



President's Message

Summer is about more than hurricanes ... It's also about FPRA! We kicked off the summer of FPRA on April 28 at the Fort Myers Relay for Life. FPRA members and their families participated in the American Cancer Society's signature event and raised more than \$1,700 for the cause!



Nancy McCarthy, APR
Southwest Florida
Chapter President

Hot on the heels of Relay for Life, we toasted the Best of the Best of Southwest Florida at the 20th Annual Image Awards Banquet. Congratulations to all who were recognized for superior performance in the public relations field. Heartfelt congratulations also go to the winners of the coveted membership awards: 2006 Rising Star Kirsty Whelan, 2006 Member of the Year Olivia Orth and 2006 Public Relations Professional of the Year Mary Briggs, APR, CPRC.

In a few weeks we'll enjoy professional development, networking and fun at PR University on June 9 at International College in Fort Myers! And, the biannual Media Breakfast on July 11, at Harborside Event Center, is shaping up to be an outstanding event!

As much as it pains me to spend any time in Tallahassee, I actually had an enjoyable time at the FPRA state board meeting in Seminole territory. There, they shared details of the annual conference that will take place at the Ritz Carlton on Amelia Island on August 6-9. It sounds like it is going to be a very emPOWERing conference! Visit www.fpra.org for more information.

Nancy McCarthy, APR

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Last Chance! *To sign up for* *PR University* *By Kirsty Whelan*

Don't miss this last opportunity to register for **PR University** scheduled for June 9th at International College in Fort Myers.

Leaders in our profession will discuss the importance of community affairs programs, answering the tough questions from the media, networking, research and drafting your signature event.

Half-day (8 a.m. to 1:30 p.m.) and full-day registrations (8 a.m. to 4 p.m.) are available. Both options include lunch.

Visit www.fpraswfl.org for more information or call Kirsty Whelan at (239) 481-5511, ext. 227.

See you there!

PRU Book Club

Don't forget to attend FPRA's P.R. University professional development seminar on June 9, and keep the inspiration flowing by reading and attending the PRU book club discussions.

The book club meets at Cin Cin, a restaurant located on the corner of McGregor Boulevard and Cypress Lake Drive in Fort Myers. Find a brief description for this month's book on the Calendar of Events at www.fpraswfl.org.

For more info, contact Olivia Orth at (239) 267-2638 or Olivia@prioritymarketing.com.

June 28:

Never Check E-mail in the Morning

July 26:

Good To Great

August 30:

The Radical Leap

September 27:

Blog Marketing

October 30:

Trillion-Dollar Moms

NOTE: The May Book Club meeting is CANCELED due to the Memorial Day holiday.

Kudos!

Goodwill Industries of Southwest Florida recently honored FPRA Member Amy Ofenbeck as the association's Achiever of the Year!

Make an IMPACT!

FPRA members have an opportunity to make a big impact in the community by volunteering to help formulate a public relations plan for IMPACT, a not-for-profit agency that provides education and therapeutic services to preschool age children with disabilities.

If you would like to use your skills to do something good for the community, or use this opportunity to help develop your public relations planning skills, please plan to attend the session at 5:45 p.m. on Thursday, June 15 at the Lee County VCB. Make an IMPACT! For more information, contact Nancy McCarthy, APR, at nancy.mccarthy@lcec.net.

Welcome New Members!

Carlos Nevado is public relations and development director for Healthy Start of Southwest Florida, a nonprofit organization that provides assistance to local mothers and young children. He develops and supervises all public relations and marketing, and develops events and donors. He previously served as the vice president of marketing and development for Big Brothers Big Sisters, and he holds a bachelor of arts and science degree in applied science from Tampa Technical Institute.

Robin O'Grady is director of marketing at FlexiInternational Software, Inc., a financial software company based in Naples. Her responsibilities include a full range of marketing, branding, advertising and public relations initiatives to strategically build the brand in the national marketplace. She has more than 20 years of professional experience and holds a bachelor of arts degree in communications from Oakland University.

Joni Schopke is assistant director community awareness program for the Lee County Supervisor of Elections. Focusing on voter awareness and voter education, she plans and implements community awareness program events. She has 10 years of management experience.

Celebrating June Anniversaries:

Now 100 members strong, FPRA celebrates these membership anniversaries!

Ginny Cooper, Divine Events (2003)
Paul Filla, Jr., APR, Lee County Public Safety (2001)
Karen Huffman, Edison College Student (2005)
Tina McCain Matte, Gravina Smith & Matte (2000)
Laura Zocki, LCEC (2003)

Accreditation Increases The Value of Your Personal Brand

By Eileyn Sobeck-Bador, APR

Brand names and trademarks are probably the oldest ways of building confidence in a product. In the pre-industrial age, good craftsmen put their own marking on their silverware and pottery to identify their work. You have an opportunity to build confidence in yourself, and in our profession.



