

imPRess

newsletter of the Southwest Florida Chapter
2007 CHAPTER OF THE YEAR

highlights

December Luncheon Meeting	page 2
Welcome New Members	page 4
President's Message	page 5
PR University 2009	page 7
ROCK-ing Chair Award	page 9
Invest in Yourself	page 11
Blogsphere	page 12
Image Award Update	page 13
Conference Corner	page 16

www.fpraswfl.org



The Partnership of PR and Marketing

December luncheon meeting

Join us December 1, as we welcome Alison Drake, founder and creator of Alison Drake Marketing, Advertising and PR. An award-winning advertising executive and creative director responsible for successful and solution solving campaigns for national and regional clients such as Carnival Cruise Lines, AAA Travel, Bahamas Tourism, Office Depot, and The Florida Lottery. She will be speaking about “The Partnership of PR & Marketing” and the importance of how they work together in our rapidly changing industry.



We are working on and finalizing topics and speakers for next year. Don't forget to e-mail me any ideas and or speakers that we should consider at dshane@TrainwithShane.com.

Monday, Dec. 1

11:15 a.m. to 1 p.m.

Broadway Palm Dinner Theatre

Register today at www.fpraswfl.org

Special Thanks!

November luncheon participants

Our traditional “Turkeys and Triumphs” was again well attended and well received. We had 37 attendees: 28 members and 9 guests! The past two months we have had an amazing showing of new guests, with 17 in September and 9 in October. This comment from our first post-program electronic survey seemed to sum up the overall feedback: “lots of wonderful stories and good company.” Many thanks to Boston Market for sponsoring the November program.



Lucky winners.



Sharing a triumph.

Happy Anniversary

December anniversaries

Now 102 members strong, FPRA celebrates the following December membership anniversaries this month:



Cheryl Garn, APR	1998
Beckie Reeves	1998
Kara Winton, APR, CPRC	2000
Pete Winton	2000
Suzanne Maurice	2002
Trish Route	2002
Mike Jackson, APR	2002
Helena Finnegan	2003
Heather O'Connell	2004
Angela Fisher	2004
Rochelle Cherniawski	2007
Megan Fasig	2007
Aimee McLaughlin	2007
Marie Olsen	2007
Carla Ulakovic	2007

President's Message

Ginny Cooper 2008-09 SOUTHWEST FLORIDA CHAPTER PRESIDENT



Our chapter theme for this year is “The Power of PR” and I’d like to offer you an example of what can be accomplished through the relationships that PR professionals build with their peers, employers, clients and general public. You could almost title this story “FPRA Saves Christmas”!

For the past several months I have been involved with a committee of River District business owners, Downtown Redevelopment Agency personnel, and Fort Myers Women’s Community Club leadership as we struggle to plan holiday happenings in the Fort Myers River District. Budgeting woes caused the Lee County Parks Department to cancel plans for the annual Holiday Joy and Jazz celebration at Centennial Park which always culminated in the official tree lighting ceremony with Mayor Jim Humphrey. The “Holiday Stroll Committee” has been working to find and fund an official tree for the Park from which Mayor Humphrey and the public can begin their Holiday Stroll down the newly decorated First Street to the Sidney & Berne Davis Art Center, where a second tree lighting will occur – the official Downtown Redevelopment Agency tree - and where the 2008 Festival of Trees will be in full swing.

Things were looking as if the economic Grinch was going to steal Christmas from the citizens of Fort Myers until I mentioned the situation to

continued next page . . .

President's Message continued . . .

FPRA member and City of Fort Myers Public Relations Manager Jennifer Hobbic as she was standing in line to register at last month's luncheon meeting. Jennifer suggested she make a couple of phone calls, and voila! She communicated the message to the right people and "Yes, Virginia, there is a Santa Claus"! Fort Myers will have an official Christmas Tree Lighting Ceremony on November 29 at 7:00 p.m., along with a scaled down version of Holiday Joy & Jazz. Thank you, Jennifer!

Now THAT'S "The Power of PR"!

A blue rectangular box containing a handwritten signature in black ink that reads "Ginny Coofse".

