

september 2006

FPRA

welcome to
i m P R e s s

newsletter of the Southwest Florida Chapter

www.fpraswfl.org



highlights CLICK YOUR WAY...

[New Look of FPRA](#)

[September Luncheon](#)

[President's Message](#)

[PRU Book Club](#)

[Online Offline](#)

[APR Tips](#)

[Congrats](#)

[Conference Recap](#)

 FLORIDA
PUBLIC RELATIONS
ASSOCIATION
Southwest Florida Chapter

New design debuts this month

By Kara Winton, APR

The Southwest Florida Chapter is launching a new graphic look this month! In addition to the new look, this newsletter has a new name: ImPress! We designed the newsletter to be informational first and foremost. In addition, we want it to be pleasing to the eye and easy to use. Likewise, the chapter Web site will sport the same look and emphasis on easy information.

As for the newsletter, please note the important buttons on the bottom right of each screen. In addition to toggling through this PDF as you would any PDF, you can toggle through the newsletter simply by clicking the “next” button. Likewise, you can go back one page with the “back” button, or you can start back at the beginning by clicking the “back to table of contents” button. You also will notice more graphics, more photos and fewer stories per page, all designed to make this a quick, easy and informational read!

The new design was possible thanks to a donation from Priority Marketing. The company has signed on as the Graphics Sponsor for our chapter and will be providing graphic design for all communication tools. Special thanks to Priority Marketing president Teri Hansen, APR, and the entire art department!

Please forward feedback on the new newsletter and suggestions for improvements to Kara Winton, APR, newsletter chair at newsletter@fpraswfl.org. Also, we want to include you! Please forward all contributions to the newsletter: accolades, announcements, funny stories, Web sites, book reviews, etc.



September luncheon:

Public relations liftoff **Behind the scenes at NASA**

In July, two members of the Southwest Florida Chapter of FPRA volunteered to assist in the Newsroom at NASA for the launch of Space Shuttle Discovery. This opportunity was offered only to FPRA members, and Helena Finnegan and Heather O'Connell were among the 24 FPRA members statewide who were selected



Helena Finnegan (center) stands by as a NASA astronaut is interviewed.

to participate. Finnegan, who's also heading back for the next launch, is public relations/marketing manager for the Southwest Florida Museum of History and O'Connell is community relations coordinator for Lee County Library System.

Find out what NASA does to accommodate the overwhelming number of media representatives that flock to the shuttle launches, what happens when a mission is scrubbed, and much more as Finnegan and O'Connell share their experiences.

Tuesday, Sept. 12, 11:30 a.m. to 1 p.m.

Broadway Palm Dinner Theater

Register today at www.fpraswfl.org

Check out next month's ImPRes for an article full of great stories from Heather O'Connell and Helena Finnegan!

President's Message



Olivia Orth SOUTHWEST FLORIDA CHAPTER PRESIDENT

As I take the reigns as president of the Southwest Florida Chapter of FPRA, I feel an overwhelming sense of appreciation for the generosity, talents and leadership of those who surround me. I could not do this alone!

At this year's state conference in Amelia Island, I witnessed many past presidents "pass the gavel" filled with pride for what they've contributed for FPRA. I was especially proud of our own chapter member who is one of those past presidents, Lynn Schneider, APR, CPRC. She was presented with the prestigious Dillin Award this year for her leadership and contributions to the PR profession and FPRA.

Lynn, by the way, was the first person to call on me to serve FPRA, as "Vanna" at my first Image Awards banquet. It wasn't long after the banquet that I got a call from Kate Gooderham, APR, asking me to join the board of directors. I was invited back the next year by Karen Ryan, APR, and then again by Deb Webb, APR. What an honor to be recruited by these great FPRA leaders...

My employer and mentor, Teri Hansen, APR, encouraged me to take the opportunity. Another dedicated FPRA leader, she knew better than I the value of such an experience. She continues to support and inspire me in my quest for professional development. In fact, it is her generosity that brings us the beautifully re-designed ImPRESS newsletter you are now reading. Through Priority Marketing, Teri is sponsoring all the graphic design for FPRA this year!

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President's Message continued . . .

As amazing an offer as that is, Teri's greatest gift to me is the opportunity to participate in FPRA. The experience and friendships I've gained can't be found in any book or bought with any amount of money. That's why I continue to give back, and never stop looking forward to the next "opportunity to grow."

I'm in good company. Our 2005-2006 board of directors was honored at the state President's luncheon for its many achievements over the past year and presented with the President's Chapter Fundraising Award. Thanks to the excellent leadership of those who have preceded me, especially our newest past president Nancy "Never Rests on Her Laurels" McCarthy, APR, our chapter is excelling in every category.

When I returned from conference, I met with the new 2006-2007 board of directors for a planning retreat and began to get an idea of our chapter's true potential. The group features experienced chapter leaders as well as fresh faces – all filled with enthusiasm and a positive outlook for FPRA. I encourage you to get to know these leaders, if you do not already. Ask them about their plans for the year, give them your ideas and feedback, and join their committees. They are going to accomplish great things, and have great fun while doing it!