How would “Accredited in Public Relations” look next to your name? The APR mark increasingly is recognized as valuable by many employers and clients, much like optional board certification is considered a positive differentiator in the medical profession.

APR is a mark of distinction for public relations professionals who demonstrate their commitment to the profession and to its ethical practice. They are designated APR after demonstrating their broad knowledge of PR, strategic perspective, and sound professional judgment. This is a voluntary program that will certainly be a professional and life changing designation.

If APR is missing in action from your business card, there is no better time than now to start the process. Pick up one of two books from your favorite book store, or order on-line. Recommended reading includes, but not limited to:

[Effective Public Relations \(8th Edition\)](#)

[by Scott M. Cutlip, Allen H. Center and Glen M. Broom.](#)

[The Handbook of Strategic Public Relations and Integrated Communications](#)

[by Clarke Caywood \(editor\), McGraw-Hill, 1997](#)

These books are certainly NOT quick summer reads, but, if you take the time to read perhaps one chapter a week, you will be ready to start the APR study sessions when they are scheduled again in early 2007!

There are additional books that are of interest, and to learn more please contact me. The APR process will certainly leave not only the credential mark behind your name, but it will leave a positive mark on you.

NASA looking for FPRA volunteers

NASA is looking for 24 FPRA practitioners willing to volunteer in the newsroom during the next mission of Space Shuttle Discovery.

With nearly 1,000 international media expected to arrive at Kennedy Space Center three days prior to launch, NASA is seeking additional hands to help around the clock with media accreditation, logistics, media escorting, and answering phones leading to launch and launch day.

No matter which shift you work, all participants will have the best seat in the house for the launch — the press site by the giant countdown clock.

This opportunity is only available to FPRA members. No travel, hotel or food expenses will be covered. All costs must be handled by the participating FPRA member.

Launch is currently scheduled between July 1 and 19. As the date becomes more firm, we will update the participants with the details.

To find out more information, please contact Christy Jones at 321-867-2468.

The slots will be filled on a first-come, first-served basis.

Jessica Rye, APR
NASA Public Affairs Officer

Give Your Media Relations An Energy Boost!

2006 Media Breakfast

8 to 10 a.m., July 11
 Harborside Event Center,

Keynote Address:

The opportunities and challenges
 of online news
 Kate Marymont, Executive Editor,
 The News-Press

Media Panel:

Phil Borchmann, Editor,
 Gulfshore Business

Forrest Carr, News Director
 FOX-4

Valerie Harring, Executive Editor
 Cape Coral Daily Breeze

Len Jennings, News Anchor
 ABC-7

Todd Pratt, Editor
 Bonita Daily News

Tony Schall, Assignment Manager
 WINK-TV

Kate Marymont, Executive Editor
 The News-Press

Mitch Stacy, Supervisory
 Correspondent
 AP-Tampa Bureau

Jeff Woods, Photojournalist
 Waterman Broadcasting

Jamie Yuccas, Reporter/Anchor
 NBC-2

Register online today!

FPPRA Members: \$35
 Non-Members: \$40
 breakfast included!

Register at www.fpraswfl.org

Elections to be held July 11!

The FPPRA nominating committee presents the following candidates for the 2006-2007 board of directors. The membership will vote at 8 a.m. on July 11, prior to the start of the 2006 Media Breakfast at Harborside Event Center.

President-Elect: Barbara-Anne Urrutia

Secretary: Betsi Jones

Treasurer: Karen Sloan, APR

Past President: Nancy McCarthy, APR

House & Attendance: David Grey

Website: Paul Filla, APR

Newsletter: Kara Winton, APR

Image: Nancy McCarthy, APR and Laura Zocki

Special Projects: Kirsty Whelan

Programs: Vicki Collins and Roger Sockman

Accreditation: Eileyn Sobek Bador, APR and Deb Webb, APR

Publicity: Helena Finnegan

Thank you and congratulations to these outstanding professionals for accepting a nomination to the FPPRA Southwest Florida Chapter Board of Directors!

American Red Cross Training/Volunteer Opportunities

PR professionals, including many FPPRA members, participated in Red Cross media volunteer training on Wednesday, May 17. Those who signed up to volunteer will be on call in the event of a natural disaster to help the Red Cross with media relations from its headquarters and shelters. To learn more about the next training opportunity or to volunteer, call Arlene Knox at (239) 278-3401.



FPPRA members and guests (from left to right) Chris Bacon, Ken Gooderham, Kate Gooderham, APR, Olivia Orth, Clare Ulik and Erin Jolley participated in the media relations volunteer training at the American Red Cross.

