finnegan. “I usually went straight through the day (shifts were from 7- 7) breaking only long enough to eat quickly, get talking points, pick up interview schedules and launch updates. But it was so exciting and interesting to talk with the astronauts – many of whom were assigned to upcoming launches – and the amount of learning was awesome.”

continued next page ...

PR experience Continued

O'Connell arrived for work on launch day - with the beehive in full swing and phones on overload and inquiries mounting as the shuttle found a problem early in the day with launch scheduled for 3:42 p.m.

"Most reporters wanted to know about a technical problem with one of the thrusters; others wanted to know what the astronauts were eating for breakfast, which VIPs were on-site, and if the weather was cooperating," said O'Connell.

O'Connell says it's when the first launch attempt was "scrubbed" that things really got interesting. Ironically, the scrub was due to high atmospheric lightening occurring too closely to the shuttle path, while from the ground the weather seemed perfect.

"We were briefed for a new round of questions and flooded with calls: 'What's the next window? Why try to launch when the weather looks worse?' It actually was more of a learning experience because the launch was scrubbed," O'Connell said. "Once a shuttle launches, the newsroom operations switch to Houston. This way, I learned more about the press site operations and got the opportunity to assist an astronaut with a television interview."

Both Finnegan and O'Connell concur, it was a tremendous opportunity and true learning experience to see what it took behind the scenes to make the shuttle a go and see all the pieces of the public relations puzzle fall into place via different assignments.



Heather O'Connell (far left) poses with fellow volunteers and Astronaut Eileen Collins (far right).



Kudos to you

Take a bow!

This column recognizes the outstanding efforts and achievements of FPRA members. Please join us in applauding these efforts, and share any Kudos you have for publication in the next issue...

On Sept. 7, Olivia Orth, Priority Marketing, and Nancy McCarthy, APR, LCEC, spoke to Kristin Nail's principles of public relations class at Florida Gulf Coast University. More than 25 upper-level FGCU students were in attendance to learn about the differences between in-house and agency work and to hear about "a day in the life" from two dynamic PR professionals. Kudos to Olivia and Nancy for donating their time to be guest lecturers!

- Kristin Nail

Julia Babair, APR, and Erin Jolley, both employees at Priority Marketing, have volunteered for the FPRA Sponsorship Committee. Kudos to these two ladies for their commitment to the association!

- Olivia Orth

Student member Trish Aquafredda, a graduate student at Florida Gulf Coast University (FGCU), is enrolled in PR Research this semester – one of the classes taught by FPRA member Kristin Nail. Patricia has chosen FPRA as the focus of her class project and will be researching the feasibility of launching an FPRA student chapter at FGCU! Kudos to Trish and Kristin for their efforts to someday bring the value of FPRA to the students of FGCU!

- Olivia Orth

To share a kudos next month, please email [Kara Winton, APR](mailto:Kara.Winton@fgcu.edu), 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 the Lee, Collier, Charlotte, Hendry and Glades counties.

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This newsletter was designed by Priority Marketing and edited by Kara Winton, APR.