

imPRESS

newsletter of the Southwest Florida Chapter
2007 CHAPTER OF THE YEAR

highlights

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www.fpraswfl.org

 FLORIDA
PUBLIC RELATIONS
ASSOCIATION
Southwest Florida Chapter

September meeting

Join us for the September meeting of the Southwest Florida Chapter of FPR for Dr. Millie Wells, FGCU professor, as she discusses the importance of branding. Start the new public relations year off right with a great public relations refresher!

Tuesday, Sept. 2,
11:30 a.m. to 1 p.m.
Broadway Palm
Dinner Theatre
Register today at
www.fpraswfl.org

Conference Pics

See more on pages 8 & 9



The Southwest Florida Chapter attendees pose at the close of the President's Luncheon at the annual conference.



Outgoing and incoming presidents of both the Southwest Florida Chapter and FGCU student chapter pose for a picture.

New Leadership!

2008-2009 board officially sworn in.

It was an exciting August luncheon because the Southwest Florida Chapter got to thank the 07-08 officers for their hard work and wonderful leadership and also welcome the new 08-09 Southwest Florida Chapter Leadership Team. It has been a thrilling year for the Southwest Florida Chapter including the president's honor of President of the Year. Thanks to everyone for making this a successful year and for your continued support to help make the Southwest Florida Chapter successful!



Special Thanks to the SWFL Chapter FPRA 2007-08 Board of Directors.



Barbara-Anne Urrutia (right), SWFL Chapter President, is pictured here with Suzanne Sparling, APR, president of the state Association.

Congratulations
to our very own,
Barbara-Anne Urrutia,
State Chapter
President of the Year

Southwest Florida Shines

At the Golden Image Awards Gala

Members of the Southwest Florida Chapter of FPRA shined during the 2008 Golden Image Awards Gala at the annual conference earlier this month. We are honored to have the prestigious Dick Pope All-Florida Golden Image Award among our chapter professionals. This honorable award was presented to Susan Bennett, APR, CPRC. Congratulations!



Kevin Lewis, CEO, SWFAS, and Susan Bennett, APR, CPRC (center), receive the Dick Pope award from Suzanne Sparling, APR, president of the state Association.

Here is the impressive list of winners:

- ◆ Susan Bennett Marketing & Media, Dick Pope All-Florida Golden Image Award - *The SWFAS Campaign to Build a New Detoxification Center*

Division A - Public Relations Programs

- ◆ Carolyn Rogers, APR and Phyllis Ershowsky, APR, Golden Image Award - *Taylor Woodrow's Rock On Scramble & Jam*

- ◆ Susan Bennett Marketing & Media, Golden Image Award - *The SWFAS Campaign to Build a New Detoxification Center*

- ◆ Lee County Library System, Award of Distinction - *Lee County Library System Amnesty*

- ◆ Susan Bennett Marketing & Media, Judges' Award - *The SWFAS Campaign to Build a New Detoxification Center*

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Southwest Florida Shines continued ...

- ◆ Lee County Library System, Judges' Award - *Lee County Library System Amnesty*
- ◆ Lee County Port Authority, Award of Distinction - *Aviation Day 2007*

Division B - Printed Tools of Public Relations

- ◆ Susan Bennett Marketing & Media, Grand Golden Image Award - *"A State of Denial"*
- ◆ Susan Bennett Marketing & Media, Golden Image Award - *"A State of Denial"*
- ◆ Shell Point Communications Team, Golden Image Award - *Shell Point Life*
- ◆ Lee County Port Authority, Award of Distinction - *Making Connections: The History and Impact of Air Transportation in Lee County*
- ◆ Shell Point Communications Team, Award of Distinction - *Shell Point Today*
- ◆ Susan Bennett Marketing & Media, Golden Image Award - *Saving Lives: The Campaign to Build A New SWFAS Detoxification Center*
- ◆ Susan Bennett Marketing & Media, Judges' Award - *Saving Lives: The Campaign to Build A New SWFAS Detoxification Center*
- ◆ Tiffany Esposito, Award of Distinction - *"Hanging By a Thread"*



Tiffany Esposito (left), incoming FGCU student chapter president, receives an award of distinction from Suzanne Sparling, APR, president of the state Association.

Congratulations to all our winners!

President's Message

Ginny Cooper 2008-09 SOUTHWEST FLORIDA CHAPTER PRESIDENT



Like several of you, this year I saw a child off to her first day of school. However, it was my granddaughter that I fussed over – my daughter's first day of school was 24 years ago (the same year our chapter was born!). Much has changed, yet much remains the same...

Both girls bundled their hair into ponytails, sported new clothes (pink!) and carried lunchboxes emblazoned with "My Little Pony" graphics. Both were toted off to school by their fathers and both harbored the same fear – "What if nobody likes me?" They could spell their names, do basic arithmetic, knew their colors and the alphabet. As five year olds, they possessed rudimentary social skills. They both had some early exposure to the workings of the classroom, through daycare and Sunday School classes.

But as a Mom, and now a grandmother, I know they had much to learn and they would have to soak up knowledge at a tremendous rate of speed those first few weeks. The early days would set the tone for the remainder of the school year. They would most likely be pegged (in the PR world we'd say "branded") by their teachers and classmates.

And when you think about it, what those little girls were unwittingly embarking on was their own personal public relations campaign. Public relations

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President's Message continued ...

is the management function that establishes and maintains mutually beneficial relationships between an organization (in the case of the kindergarteners the organization was themselves) and the publics on whom its success or failure depends. For the kindergartener those publics include teachers, coaches, classmates, bus drivers, even the lunchroom lady!

