

FPRA Southwest Florida Newsletter - January 2019

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President's Message

Lisa Murray, APR, CPRC

Happy New Year Members!

I hope that you were able to start the new year feeling well-rested and energized in both your personal and professional lives.

During the holiday as I reflected on the past year, I was filled with great pride for our chapter and all that we were able to accomplish. Our chapter's leadership has gone above and beyond to contribute new, SMART ideas and value-added initiatives to keep you ENGAGED throughout the year. Sure it would be easier for us to keep doing what has always been done, but then where is the FUN in that?

Speaking of FUN, in the first half of 2019, we have an awesome lineup of special events and programs to provide you with resources and opportunities to grow your PR knowledge, to celebrate your accomplishments, and to make new connections. Besides the



As you look back on 2018, this is the perfect time to decide what PR projects you want to consider entering for the FPRA Local Image Awards and Golden Image Awards! Local Image entries this year will be due on March 1, 2019.

Great news! Local Image entries will now be submitted through the same platform that is used for Golden Image. This means no more size issues for entry attachments and entrants will now have the ability to save and come back to their submission.

[More Info](#)

Need an Image Awards buddy?

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interests is invaluable. I hope this year you will consider stepping out of your comfort zone and taking advantage of ways to get to know your fellow members better.

I look forward to sharing memorable moments with you in the year ahead!

Thought of the Month

"It's only after you've stepped outside your comfort zone that you begin to change, grow, and transform." — Roy T. Bennett

2019 APR study sessions set to begin

What better way to start the New Year than with plans to earn your Accreditation in Public Relations?!

Please join us **Thursday, Jan. 17 at 6 p.m.** for an informational meeting about our chapter's APR study sessions. At this meeting, we will discuss the confidential accreditation process and the 2019 study sessions, which are set to begin in early February.

This meeting is informational only and attendees are under no obligation to proceed with accreditation. The meeting will be held at the offices of Markham Norton Mosteller Wright & Company, 8961 Conference Drive in Fort Myers (behind the McDonalds at the intersection of College Parkway and South Pointe Drive). There's no need to RSVP. For questions, email Co-Credentialing Chairs [Jessica Walker, APR, CPRC](#) or [Kara Winton, APR, CPRC](#).

Awards can be intimidating, but it doesn't need to be! If this is your first time entering (*or even if you're just feeling a little rusty*), [email](#) Chapter President Lisa Murray, APR, CPRC to be matched with an Image Award expert.

SAVE THE DATE!

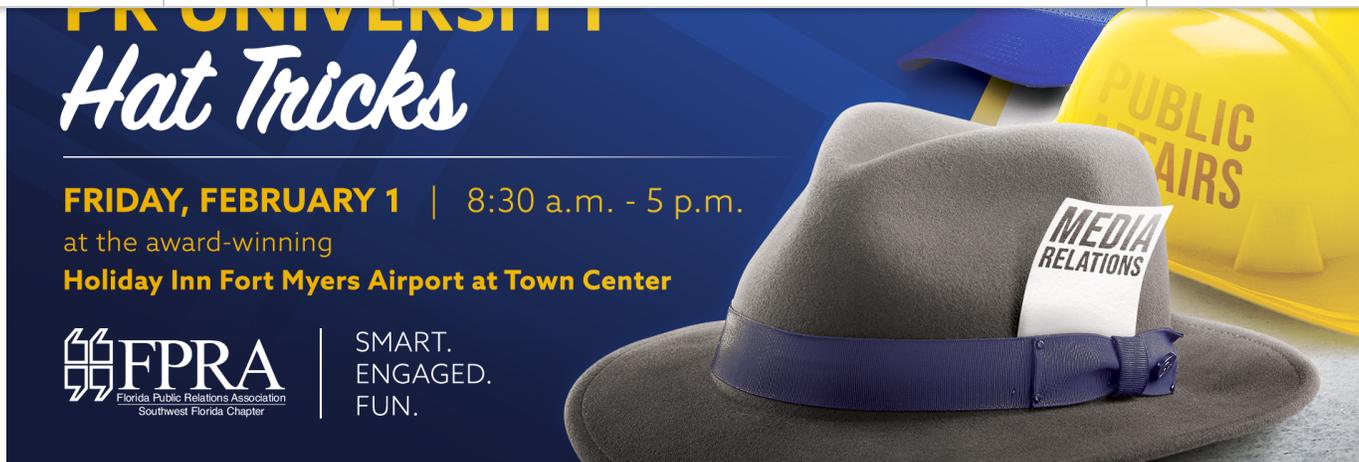
The 2019 **Local Image Awards** will be held Thursday, April 18, from 6 - 9 p.m. at the historic [Burroughs Home & Gardens](#).

More details coming soon!

SAVE THE DATE!

Don't miss this year's opportunity to network with members from across the state and get access to world-class PR education at the **81st annual FPRA Annual Conference**, to be held Aug. 4-7, 2019 at Tampa Marriott Waterside Hotel & Marina. [Learn More](#)

Stay tuned for conference scholarship opportunities!



Announcing the PR University Opening Speaker: Jason Teeters



PR University is just one month away! We're excited to announce our opening speaker: Jason Teeters.

Lifestyle Designer Jason Teeters is CEO and Founder of JetSetState, a lifestyle design brand that helps artists, makers, designers, and curators adapt and innovate to create more purpose, passion and profits in their creative businesses. Teeters helps creative entrepreneurs build the capacity in themselves not only to cope with change, but use change as a tool to redefine what success looks like.

