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FPRA Southwest Florida Newsletter - December 2018

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## President's Message

**Lisa Murray, APR, CPRC**

Happy Holidays Members - I hope you enjoyed a relaxing Thanksgiving holiday with family and friends! We've certainly had a busy first quarter in Southwest Florida. Echoing Gordon's excitement of surpassing last year's membership renewal totals with almost 70 percent renewals statewide, our chapter also had a record renewal year with an increase of more than 12 percent over last year's membership renewals. I'm also delighted to share that we welcomed 13 new members to our chapter this past quarter!

I attended the first quarterly state board meeting earlier this month, accompanied by President-Elect Randy Mitchelson, APR and Jessica Potts, V.P. of Community Relations and State V.P. of Annual



**SAVE THE DATE!**

### January Luncheon

Join us **Jan. 15, 2019**

11:30 a.m. - 1 p.m. at Holiday Inn Fort Myers Town Center for our first program of the new year!

### PR University

**PRU** is scheduled for **Friday, Feb. 1, 2019** at the award-winning Holiday Inn Fort Myers Airport at Town Center. This year's PRU will not only include a full day of professional development--you'll also benefit from an evening of networking too!

The 2019 PRU theme is "Hat Tricks" because as public relations practitioners, we all wear many hats. Do you know

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- Wendy Crites Wacker, APR, CPRC, V.P. of Golden Image, continues to drive improvements to the image award process, including working towards additional member resources, better recognition for award winners and new ways to improve judging consistency for local image award entries. Additionally, nominees for the Doris Fleischman Award and Dillon Award will now be considered for the next year's award if they do not win in the first year they are nominated.

Our chapter is full of amazing individuals who continue to encourage each other to give back to our community and the communities of fellow FPRA members. Here are only just a few examples of how our chapter and its members are making a difference:

- Thanks to the generosity of one member, \$150 was donated in our chapter's name to the Back-to-School Bash for Bay County. The money was used to purchase clothing and school supplies for students in the areas of Panama City hit hardest by Hurricane Michael.
- While several of our members helped out those affected by the hurricane in their own way, Heidi Taulman, APR, past chapter president and Teri Hansen, APR, founding chapter member, along with their family, friends and colleagues, created #hurricanebucketsofhope that filled truckloads of supplies for the Florida Panhandle.
- Our chapter board unanimously voted to make a year-end donation of \$250 towards the [Florida Public Relations Education Foundation \(FPREF\)](#) to help fund additional student scholarships and increase support for public relations accreditation and/or certification in 2019.

I'm super excited to celebrate the holiday season with you at Old Soul Brewing next Friday, Dec. 7 for our 9th Annual Merry Mixer. It's always such a fun time for us to let loose and catch up with one another. Whether it's enjoying some friendly competition bidding on silent auction items or goofing off with fellow members in the holiday-inspired photo booth, there's certainly something for everyone to enjoy! Don't forget to register by Nov. 30. I look forward to seeing you soon!

### **Thought of the Month**

"The wise man does not lay up his own treasures. The more he gives to others, the more he has for his own." — Lao Tzu

from a daylong professional development event conveniently scheduled halfway between Annual Conference? Invite them along!

This year's PRU promises SMART programming, ENGAGED speakers, and FUN for all attendees!

*\*Stay Tuned - Speakers will be announced soon*

### **FPRA's 81st Annual Conference**

Save the Dates for FPRA's Annual Conference being held August 4 – 7, 2019 at Tampa Marriott Waterside.

*Stay tuned for chapter Conference Scholarship opportunities!*

[Learn More](#)

Check out additional upcoming events in 2019!

[Event Calendar](#)

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Join us on Friday, Dec. 7 from 5:00 - 8:00 p.m. at [Old Soul Brewing](#) for this members-only private event (plus ones are welcome). [Register online](#) by Friday, Nov. 30. Registration includes the choice of:

- Beer flight (to sample fabulous local brews)
- Pint of beer of your choice
- Glass of wine
- Non-alcoholic beverage

Registration also includes appetizers and one raffle ticket (additional raffle tickets available for purchase). ***Don't forget to bring cash for raffle tickets and silent auction prizes!***

## Score Bonus Raffle Tickets!

Looking for a way to earn some bonus raffle tickets? Donate a silent auction item for the Merry Mixer! All proceeds from the silent auction will support student engagement, scholarship opportunities and professional development within our chapter.