SOUTHWEST FLORIDA CHAPTER PRESIDENT

PRU 2009 is here!

Tina Haisman, APR, CPRC, PRU Co-Chair

Weathering the storm is not a seasonal occurrence for public relations professionals – in fact, it can be a way of life! Join us at PR University 2009 where PR practitioners from throughout Florida will share their insights and innovations about crisis management, surviving tough economic times and foolproofing your career in a series of dynamic, fastpaced presentations. Couple this with a dynamic keynote speaker and a unique tabletop exercise, and you've got a PR University you can't afford to miss! To register or find more information, visit www.fpraswfl.org.

Keynote Speaker *The shock heard 'round the world – A viral media storm*

Joe Hice, APR, Associate Vice President of Public Relations, University of Florida

Other sessions include:

Social media at your fingertips

Chris Gent – Vice President of Corporate Communications, Kissimmee Utility Authority

Where do I go from here? - A panel discussion

Kara Winton, APR, CPRC – Account Manager, Priority Marketing

Pam Nulman, APR – Public Information Specialist, Edison State College

Susan Johnson – General Manager, Broadway Palm Dinner Theatre

continued next page . . .

PRU 2009 continued . . .

Crafting the right message can change blustery weather into a spring day!

Sarah Owen – Community Cooperative Ministries Inc., Executive Director

Make an investment in yourself

Mary Briggs, APR, CPRC – Briggs & Rogers Marketing and Public Relations

Make it a bold year

Deborah Shane – Train with Shane

Be smart like Storm Smart! Reputation Management 101

Trent Dunn – Marketing Director, Storm Smart

Coping with Disaster: A tabletop exercise

Visit www.fpraswfl.org for registration information and more details on this unique event.

Friday, Jan. 9

8 - 4:30 p.m.

Hodges University, Fort Myers Campus

Register today at www.fpraswfl.org

ROCK-ing Chair Award

Ginny Cooper, SWFL Chapter president

When introducing the President's ROCK-ing Chair Award in the September newsletter, I mentioned that a lot of the activity required in managing an organization of approximately 100 members happens behind the scenes and is accomplished by dedicated, hard-working professionals known as committees and their chairs.



It also requires a sizeable chunk of money to fund these operations. Our Chapter now benefits from the expert financial management of the past and has a healthy treasury. But we need to keep the treasury supplied in order to provide member benefits, especially this year as we seek to invest in technology upgrades and offer members outstanding ROI such as membership scholarships and rebates.



With a flurry of phone calls, and an avalanche of e-mails, **Erin Comerford** is busy behind the scenes, securing sponsors for our luncheon meetings. In a day and time when many purse strings are tightening, Erin is actually untying them! She has developed a sponsor promotional piece that has been sent to other Chapters in the state Association as an example of a successful sponsor campaign. But it's the person behind the pieces of the promotion that make it work, and that's why Erin Comerford is the November ROCK-ing Chair! Congratulations Erin!

And the survey says...

You're it!

Do you know what the #1 reason is that people join FPRA? YOU! That's right – according to the annual benchmark survey, existing members are the #1 reason people join FPRA. Who have you invited to FPRA lately?

SWFL Chapter to sponsor Golden Image Awards

Each year the Chapters are asked to sponsor a portion of the annual conference, such as the Dillon Dessert, Chocolate Break, Hospitality Suite, etc. Your Board of Directors built Conference Sponsorship into the budget and for 2009 the SWFL Chapter will be the proud **sponsors of the Golden Image Awards!** This opportunity affords our Chapter great ROI, and provides a way for our Chapter to support the program in which are members are consistently winners! The 2009 Golden Image Awards theme is “Golden Safari,” so hang on to those leopard prints!

All I want for Christmas ... is FPRA!

Let's face it....some things just aren't going to make the Christmas wish list this year. Your state Association and local Chapter are doing everything possible to make FPRA membership invaluable to the PR professional. If you have not renewed your membership by November 30, you will no longer receive Chapter services, if you haven't renewed by December 31 you'll be dropped from the rolls. So if friends and family are already asking you what you want for Christmas, say "FPRA"!