Teeters also shares techniques and strategies to help you create your art, grow your brand, and build your business during his "Wednesday Wins" sessions on Facebook.

Join us for a full day of professional development on Friday, Feb.1 at the Holiday Inn Fort Myers Airport at Town Center. Registration is just \$99 for

FPRA and PRSA members. Registration includes pre-conference networking event the evening before, all educational sessions, meals and refreshments. For **APR professionals**, earn 2 continuing education points towards your maintenance requirements. **Registration closes Jan. 18.**

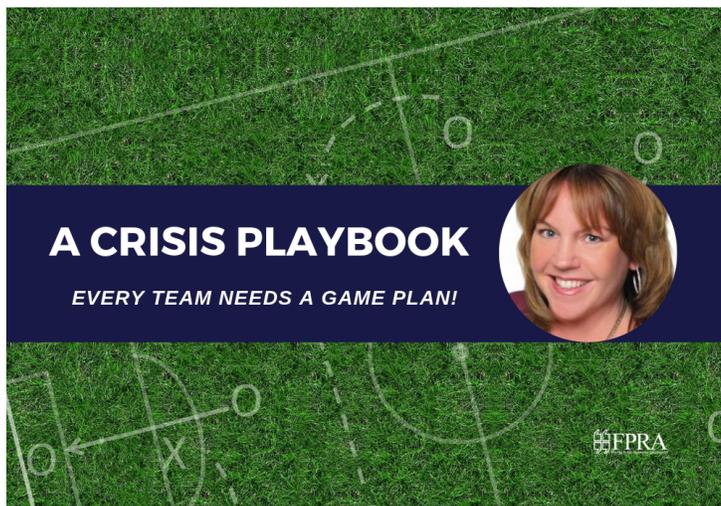
CLICK HERE TO REGISTER TODAY ▶



\$99 for FPRA and PRSA members
\$129 for non-members
\$60 for students *(apply online for scholarship opportunities)*

January Luncheon.

A Crisis Playbook: Your team needs a game plan!



Join us **Jan. 15** for our January luncheon, from 11:30 a.m. - 1 p.m. at the Holiday Inn Fort Myers Town Center!

Holly Boldrin, APR, CPRC, Director of Public Relations at Priority Marketing will play Monday morning quarterback as we look at crisis communication game plans and execution!

Don't delay- registration closes on Friday, Jan. 11.

[Register Now](#)

Chapter Award nominations opening soon

Do you know a chapter member who goes above and beyond? Each year, the FPRA Southwest Florida Chapter honors our most remarkable members with these special honors:

- PR Professional of the Year
- Rising Star
- Member of the Year
- Unsung Hero
- Lifetime Achievement
- Pam Nulman Soaring Eagle PR Award (*students only*)

[Click here](#) to learn more about our Chapter Awards. *Details on how to nominate a fellow member coming soon!*

Welcome New Members!

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

- **Julia Babair, APR, CPRC**- Director of Marketing and Operations at New Image Marketing Research Group
- **Krista Wyant**, Marketing Associate at Markham Norton Mosteller Wright & Company, P.A.



previous member who has transferred from member at large to the Southwest Florida Chapter. Krista is a transfer from the FPRA Student Chapter to our professional chapter.

Facebook Takeover



You know your organization deserves highlighting – take the opportunity to strut your stuff in front of your fellow Southwest Florida PR practitioners!

The Southwest Florida chapter is looking for members to host a Facebook Takeover on a day of your choosing. If you have a special event coming up or an activity you'd like to highlight, we want to see it!

Did you catch our December Takeover? Josh Milton and Jaimie Miller, APR from Conric PR & Marketing team gave us [a behind-the-scenes tour](#) of the public relations activities taking place for the City of Palms Classic

Contact [Heather Doane](#), APR, VP of Communications, for more information or to participate.

Student Chapter Notes

Hello from FGCU!



This semester couldn't have ended any better for the FGCU FPRA student chapter. We finished our fall semester with a bittersweet last FPRA meeting. At this meeting we recognized the Fall 2018 FGCU FPRA graduates with their honor cords along with our treasurer, Meagan Hill.

We also celebrated FGCU public relations professor Pamela Nulman, APR, CPRC for her impact on all of the PR students at FGCU and her role as advisor for the FGCU FPRA board. Also, the Southwest Florida Chapter of FPRA established the **“Pam Nulman Soaring Eagle PR Award.”** This award will recognize an active FGCU FPRA student member who has demonstrated exceptional leadership ability, talent and passion for the public relations profession, as well as esteemed contributions to the student organization.



We are so proud of everything this chapter accomplished this semester and we are looking forward to kicking off the spring semester in less than a month!

Student scholarships for PRU available

If you are a public relations student, you may be able to receive one of a limited number of scholarships to attend FPRA's annual PR University.

Students interested in a scholarship should email their headshot, resume and brief paragraph on why they would like to be considered for a scholarship. Applications for scholarship should be submitted to pr@fpraswfl.org no later than 5 p.m. on Jan. 18.

Want to Sponsor a Student?

You can support the growth of PR education in our area by sponsoring the cost of a student chapter member! [Email Chapter President Lisa Murray](#) for details.

Sponsors Welcome!

Are you looking to associate your brand with an FPRA event? Do you know a company or 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.

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 position to the chapter's public relations job bank by sending job information and application instructions to [Website Chair Jon Davis](#).

Sneak Peek Inside the Job Bank:

- **Communications Faculty - Ave Maria University**



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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