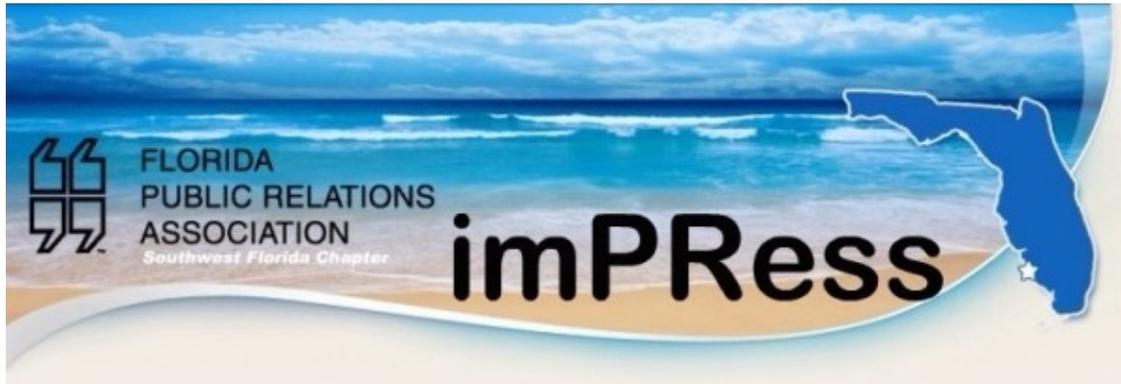


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FPRA Southwest Florida Newsletter - November 2018

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Your November newsletter



President's Message

Lisa Murray, APR, CPRC

Wow! It's hard to believe that fall is here and the holiday season is just around the corner. During the past month, your leadership has been busy planning new value-added initiatives and programming for the year and we couldn't be more excited to show you our progress in the coming months! We've also been focused on growing our membership and assisting with membership renewals. I could not be happier to report that our chapter has welcomed seven new members during the last few weeks



Boo!

The FPRA membership renewal deadline is on Halloween.

Renewing your FPRA membership doesn't have to be scary. In fact, it's as easy as visiting the [Florida Public Relations Association](#) website.

Renewal Bonus: SWFL Chapter members who renew or join before Oct. 31 will be entered to win a free ticket to one of our special events! (*renewals received after that date will require a \$25 late fee.*)

Renew Today!

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Although it was unfortunate that our original October 9th program was interrupted by yet another hurricane, it was important for us to ensure the safety of our out of town guest speakers. Our state president, Gordon Paulus, APR, CPRC has been working nonstop to support the restoration of power to affected areas in several counties and towns in Northwest Florida and several of our members have also donated their time and money to assist those impacted by the hurricane. I would like to send a huge thank you to our leadership team and members who rallied together to reschedule our October program using the opportunity to share case studies on the [#SWFLChallenge](#) and the [One Lee](#) campaign. It is truly amazing the level of generosity and support that our members are willing to provide!

As we head into the busy holiday season, I hope that each of you plan on taking some time to relax, recharge, and reconnect with your family, friends, and colleagues. I look forward to seeing all of you soon!

Lisa Murray, APR, CPRC

Thought of the Month

"Go for it now. The future is promised to no one." - Wayne Dyer

Check out more of our coming events for 2018-2019!

Event Calendar

Save The Date! PR University

PRU is scheduled for **Friday, Feb. 1, 2019** at the 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 FPRA members from across the state who could benefit 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!



November Luncheon

Social Media as a Two-Way Public Communications Tool

Date: November 13, 2018

Time: 11:30 a.m. - 1 p.m.

Location: [Holiday Inn Fort Myers Airport at Town Center](#)

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Facebook and Twitter have become expected methods of two-way communication with the public. At November's luncheon, we'll look at how local agencies are using social media to communicate with customers, respond to crises and spread their mission.

We've offered numerous metrics-based programs regarding social media in the past, so join us this time to discuss best practices, creative/content, and policy and participation. Together, we'll discover how social media has changed the way local agencies interact with citizens, how communication is evolving, and what the future may hold.

Panelists:

Trish Route and Tiffany Wood, Lee County Sheriff's Office
Karen Ryan, APR, CPRC, Lee County Electric Cooperative (LCEC)
Lauren Stillwell, Lee County School District

Registration fee:

\$30 Members

\$40 Future Members

\$25 Students

[Registration is Now Open!](#)

(Registration closes Friday, Nov. 9)

Mark Your Calendar: Merry Mixer on Dec. 7



Forget about the hustle and bustle of Season; it is time to starting thinking about the Southwest Florida Chapter of FPRA end-of-the-year celebration, the 9th Annual Merry Mixer!

So, mark your calendars for Friday, Dec. 7 and get ready for a fun-filled evening, as the Merry Mixer returns to Old Soul Brewing.

Old Soul will open especially for this members-only event (plus ones welcome) from 5-8 p.m. Registration will open soon for this #FPRAfun holiday tradition.

Silent Auction Donations Requested

Can your company spare a special item? We're looking for silent auction item donations-- event and activity tickets, swag baskets, re-giftable items and other fun auction items for our annual Merry Mixer! All proceeds from the silent auction will support student engagement, scholarship opportunities and professional development within the Southwest Florida Chapter of FPRA. Please [Contact Carla Brantley](#) if you would like to donate a silent auction item.

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

- **Debora Jonsson, APR** - Development Associate, Florida Repertory Theatre
- **Kristy Kryszczak** - Director of Marketing & Communications, Editorial Director, Ave Maria School of Law



Please help Debora and Kristy feel welcome as part of the FPRA SWFL family!

Member Benefit: 24/7 Webinar Access



How many times have you wanted to attend an FPRA webinar, but had a meeting or other obligation at the same time? Fortunately, access to archived webinars is a free benefit for FPRA members! Here are some of the many webinars available on the FPRA website:

- [The Science of What Makes People Care](#) with Ann Christiano and Anne Neimand
- [Why PR Practitioners Should Embrace PESO](#) with Heidi Otway, APR, CPRC
- [Navigating the Complex Landscape of Marketing in 2018](#) with Gray Lawry
- [Unlock Balance, Creativity & Authentic Communications Through the Power of Mindfulness](#) with Jo-Aynne von Born
- [Fake News and the Rise of Sponsored Content](#) with John Pelle
- [Right Brain Red \(And Other Creativity Hacks\)](#) with Tim Walsh

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

Are you up-to-date with state?

The FPRA state website includes a database of all members statewide-- but it's up to you to make sure your information is up-to-date.

Have you changed jobs recently? Gotten a new headshot? Switched email addresses? Make sure your information is correct -- and upload your headshot if you haven't yet [by clicking here.](#)

Student Chapter Notes

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