One of the speakers at conference said it best: "FPRA is like a gym membership. It only works if you use it." Consider this an invitation to join the best professionals in Southwest Florida as we flex our PR muscles!



SOUTHWEST FLORIDA CHAPTER PRESIDENT

Membership Renewal

It's that time of year again... membership renewal letters will be mailed out in September. Please be on the look out so you can be one of the first to renew. The first six people to "Kick off 06" by renewing their FPRA memberships will get a fabulous prize! More details to come. For questions, please call or e-mail Barbara-Anne Urrutia at (239) 590-4507 or membership@fpraswfl.org.

WebLink

Staring at a blank screen and struggling for the right words? Check out this listing of more than 1,200 phrases and sayings, including their meanings and origins:

www.phrases.org.uk/meanings/index.html

Happy Anniversary

FPRA members!

September looks like an important month for our chapter. Look at all of the FPRA members who share a membership anniversary this month:

Susan Bennett, APR, CPRC (1994)

Dorothy Devic (1989)

Amy Gravina, APR (1985) *

Teri Hansen, APR (1985) *

James Hof (1984)

Sarah Kirchman (2005)

Heather Mazurkiewicz (2003)

Trish Route (1996)

Susan M. Sanders, APR (1987)

Karen Sloan, APR (2000)

E. Brent Snodgrass, APR, Fellow PRSA (1998)

* Founding chapter member

PRU Book Club

In August, FPRA members and guests met to discuss *The Radical Leap*. We LOVED it, were ENERGIZED by it, learned about becoming more AUDACIOUS, and will PROVE it by taking on the next “OS!M” life throws at us. If you’re wondering what all this means... read the book!

Join us for the next PRU Book Club and our lively discussion of *Blog Marketing* by Jeremy Wright. We will meet from 6-7 p.m. on Wednesday, Sept. 27 at Cin Cin, the restaurant on the corner of McGregor and Cypress Lake Drive.

Our October book selection is *Trillion Dollar Moms* by Maria T. Bailey and Bonnie W. Ulman. Join us from 6-7 p.m. on Wednesday, Oct. 30!

PRU Book Club has a new leader! Kirsty Piper of Spiro & Associates is FPRA’s new special projects chair and has agreed to take over book club coordination. Please forward her book ideas, feedback and/or suggestions to kpiper@spiroandassociates.com.

Mark your calendar!

For FPRA luncheons!

The Southwest Florida Chapter of the Florida Public Relations Associations is lining up dynamic speakers for upcoming monthly luncheons. After our exciting September luncheon mentioned on Page 3, [Cole Peacock with Chico’s will join us in October](#) to talk about sponsorships! Mark your calendars now with the dates and times of all our monthly luncheons and then read ImPRESS each month for details. Luncheons begin at 11:30 a.m. at the Broadway Palm Dinner Theatre, 1380 Colonial Blvd. in Fort Myers. Join us on: [Sept. 12](#), [Oct. 3](#), [Nov. 14](#), [Dec. 4](#), [Jan. 9](#), [Feb. 6](#), [March 6](#) and [April 3](#).

Register each month at: www.fpraswfl.org

Click soon on the new Chapter Web site

By Paul Filla, APR

Like this newsletter, the Southwest Florida Chapter Web site hopes to impress you. The chapter Web site is being redesigned with the new FPRA “look” and will be launched during September. Color schemes, font selection, and graphics are all intended to bring a consistent experience to the users and readers.

The redesign is only the start of good things to happen to the Web site this year. A Chapter blog has been created and is now available online (<http://www.fpraswfl.org/blog/>). The blog will allow Chapter members both locally and throughout the state to retrieve up-to-the-minute information for on-going events and provide valuable input and feedback on a variety of subjects.

everything about what is going online - *offline*

The Chapter is also working to make available online purchases. So whether you are buying a media directory, registering for a luncheon, or signing up for a professional development seminar, you can pull out the ‘plastic’ and pay for the item online in a secure environment. Online transactions are scheduled to be available by the end of September. In addition, a Member’s Only section of the Web site will grow this year with exclusive information and opportunities.

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new chapter **Web site** Continued ...

While many things have changed, there are several things that remain the same. As always, you can register for events online and now invite others to attend with you. Career opportunities have always been a popular page on the Web site.

For those looking to advertise a vacancy, simply visit the careers page and submit your advertisement using the online form. Later this year, those looking for employment will be able to sign-up for career alerts that will notify them whenever a new position is posted.

The calendar of events, newsletter, news releases, membership application and board member information remain the cornerstone of the information available online. The freelance business directory, added to the Web site in 2005-2006, will continue to be available, and later this year businesses will be able to submit online to be included in the directory.

With improved content and tools, the site should remain a valuable communications vehicle for the chapter. If you should have any recommendations or are experiencing problems with the Web site, e-mail info@fpraswfl.org.



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

Digital Photography

Focus of August luncheon!

Professional photographer Sam Johnson's discussion of digital photography highlighted the August luncheon. Johnson shared lessons on photo composition and lighting, as well as electronic imaging.

