



## President's Message

March Madness isn't just about basketball. For public relations professionals, March Madness can also refer to the insanity that ensues when compiling Image Award entries. Believe it or not, there are several parallels between the Division I NCAA Men's Basketball Tournament and the Image Awards competition.



**Nancy McCarthy, APR**  
Southwest Florida  
Chapter President

In the Big Dance, as sports fans call it, 64 teams battle it out on the basketball court until the number has been whittled down to the Final Four and eventually a national championship team. The Southwest Florida Chapter Image Awards, on the other hand, average about 40-50 entries per year, and of those entries, a distinct few will receive Image Awards, Awards of Distinction and/or Judges Awards. At the Image Awards competition, we have the Final Three, the Grand Image winners in each division. AND the winners will be announced at the Image Awards Banquet on May 4 at Pelican Preserve,

which is almost like a big dance—the connection is uncanny!!

If you are planning to enter Image Awards, be sure to submit your entries at Priority Marketing by Friday, March 24, 5 p.m.!!

On the off chance that you are not entering the Image Awards, you should still mark your calendar to attend the Image Awards Banquet. In addition to admiring the work of your colleagues, you won't want to miss the opportunity to be one of the first to congratulate the winners of the prestigious membership awards: Rising Star, Member of the Year and Public Relations Professional of the Year and the conference scholarship winners

If you would like to nominate an FPRA member for one of the esteemed awards, or apply for a scholarship to the FPRA Annual Conference, please refer to the article on page 4. The nomination deadline is Tuesday, April 4.

**Nancy McCarthy, APR**

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## April Luncheon...

### "Trends in Niche Marketing for the 21st Century"

Peter E. Tarlow, founder and president of Tourism & More Inc., is a nationally known expert in tourism and economic development, event risk management and in the impact of crime and terrorism on the tourism industry. While his discussion will focus primarily on niche marketing in the tourism industry, the lessons learned can be applied to other businesses and industries.

**Tuesday, April 4, 2006**

**11:30 a.m. to 1 p.m.**

**Broadway Palm Dinner Theatre**

**RSVP by March 29!**

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

## Join us for the FPRA Book Club!

**March 29, 6-7 p.m.**

Please join us as we discuss “The Tipping Point” at Cin Cin, a restaurant located at the corner of McGregor Boulevard and Cypress Lake Drive.

Call Olivia at 267-2638 or e-mail [doubleo77@swfla.rr.com](mailto:doubleo77@swfla.rr.com) with any questions.

If you can't make it to the March Book Club meeting, join us for another:

**April 27:** “The Fall of Advertising and the Rise of PR”

**May 29:** “The Success Principles”

**June 28:** “Never Check E-mail in the Morning”

**July 26:** “Good to Great”

**Aug. 30:** “The Radical Leap”



FPRA Members (left to right) Kate Gooderham, Kirsty Whelan, Olivia Orth and Helana Finnegan discussed “Never Eat Alone” at the January Book Club meeting.

## You are invited to: Fiesta Happy Hour!

**Thursday, March 30**

### FPRA New Member Welcome

6-6:30 p.m.

Priority Marketing, 8191 College Parkway, Suite 303, Fort Myers

### FPRA Fiesta Happy Hour

6:30-7:30 p.m.

Jalepenos Mexican Restaurant, 7281 College Parkway, Fort Myers

*Following a brief orientation for new members by Eileyn Sobeck-Bador, APR, all members are invited to celebrate at Jalapenos! All members and their guests are invited. Please RSVP by emailing [doubleo77@swfla.rr.com](mailto:doubleo77@swfla.rr.com) or calling Olivia Orth at 267-2638.*

## Welcome New Members!

**Sharon Michie** is community liaison for Herrle Communications Group, a public relations firm based in Tallahassee that is representing Southwest Florida's Syd Kitson/Babcock Ranch development. She is an alumnus of the University of Central Florida with a bachelor of arts degree in political science.

**Roger Sockman** is a public information officer for the Florida Department of Health in Lee County and the Region 6 Regional Domestic Security Task Force. He specializes in risk and emergency communications, media relations, public relations and public information. He is an alumnus of Marshall University (Huntington, WV) with a bachelor of arts in journalism.