Invest in Yourself

In a tough economy, the best investment you can make is in YOURSELF!
And what better way to do that than to

RENEW YOUR FPRA MEMBERSHIP!

Even better, FPRA wants to thank you for your membership by investing in YOU!
Renew Your FPRA membership by December 31, 2008,
and you'll be entered to win one of three FABULOUS prizes!

Invest in Your Spirit with a \$400 Travelocity Gift Certificate
Invest in Your Education with \$300 of FPRA Professional Development Bucks*
Choose Your Own Investment with a \$200 Visa Gift Card

All members who renew their membership
for the 2008-2009 year by December 31, 2008,
will be entered to win.
Winners will be notified by mid-January.

Questions?
Contact VP Member Services Trista Wallace, APR
at twallace@ekemper.com or 904-596-4047.



* FPRA Professional Development Bucks may be redeemed with the State Office for Annual Conference registration, Golden Image Awards entry fees, and other professional development opportunities offered from FPRA. This cannot be redeemed at the chapter level for chapter activities.
No purchase necessary.

What's happening in the blogosphere? We are!

Deciding it was time to stop studying social media and start participating, your Southwest Florida Chapter has entered the blogosphere with the establishment of a Chapter blog at <http://fpraswflchapter.blogspot.com/>.

Chapter members are encouraged to register for a free gmail account in order to comment on the blog or sign up to follow it. In order to continue the professional tone of the blog, since it is an official communication of and representation for our Chapter, please establish your gmail account using the following format: name.fpraswfl@gmail.com.

Other Chapters' blogs you may wish to follow:

The Space Coast Chapter (you need to watch the video interview they created, what a hoot!): <http://blog.spacecoastfpra.com/>

The Treasure Coast Chapter (President Linette Trabulsy blogs every Monday morning): <http://www.fpratransurecoast.blogspot.com/>

The Central West Coast Chapter: <http://cwcfrprblog.typepad.com/>

And of course, the official FPRA blog, administered by Chris Gent of the Orlando Area Chapter: <http://fprablog.com/>

Follow FPRA tweets at www.twitter.com/FPRA. We'll be Twittering soon too!

SHAZAM! Image Awards to see powerful changes

President Ginny Cooper and President-elect Kathleen Taylor will assume the responsibility for co-chairing the local Image Awards program “Super-Powered PR” – along with assistance from various board members and, hopefully, a lot of YOU who would like to get involved in this super program. There are a lot of changes to Image this year, bringing the program into the 21st century with new categories that offer a place for podcasts, blogs, webinars and more (no more ½” video tapes!). Other new policies include using only 10pt Times New Roman font on the 2 page summaries, notebooks no larger than 3”, and the budget numbers must now include staff time. Stay tuned for the next episode.....

The Write Stuff

Seasoned public relations professionals are needed to author two White Papers for 2009:

“Communication Through a Rebrand” for the July issue

“A Reflective Outlook on Public Relations” for the September issue

If interested, please contact VP of Professional Development Dan McLean, APR at DMcLean@chappellroberts.com

Big Holiday meals easy & delicious

Special thanks to Boston Market for sponsoring our November meeting, Turkeys and Triumphs.

The holiday season is so near, it's practically here! With all the rushing, planning and working you'll be doing, there is a solution to make it all just a bit easier.

So you need to feed your entire office a holiday lunch, but you're on a budget. Maybe you'd like to do something special and out of the ordinary for one of your valued clients. Take the stress out of planning and let Boston Market take care of all your catering needs. They do everything from dessert trays to full meals.

Boston Market catering is perfect for your next event no matter how big, or small, it may be. With Boston Market you get a great selection of hot, wholesome food set up to make your event hassle free and a complete success. Big selection. Big service. Big everything.

Right now, Boston Market is offering \$25 off a \$100 catering order. Give Catering Consultant Chris Maples a call to plan your next meal at (813) 777-7623 or e-mail him at cmaples@bost.com. Mention coupon code 25OFFBUZZTAMPA when ordering.



CATERING

Special Thanks

Jaguar Data Systems is the December Luncheon sponsor for the Southwest Florida Chapter of FPRA. Special thanks to our sponsor!