The presentation followed the "goodbye and thanks" to the outgoing chapter board and induction of the new directors and officers.



To learn more about photographer Sam Johnson visit www.photosam.com.

To read about his presentation, visit <http://www.fpraswfl.org/blog/>.

Free Goodies

Given to lucky winner!

The Southwest Florida Chapter extends appreciation to SmartDisk Corp. of Fort Myers for donating a fabulous door prize for the August lunch meeting.

SMARTDISK
Simplifying The Digital Lifestyle™

Meredith Parson, a luncheon guest who is applying for membership, walked away with a camera carry bag and the following SmartDisk software products: FotoChute (off loads pictures directly from a camera or from a PC), VideoSafe (transfers home videos to CD or DVD), Dazzle Universal Reader/Writer for all digital cameras and mobile phones, Media Vault (case for carrying flash memory cards). The retail value is about \$300.

Congratulations to Parson! To find out more about SmartDisk Corp. and their products, visit <http://smartdisk.com/eWeb/smartdiskus/www/>.

A few W's to explain the Accreditation process

By Eileyn Sobeck-Bador, APR



What is APR Accreditation?

Accreditation in Public Relations (APR) is a voluntary certification program for public relations professionals, administered by the Universal Accreditation Board. The APR accreditation is the only professional certification program open to public relations professionals.

Who can pursue the APR?

Any member in good standing can take on the challenge of earning accreditation. However, it is recommended that candidates have at least five years experience in full-time practice or teaching of public relations, and who have earned either a bachelor's degree in a communication-specific field (e.g., public relations, journalism, mass communication) or equivalent work experience.



What is the purpose of Accreditation?

The purpose is to unify and advance the profession by identifying those who have demonstrated broad knowledge, experience, and professional judgment in the field. The program seeks to improve public relations practice. The APR designation signifies a high professional level of experience and competence.

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Accreditation process Continued . . .

What steps are involved?

1. Complete an application that lets the UAB gauge your full-time public relations experience.
2. Complete a Readiness Review Questionnaire that addresses: your organization and position in public relations; overall experience; and assessment of readiness to pass the computer-based written examination.
3. Schedule a Readiness Review, which is a face-to-face review by three APRs to determine whether you have a grasp of the knowledge, skills and abilities required to pass the comprehensive examination.
4. Pass a comprehensive multiple-choice examination that is administered at numerous testing centers around the nation.



Why is this designation important?

Think of the APR designation just as you would any other professional designation: CPA, CFP, RN, or an attorney who is required to pass the state bar.

Who do I contact if I want to learn more?

Congratulations! You are taking a very important step in your career. Please contact our chapter's Accreditation Chairs, Deb Webb, APR, or Eileyn Sobeck-Bador, APR, at accreditation@fpraswfl.org. Later this fall, an introductory workshop will be held to explain this process in detail, and study sessions will begin later in the year as well.

Congrats Lynn Schneider!

Lynn Schneider, APR, CPRC received the prestigious Dillin Award at State Conference in Amelia Island this year. Named for FPRA founder Colonel John Dillin, the award goes to one outstanding public relations professional each year. It is given for a lifetime of achievement and leadership in FPRA.

Schneider, who is public relations director for Shell Point, has served FPRA at the Southwest Florida chapter and state levels for approximately 20 years.



FPRA President Adrienne Moore, APR, CPRC, (left) and FPRA Past-President Leah Lauderdale, APR, CPRC (right) present Lynn with the John W. Dillin Award.

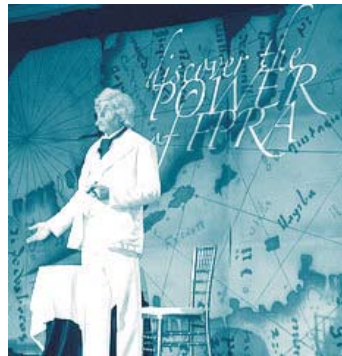
The power of FPRA

2006 state conference recap!

The theme of the 2006 State Conference in Amelia Island was “Discover the Power of FPRA,” and that is just what we did.

Innovative speakers offered no-holes-barred evaluations of their public relations experiences at Turner Broadcasting Systems, AT&T, University of Florida and more.

We learned how public relations is changing due to the fast pace of technology, and the importance of innovations such as the blog and word-of-mouth marketing; we learned how the phrase “Go Gators” applies to more than sports; we heard insightful advice and funny anecdotes; we met and mingled with colleagues throughout



the state; and we rode the new Segway through the halls of the Ritz Carlton! This and much more – all in three days!

Those who didn't attend the 2006 State Conference in Amelia Island this year weren't left totally in the dark. The executive committee introduced a blog that chronicled everything moment-by-moment. But what you found in your inbox was only a sample of the value.

Next year's state conference will be close to home in Sarasota. Plan to attend, and don't forget conference scholarships are available to our chapter members who get involved. Join a committee now and look for opportunity to apply for scholarships in 2007!

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.

Southwest Florida Chapter Officers:

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

Secretary: [Betsi Jones](#)

Treasurer: [Karen Sloan, APR](#)

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