**Angela Thresher** is vice president of Majestic Graphics & Print Imaging. An Allied Member, Angela's company is a full service printing company and an FPRA sponsor.

## Celebrating April Anniversaries:

Margie Byers, APR, Integrated Marketing & Research Group Inc., 1997  
Jennifer Dunn, Lee County Economic Development Office, 2001  
Bob Massey, Kelley Swofford Roy Inc., 2004  
Nancy McCarthy, APR, LCEC, 2001

## APR Tip of the Month

By Eileyn Sobeck-Bador, APR



**Seeds of Success.** What does this mean to you? To a farmer it means painstakingly preparing the soil by tilling, and turning, and removing the rocks and stumps. The rocks and stumps could impair a young seed that is trying to germinate and stretch towards the sun from under the ground. Then, they plant the seeds, caring for the young crops, watching them grow, and then finally reaping their harvest. It takes quite a bit of planning and time before they can see their desired outcome.

If you were to say to a farmer, “Why don’t you skip that entire process, and just plant adult stocks to harvest your crop faster?” there is no doubt they’d look at you like you had grown two heads, or more.

The same is for us in our profession. How many times have we heard, “Can’t we just get it done without all that planning time?” Whether you are trying to find and grow into the career we desire for, or if you are trying to launch a new PR campaign, you need to start at the beginning. Which is, identifying the issue, the message, or the problem, researching, outlining the desired objectives, the strategies, tactics and tools you will use, measuring your success, and evaluating the outcome. Without those key steps, you are not going to be very successful in growing your career.

The APR process leads you through the development of your career, each step, every turn and till of the information, and with every year of experience you garner under your belt, prepares you for growing into the life you will love. Don’t expect that you will just become the success you seek over night. Everything takes time, and with the right process and planting, you will grow, and continue to grow, into the public relations professional that you wish to be.

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## Image Awards Call for Entries

We are toasting the “Best of the Best” in Southwest Florida. You should have received your Call for Entries in the mail, but if you didn’t it is also available to download at [www.fpraswfl.org](http://www.fpraswfl.org). The Call for Entries packet contains all the information you will need to prepare your Image Award entry and be named the “Best of the Best” of Southwest Florida 2006 at our Image Awards Banquet on May 4, 2006 at Pelican Preserve.

The deadline for all entries is Friday, March 24, 2006, and entries should be dropped off no later than 5 p.m. to Priority Marketing. You can also register online for the Image Awards Banquet. Prices are \$40.00 per person and you can mail in your check or pay at the door. If you have any questions please e-mail [kanystrom@fplycpa.com](mailto:kanystrom@fplycpa.com).

## La comprensión del mercado Hispano en una lección fácil.

Did you get that? If not, you may want to attend the next luncheon of the Advertising Federation. Plainly translated ...Understanding the Hispanic Market in One Easy Lesson.

The Hispanic market in Southwest Florida is bigger than you think. It’s more diverse than you think. It’s more dynamic than you think. It spends more than you think. And if you think you’re getting your fair share of it, you need to attend this meeting.

Martin Ycaza from Latino Tropical Radio will provide a crash course in how to speak to a quickly growing and no longer “emerging” market.

Seating is limited, so make your reservation *now* by emailing [jtucker@carteroutdoor.com](mailto:jtucker@carteroutdoor.com) or calling 489-0073.

**Thursday, March 23**  
**11:30 a.m. - 1 p.m.**  
**Germain Arena**  
**The Olde Florida Room**  
**11000 Everblades Parkway,**  
**Estero**

Reservations for FRPA members is \$25, including lunch. The cost for walk-ins is \$30. RSVP by March 20 by emailing [jtucker@carteroutdoor.com](mailto:jtucker@carteroutdoor.com) or by calling (239) 489-0073.