FPRA Southwest Chapter Presents Annual Chapter Member Awards

From a veteran public relations professional, to a dedicated association member to an up-and-coming newcomer to the profession, the FPRA Southwest Florida Chapter recently recognized three outstanding PR professionals with the association's three chapter member awards. Chapter President Nancy McCarthy, APR, presented the awards May 4 during the annual Image Awards Banquet.

Mary Briggs, APR, CPRC, with The Bonita Bay Group, was named the **Public Relations Practitioner of the Year**. This award recognizes a professional that exemplifies the high standards of the public relations profession in Southwest Florida, is supportive of fellow PR practitioners and is concerned with raising the professional standing of FPRA.

Olivia Orth, with Priority Marketing, was honored as the **Chapter Member of the Year**. This award is presented to an active member of the association who goes above and beyond to ensure the success of the chapter. In addition, Orth was presented with the chapter's scholarship to attend the FPRA State Conference in August.

Kirsty Whelan, with Spiro & Associates, was presented the **Rising Star Award**, which is designed to recognize a public relations practitioner who seizes opportunities for professional development while energetically serving the chapter.



Pictured with FPRA Southwest Florida Chapter Nancy McCarthy, APR, from left to right clockwise are Public Relations Practitioner of the Year Mary Briggs, APR, CPRC; Chapter Member of the Year Olivia Orth; and Rising Star Award Winner Kirsty Whelan.

Southwest Florida Image Awards Presented

The best in public relations work in Southwest Florida over the last year was recognized and celebrated recently as the Southwest Florida Chapter of FPRA presented 26 annual Image Awards.

The three top awards were:

- Grand All Image Award: “Just For The Health of It” by the Lee County Health Department; Francesca Donlan, The News-Press; and Susan Bennett Marketing & Media, L.C. This project also won an Image Award and a Judge’s Award.
- Grand Image Award: “Up on the Roof News Release” by Priority Marketing and First Assembly Ministries. The project also won an Image Award and a Judge’s Award.
- Grand Image Award: “Builders Care PowerPoint” by Priority Marketing, the Lee Building Industry Association and Builders Care. This project also won an Image Award.

The other awards were:

- Award of Distinction and Judge’s Award: “WWII Capture Living History” by Sandra Arnold, Lavah Hetzel and Bill Fassold.
- Image Award: “Builders Care Program” by Priority Marketing, the Lee Building Industry Association and Builders Care.
- Judge’s Award: “2005 99Xmas Ball Election” by Vicki Collins and Joni Schopke.
- Award of Distinction and Judge’s Award: “Hope the Dog” by Bill Fassold and Camden Smith.
- Image Award: “LCEC Response to Hurricane Wilma” by LCEC.
- Award of Distinction and Judge’s Award: “Exhibit in a Beach Bag” by Kate Gooderham, APR and Ken Gooderham.
- Award of Distinction and Judge’s Award: “Lee County PugFest II” by Lee County Animal Services and Lee County Library System.
- Image Award: “The Vué Groundbreaking” by Priority Marketing and Throgmartin Company.
- Award of Distinction: “Hurricane Wilma Magazine” by LCEC Public Relations Team.
- Award of Distinction and Judge’s Award: “LCEC 65th Anniversary Tabloid” by LCEC Public Relations Team.
- Image Award: “First Home, Heart Walk, Heart Lights” by Priority Marketing, First Home Builders and Promotional Incentives.
- Image Award: “Southwest Florida International Airport’s Mini Map” by Lee County Port Authority, MediaSource and Alex Whitehair Design.
- Image Award: “LCEC Intranet Re-design” by LCEC Public Relations Team and LCEC Information Technology Team.

Golden Image Award Deadline Extended

The deadline to submit entries for the FPRA state Golden Image Awards has been extended until May 26. To take advantage of the free courier sponsored by Gooderham and Associates, drop off entries to Priority Marketing (8191 College Parkway in Fort Myers) by 9 a.m. on May 26.

PR Web Link of the Month

Sign up for a free MediaPost account and gain access to the industry’s leading on-line media and advertising publications. Each week MediaPost delivers 11 trade publications with breaking news, commentary, analysis, research, news roundups, feature stories, rankings and more.

www.MediaPost.com

FPRA is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida.

Southwest Florida Chapter

Officers:

President:

Nancy McCarthy, APR

President-Elect/Membership:

Olivia Orth

Secretary:

Cynthia Burgess

Treasurer:

Ria Brown

Past-President:

Eileyn Sobeck-Bador, APR

Directors:

Image Awards: Kristine Nystrom

Accreditation: Eileyn Sobeck-Bador, APR

Publicity: Kara Winton, APR

PR University: Kirsty Whelan

Programs: Karen Sloan, APR

House & Attendance: Laura Zocki

Newsletter: Kara Winton, APR

Web Site: Paul Filla, APR

Education: Jessica Doyle