Have Questions? Contact [Carla Brantley](#)

## Thank You to Our Event Sponsors



Register Today!

## Welcome New Members!

We are excited to announce several new members who have recently joined our amazing group of public relations professionals:

- **Angela Bell** - Associate Partner, Gravina, Smith, Matte & Arnold Marketing & PR
- **Karin Cherwick-Skala** - Communications Manager, Lee County Visitor & Convention Bureau
- **Kara Crowe** - FGCU Student
- **Jennifer Hamilton** - Associate Partner, Gravina, Smith, Matte & Arnold Marketing & PR
- **Carrie Moloney** - Graphic Designer, Evolution Design House
- **Brian Sheehan** (*Not Pictured*) - Retired

Please help these new members feel welcome as part of our FPRA SWFL family!



## FPRA Webinar: "Lights. Camera. App-tion!"



As a PR professional, you've undoubtedly been asked to wear the hat of a photographer, videographer, or graphic artist at some point in your career. On December 20 at 11:30 a.m., Devon Chestnut, APR, CPRC will offer tips and tricks to capture high quality photos and videos with your smartphone.

FPRA's December webinar, "Lights. Camera. App-tion: Creating engaging visuals with your smartphone" will provide insight into a library of apps that can be used to

create engaging graphics and videos in a matter of minutes. Webinars are FREE for FPRA members! [Register Here.](#)

Did you catch November's Webinar? Beth Ramsay shared "E - R = F: Expectations Minus Reality Equals Frustration." Her presentation discussed how to manage your own expectations (and those of others) to handle your workload better. If you missed it, you can [watch the archived webinar online!](#)

Dozens of other webinars are available. [Check out the full list on the FPRA website.](#)

## Sponsors Welcome!

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vendor that could benefit from reaching PR, marketing and communications professionals?

FPRA annual sponsorship packages start at only \$500, and FPRA event sponsorships can be secured for as little as \$100. Sponsorships come with additional perks-- [click here to see the benefits of each level of sponsorship.](#)

[Contact Randy Mitchelson, APR](#) to inquire about sponsorships.

## Student Chapter Notes

*Our chapter supports our region's future PR professionals through our collegiate student chapter at Florida Gulf Coast University. Each month, we will share what's going on with their chapter. You can also learn more [here](#).*



### Hello from FGCU!

We are gearing up for our last FPRA FGCU meeting of 2018 this Thursday, Nov. 29. It's been a wonderful semester and we cannot thank your leadership enough for helping us maximize our involvement with the Southwest Florida Chapter throughout the semester. We hope to continue this momentum into next year with your help for a student shadow day and workshop opportunities for our students - So stay tuned!

In the meantime, the speaker recommendations that the chapter made for this semester's meetings were tremendous and we hope to have FPRA speakers in the spring as well. If you are a member who would like to speak at an upcoming student meeting or know someone who would be a good fit, please email FPRA FGCU Student Chapter President, Krista Kihlander at [lkkihlander1558@eagle.fgcu.edu](mailto:lkkihlander1558@eagle.fgcu.edu).

- **Jan. 24** - Intro to Digital Media Design
- **Feb. 7** - Nonprofit PR: The Hats You Will Wear
- **Feb. 21** - Sports PR
- **March 14** - Perfecting the Pitch
- **March 28** - Videos: Starting from Scratch
- **April 11** - PR-Tay (motivational speaker)

## Help Wanted

If you're looking for an opportunity to expand your skills in a new position, you can start your search visiting the [chapter website](#). The job board is one of many benefits for chapter members only!

Let the FPRA SWFL job bank help you find right new hire to complete your team! Submit a

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Executive Assistant- C2 Communications

[Browse the Listings](#)

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Thank you for joining the Florida Public Relations Association Southwest Florida Chapter email list! We hope the information you find in our monthly enewsletter will be valuable and informative.

**Our mailing address is:**

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