## **Public Relations Professional of the Year:**

2005 - Kate Gooderham, APR  
 2004 - Melinda Isley, APR  
 2003- Colleen Reynolds, APR  
 2002 - Karen Ryan, APR  
 2001 - Laska Ryan, APR  
 2000 - Susan Johnson  
 1999 - Teri Hansen, APR  
 1998 - Susan Bennett, APR, CPRC  
 1997 - Lynn Schneider, APR, CPRC  
 1995/1996 - Andrea Meyer, APR, CPRC  
 1994 - Kitty Green, APR and  
 Craig Bair, APR  
 1993 - Margie Byers, APR  
 1992 - Deb Wolfson  
 1991 - George Cecil  
 1990 - Donna Waldorf, APR  
 1989 - Craig Bair, APR  
 1988 - Laurel Smith, APR  
 1987 - Amy Gravina, APR

## **Member of the Year:**

2005- Deb Webb, APR  
 2004- Nancy McCarthy, APR and  
 Debbie Steele  
 2003- Eileyn Sobeck-Bador, APR  
 2002 - Lee Rose  
 2001 - Kate Gooderham, APR  
 2000 - Kelly Powell  
 1999 - Tina Haisman, APR  
 1998 - Melinda Isley, APR  
 1997 - Susan Johnson  
 1995/1996 - Carolyn Roger, APR  
 1994 - Mary Briggs, APR, CPRC  
 1993 - Betsy Pearce  
 1992 - Trish Leonard  
 1991- Claudia O'Brien, APR  
 1990- Cyndi Doragh and Steve Floethe  
 1989- Lynn Schneider, APR, CPRC  
 1988 - Janette Hunt  
 1987- Nancy Frahmman, APR, CPRC

## **Rising Star Award:**

2005 - Kaley Miller  
 2004 - Paul Filla, APR  
 2003- Nancy McCarthy, APR and  
 Olivia Orth

## **Recognize the best of FPRA!**

By Nancy McCarthy

Each year FPRA honors an individual from the Southwest Florida Chapter as **Public Relations Professional of the Year**. To help us select the 2006 recipient of the this award, please take a few moments to nominate the FPRA member you think exemplifies the high standards of the public relations profession in Southwest Florida.

- The nominee should be a member in good standing of the FPRA Southwest Florida Chapter.
- The nominee should display a professional attitude and exercise professional conduct.
- The nominee should be cooperative and supportive of fellow public relations professionals.
- The nominee should be concerned with raising the professional standing of FPRA.

Serving as an active member in a professional association requires a significant commitment of time and energy. We recognize those individuals who go above and beyond to ensure the success of the Chapter with our **Member of the Year Award**. To help us select the 2006 recipient of this award, please take a few moments to nominate the FPRA member you think:

- Gave time and energy in the areas of creative thinking and actual participation in chapter programs and projects
- Supported the chapter to help raise the level of professionalism in our community.
- Exemplifies a professional attitude and standard of conduct
- Is supportive of fellow public relations professionals

Because FPRA focuses on enhancing the public relations profession and assisting in members' professional development a **Rising Star Award** was developed. To nominate a member for consideration of this prestigious award please consider the following criteria:

- Must be a member in good standing
- Involved energetically and enthusiastically in numerous chapter projects
- Seizes opportunities to develop professional career
- Exhibits a desire to pursue leadership opportunities in FPRA
- Is supportive of fellow public relations professionals
- Displays a professional attitude and exercise professional conduct

All three of these awards will be announced at the Image Awards program on May 4. Please e-mail your nominations to [Nancy.McCarthy@lcec.net](mailto:Nancy.McCarthy@lcec.net) by Tuesday, April 4. Please remember to include a brief paragraph on why you are nominating a particular member and for which award you are making the nomination. Thank you!

## Register This Month for PR University

Watch our Web site this month to register for PR University, our one-day annual professional development seminar scheduled for Friday, June 9 at International College in Fort Myers.

Members and non-members of FPRA will save if registered by May 15!

For more information about this event, contact Kirsty Whelan at (239) 481-5511 or e-mail [kwhelan@spiroandassociates.com](mailto:kwhelan@spiroandassociates.com).

## Join Team FPRA in the fight against cancer

We need walkers for the FPRA Relay for Life team!! Come out and show your support for the community at the Fort Myers Relay for Life on April 21-22 at the Lee County Sports Complex. Ready to pound the pavement? Contact Nancy McCarthy at [nancy.mccarthy@lcec.net](mailto:nancy.mccarthy@lcec.net).