Jaguar Data Systems Inc. was founded in 1987 and has gained a reputation for providing the highest quality customer service possible by forming long-lasting partnerships that are mutually beneficial and contribute to the betterment of our community. Jaguar Data Systems specializes in direct mail services for all types of businesses and organizations. To learn more, visit their Web site at www.jaguardata.com.



Graphic Design Presentation

The Graphic Design Department of Southwest Florida College cordially invites FPRA members to attend the annual Design Portfolio exhibit. The exhibit is open to the public and showcases some of the area's freshest talent. Light refreshments will be served, please RSVP.

Monday, Dec. 8
5 - 7 p.m.

Broadway Palm Dinner Theatre

Register today at cgeinert@swfc.edu or (239) 939-4766



2009 Annual Conference Update

From your annual conference committee

We are proud to announce the theme for the 2009 FPRA Annual Conference this year:

PR on F.I.R.E.
(Foundation, Innovation, Reputation, Education)

All of our 2009 conference speakers and sessions fall under one of those key “**F.I.R.E.**” areas. This is the perfect time to continue your investment in your profession and your career by making plans now to attend conference in August. As part of our Education component, Jeff Nall, APR, CPRC, VP of Accreditation, will hold breakout sessions on continuing your professional development by sitting for your APR—what’s involved in the process and what does your chapter offer to help you through this process. If you’ve already achieved APR status, you can join Jeff as he leads a CPRC session to talk about the testing process to receive the CPRC credential.

And to help you promote this exceptional professional development opportunity to your employer, here is what Carole Savage, APR, CPRC, former FPRA State Association President and current Chair of Counselor’s Network said about how conference has benefitted her employer and herself.

continued next page . . .

2009 Conference Update continued . . .

“Attending the FPRA annual conference was like hiring a consultant to help me when I started my own public relations business years ago. I sat in on a session with panelists including Jay Rayburn, APR, CPRC, Rick Oppenheim, APR, CPRC, Joe Curley, APR and Tom Preston, APR and from that I took away outstanding suggestions and ideas. These enabled me to better start my business on the right level, and to keep it there.

Additionally, I have gained insight into technology, behaviors and strategies, which are imperative to understand when choosing the public relations tools we as professionals use every day. I have established many working relationships throughout the state and twice was hired as a consultant resulting from the networking at conference. All of that experience has helped lead me to the position I have today. Along the way, I have also gained friendships which I enjoy immensely. Annual conference is a wise investment in which I have seen a return many times over.”

SAVE THE DATE

Location: Boca Raton Resort and Club, Boca Raton, FL

Date: August 9 – 12, 2009

Registration Fee: \$595/person

We'll be glad to feature YOUR testimonial in one of our upcoming updates, or in your chapter's news. E-mail your testimonial to ksmittle@ch2m.com.

About FPRA

An opportunity to grow!

Southwest Florida Chapter Officers:

President: [Ginny Cooper](#)
President-Elect: [Kathleen Taylor](#)
Secretary: [Jessica Clark, APR](#)
Treasurer: [Vicki Moreland](#)
Past-President: [Barbara-Anne Urrutia](#)

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.

Chapter Directors:

VP Communications: [Kara Minoui](#)
VP Professional Development: [Kate Gooderham, APR, CPRC](#)
VP Member Relations: [Phyllis Ershowskey, APR, MBA](#)
VP Community Relations: [Susan Sanders, APR](#)

Chapter Chairs:

Credentialing Chair: [Mary Briggs, APR, CPRC](#)
Education Co-Chairs: [Laurel Smith, APR](#) and [Sharon Arnold](#)
Hospitality Chair: [Laura Puerto](#)
Media Relations Chair: [Carla Ulakovic](#)
Membership Chair: [Angela Fisher](#)
Newsletter Chair: [Heidi Davis](#)
PRU Co-Chairs: [Tina Haisman, APR, CPRC](#) and [Ken Gooderham](#)
Programs Chair: [Deborah Shane](#)
Special Projects Chair: [Cindy Burgess](#)
Sponsorship Chair: [Erin Comerford](#)