Your Leadership Team is going back to school this year as well, learning **“The Power of PR”**. For the past 23 years our chapter has honed its skills, advanced its knowledge, experienced phenomenal success and established our brand among our community and our peers. Before we even knew that Association President Lanette Hart, APR, CPRC had chosen **“The Birth of New Ideas: Increasing the Value of FPRA”** as the Association’s theme, we were planning ways to increase the value of your chapter membership by focusing on educating Southwest Florida on **“The Power of PR”**. We are busy crafting a strategic plan for the chapter that supports the goal of fostering understanding of **“The Power of PR.”**

Want to earn extra credit? Volunteer for a committee; complete the program surveys after each meeting; let us know specifically what you want from your chapter!

Want to move to the head of the class? Take on a major assignment – chairing the Image Awards; sign on to the PR SWAT team as a public speaker on behalf of the Chapter; let your Vice Presidents know you’d like to become a leader

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President's Message continued ...

over the next 2-5 years (homework begins now!).

As a Chapter we will pass, we will “make the grade”, we will graduate 2008-2009 *summa cum laude*. And we will experience “**The Power of PR**”!



SOUTHWEST FLORIDA CHAPTER PRESIDENT

Annual Conference Recap

This year's annual conference hosted hundreds of PR professionals on August 3rd through 6th at the Gaylord Palms in Kissimmee for four days of invaluable networking, award-winning hospitality and outstanding professional development. Attendees learn the latest trends in communications, technology, media strategies and more! This year marked number 70 - a milestone for FPRA. Hopefully you joined us either in person or by following the FPRA blog. But here is a recap:

Golden Image Awards - Power of the Pyramid

We celebrated the outstanding achievements of local public relations professionals at the 51st Annual State Golden Image Awards banquet. The Southwest Florida Chapter was well represented with several awards including the prestigious Dick Pope All-Florida Golden Image Award (see page 4).

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Annual Conference **Recap** continued ...

Scholarship Fundraiser & Member Mingle

We put on our platform shoes and danced the night away at the Foundation Funk-tion! Not only did we network and mingle with fellow PR professionals from around the state but our very own Southwest Florida Chapter past president, Lynn Schneider, APR, CPRC, serving as the Foundation Chair, led the Association to an all-time record donation amount of \$15,500.



The Southwest Florida Chapter attendees were well represented at the 70th Annual Conference.

Education and Break - Out Sessions

Okay so it was not all just fun and games, we learned a lot too. From how to reach the female audience, to coveted inspirational speaker, Don Yaeger, on what makes great people great. We refreshed our minds about public relations practices old and new, and why we are a part the wonderful profession of public relations.

Annual Conference **Recap** continued ...

Chapter Awards

Not only was the Southwest Florida well represented at the Golden Image Awards, but we garnered two of the President's Awards as well. Each year the Association President chooses individuals and chapters to receive awards in various categories. Help us celebrate the outstanding achievements of local public relations professionals within our Chapter.

President of the Year - Barbara-Anne Urrutia

Barbara-Anne really showed up our theme to "Bring Out the Best" in Southwest Florida. We are grateful for her leadership in FPRA!

Accreditation - Southwest Florida Chapter

Pam Nulman, APR, SWFL Chapter Accreditation Chair, helped to bring out the best in our chapter. The Southwest Florida Chapter held four of the six total professional certifications for the entire year in the State. Now that's **Bringing Out the Best!**



Pam Nulman, APR (left), and Barbara-Anne Urrutia, pictured here with Suzanne Sparling, APR, president of the state Association.

Congratulations to all of our winners and attendees. Be sure to **mark your calendars** for the 2009 Annual Conference in Boca Raton, August 2 - 5, 2009. You won't want to miss it!

Got Ideas?

Got ideas? We want to hear from you! Send ideas of what you would like to see covered at our monthly lunch meetings or suggested speakers to programs chair, Deborah Shane at dshane@trainwithshane.com. And if you have ideas about what to put in the newsletter, forward them to newsletter@fpraswfl.org. Thanks for your input!

Save the Dates

- September 2 - SWFL Chapter monthly luncheon meeting - Dr. Millie Wells, FGCU
- October 7 - SWFL Chapter monthly luncheon meeting
- November 4 - SWFL Chapter monthly luncheon meeting

Kudos & Compliments

The Southwest Florida Chapter would like to express a special word of thanks to Chapter member Lynn Schneider, APR, CPRC, and former Chapter member, Nancy McCarthy, APR for their service on the 2007-2008 Executive Committee of FPRA. Lynn served as the chair of the FPRA Education Foundation and Nancy served as Vice President of Accreditation.

Don't forget to send your kudos and compliments each month for the newsletter. We only ask that they are public relations and chapter related. Send your kudos to newsletter@fpraswfl.org.

Special Recognition of Professional Development

One of the Southwest Florida Chapter goals for the 2007 - 2008 year was to increase the number of accredited and certified professionals within the Chapter. To achieve this, Accreditation Chair, Pam Nulman, APR, focused on the seasoned professionals of our Chapter. As a result of her targeted effort and leadership, five Southwest Florida members received accreditation and/or certification. Those members are pictured to the right beginning second from the left:

- ◆ Kara Winton, APR, CPRC
- ◆ Julia Babair, APR, CPRC
- ◆ Tina Haisman, APR, CPRC
- ◆ Kate Gooderham, APR, CPRC
- ◆ Jessica Clark, APR



Please help me congratulate our fellow public relations professionals for their outstanding achievements and Pam Nulman for all her efforts.

Also pictured above are Barbara-Anne Urrutia (left) and Pam Nulman, APR (right).

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:

Accreditation Chair: [Mary Briggs, APR, CPRC](#)
Education Chair: [Kris McCoun](#)
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](#)
Web Site Chair: [Chip McElroy, Southwest Florida College](#)