## Save The Dates

### FPRA Media Breakfast

July 11, 2006

Harborside Event Center, Fort Myers

### FPRA Annual Conference

August 6-9, 2006

The Ritz Carlton, Amelia Island

## March Happenings



Heather Mikes (left) and Christina Denis of Wragg & Casas Public Relations spoke at the March Luncheon on cutting through cluttered communication channels with the use of word-of-mouth marketing.

## Spotlight on Spiro & Associates PRU Creative Sponsor

Spiro & Associates Marketing, Advertising and Public Relations is one of the largest full-service agencies in Southwest Florida. Its ability to manage a variety of diverse marketing tasks has put it in a class by itself and taken the agency from a local presence to a national one, said CEO and Creative Director, Christopher T. Spiro.

“We do it all here,” he says. “If our PR team has an innovative idea, our art directors and creative team can make it a reality.”

This was the case when Spiro agreed to be FPRA’s Creative Sponsor for PR University to be held, Friday, June 9. The agency created and designed a save the date card and a registration brochure that will be mailed to members and business leaders throughout the community.

“We wanted very much to contribute to this event,” said Spiro. “My partners and I encourage professional development at all levels. We hope that our contribution will get people excited about this very exciting event.”

Spiro & Associates serves local, regional and national clients in the fields of land development, construction, tourism, retailing, real estate, law, business and residential services, the arts, government, medicine and property management.

Learn more about the agency by calling (239) 481-5511 or visit the Web site at

[www.spiroandassociates.com](http://www.spiroandassociates.com)

## PR Web Link of the Month

Not quite PR ... But are you looking for a creative way to share your movie clips with your family and friends? If so, visit:

[www.YouTube.com](http://www.YouTube.com)

To suggest a Web site link for this monthly feature, email Kara Winton at [Kara@PriorityMarketing.com](mailto:Kara@PriorityMarketing.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

**Special Projects:** Jennifer Dunn

**Programs:** Karen Sloan, APR

**House & Attendance:** Laura Zocki

**Newsletter:** Kara Winton, APR

**Web Site:** Paul Filla, APR

**Education:** Jessica Doyle

## Member Spotlight: Roger Sockman

Roger Sockman of Fort Myers is the new Region 6 Public Information Officer for the Florida Department of Health. He began his new duties last June, after working for the Florida Lottery in Tallahassee in the areas of Media Relations, Public Information and Education Information. Roger was also a member of the Capital Chapter, FPRA, winning a Golden Image Award at the state convention in 2002.

Roger's new duties include serving as the P.I.O. for the Regional Domestic Security Task Force (RDSTF) of the Department of Health, comprising nine counties in Southwest Florida. The RDSTF includes seven regions in Florida, administrated by FDLE to concentrate on disaster preparedness, man-made and natural emergencies or incidents, family protection and risk communications.

Roger has been involved in Public Relations or working as a member of the news media most of his professional career. Before working for the Lottery, he worked at two other state agencies in Tallahassee as a Public Information Specialist and Videographer. He also worked for Florida Public TV as a documentary producer for "Florida Crossroads," and as a Legislative Reporter. Additionally, he worked for local TV stations and two radio stations, all in news positions.

Before moving to Florida, Roger worked in Louisiana for various radio and TV stations in their news departments, and as a Press Secretary on three political campaigns. One of his most interesting jobs was serving as a PR/Marketing assistant for the Sports Car Club of America in Denver. That led to a temporary job as a PR representative for a rookie Indy car team in 1987, which led to his becoming a working member of the pit crew for three races. He still works as a part time radio sports reporter, covering the Super Bowl, NFL and college games, and auto racing.

Roger is an avid Florida State University Seminole fan, a member of the Mazda Miata club of Southwest Florida, and a lifelong Presbyterian. He and his wife, Rita, have one daughter, who love taking trips exploring sites in Florida.

Roger compares his job as a PR representative to that as a kicker on a football team. "You never really notice the little kicker on the sidelines warming up - until he's needed to come in with only a few seconds left on the clock, to either be the hero or the goat. It's the same in PR... you never really need, or hardly notice the little PR rep, until there's a major disaster or crisis and the media is banging down your door for information. It's the PR rep who wins the game, by gathering all the facts, standing in the spotlight, and kicking the winning field goal by answering difficult reporter questions, and doing so with accuracy, credibility, and a smile on your face!"