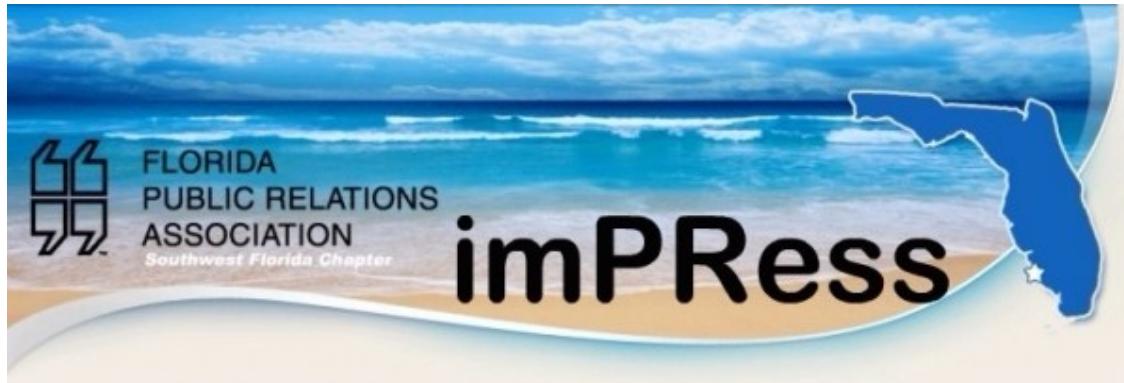


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FPRA Southwest Florida Newsletter - October 2018

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New chapter year, new opportunities

Your October newsletter



President's Message

Lisa Murray, APR, CPRC

Dear Members,

I am honored to have the opportunity to serve as your president for the 2018-2019 year! In August I had the chance to meet with this year's board and

It's Renewal Time!

It's that time of year again -- time to renew your membership in the Florida Public Relations Association.

Membership is more than just something to put on your resume. It provides access to top-level PR resources, contacts across the state, free webinars from top PR professionals and an opportunity to continually develop professionally with the country's oldest public relations association.

The renewal deadline is Oct. 31 (*renewals received after that date*

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and enthusiastic individuals are passionate about ensuring that you find value in your FPRA membership.

This year our chapter theme will support our state president, Gordon Paulus, APR, CPRC, with his theme "SMART, ENGAGED, FUN." I hope that each of you had a chance to read Gordon's president's message in the September state newsletter, but just in case you didn't, here's more about this year's theme:

Smart. Is what we as an organization can do for you, the member. From professional development resources and earning your accreditation, to award recognition and LeadershipFPRA, there is something for everyone to take advantage of at FPRA!

Engaged. Is what you can do for yourself. Get involved in a chapter committee, attend chapter meetings, programs, networking events and get to know as many other members that you can.

Fun. That goes without saying and it ties back to last year's theme, "Find Your Balance." FPRA is made up of all volunteers and we're in this profession because of our love of the craft. We need to make sure we're enjoying it. Gordon swears on his FPRA Hawaiian shirt that he'll make sure it's fun...and I swear I will too!

Throughout the year we will be creating new ways to highlight the many reasons why FPRA is for leaders. With a chapter made up of such a diverse group of individuals, each of us on our own unique journey in PR, there is a wealth of knowledge that we can all learn just by sharing our stories with each other. If you haven't already, check out [Leap to Leadership](#) on the FPRA blog from earlier this year, written by our very own Southwest Florida leader, Trish Roberson, APR, CPRC.

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!

[Renew Today!](#)



Save The Date!
November Chapter Luncheon
Nov. 13
11:30 a.m.

Mark your calendar now for the November General Membership Luncheon at the Holiday Inn Fort Myers Airport at Town Center.

Topic to be announced soon!

Save The Date!
Merry Mixer



Don your festive gear and get jolly with your FPRA friends!

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encourage you to step out of your comfort zone and get to know your fellow chapter members better. I also hope that you will consider inviting a non-member colleague or friend to one of our upcoming programs.

If you have feedback about leadership, questions about membership or need anything at all, please feel free to reach out to me directly at lisadmurrs@gmail.com or (239) 357-3442.

I look forward to seeing you at our October luncheon!

Lisa Murray, APR, CPRC

P.S. Make sure to check out our new “Student Chapter Notes” section below to learn more about our FPRA FGCU Student Chapter each month.

Soul Brewing!

[Event Calendar](#)

Celebrate Ethics Month

September is Ethics Month for public relations professionals. Have you taken a look at the [FPRA](#) and [PRSA](#) codes of ethics lately? The organization also has a [variety of resources](#) to help you in your ethical decision-making moments.



October Luncheon: Member Value Are you getting the most of your FPRA Membership?

Your FPRA membership comes with benefits--- Are you taking full advantage of them?

The FPRA membership deadline is coming up, so it's a great time to talk about all the added benefits that come with your membership in this great organization. Panelists at the October General Membership Luncheon are membership experts who will

Panelists:

Gordon Paulus, APR, CPRC; FPRA Executive Committee President
Cheray Keyes-Shima, APR, CPRC; FPRA Executive Director
Randy Mitchelson, APR; FPRA Southwest Florida Chapter President-Elect

Registration closes Friday, Oct. 5!

\$30 Members

\$40 Future Members

\$25 Students

Register Today!

Get your name in front of our members



Looking to associate your brand with an FPRA event? Or perhaps you know a company or vendor that could benefit from reaching public relations, communications and marketing professionals? Our sponsors' brands and logos get in front of hundreds of Southwest Florida PR professionals each year.

Annual sponsorship packages start at only \$500. [Click here to see all the benefits of each level](#). In addition, sponsorship of individual events is possible ranging starting at only \$100.

Contact chapter [President-Elect Randy Mitchelson, APR](#), to inquire about sponsorship or to refer the contact info for a lead you think would be a good candidate for sponsorship.

Welcome New Members!

We are excited to welcome our newest members to the Southwest Florida Chapter of FPRA:

- **Amy Objartles**, Chief, Marketing & Development, Hope Healthcare
- **Jennifer Olivier, APR** (*transfer from Dick Pope/Polk County Chapter*), Marketing Manager, Eye Centers of Florida
- **Jonathon Little**, Communications Supervisor, Lee Health
- **Kayla Branham**, Social Recruiting Specialist, Chico's FAS

Welcome to the SWFL FPRA family Amy, Jennifer, Jonathon and Kayla!

Why PR Practitioners Should Embrace PESO



Did you know your FPRA membership allows you to access all of our organization's webinars for free?

If you missed Heidi Otway, APR, CPRC's presentation at State Conference, or want a refresher, don't miss a free webinar on "Why PR Practitioners Should Embrace PESO" from 11:30-12:30 on Sept. 28.

Learn how to take an integrated approach with paid, earned, shared and owned (PESO) methods to distribute content in today's increasingly interconnected environment. Get a better understanding of how the PESO model works, the ideal audiences to engage with this strategy, and how it can help you build results-driven campaigns.

[Register Today](#)

Student Chapter Notes



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

Hello from FGCU! So many great things have been happening for the FGCU FPRA student chapter.

Most recently, we found out that seven members will be attending the Public Relations Student Society of America (PRSSA) Conference in Austin, TX in two weeks! To assist with our conference expenses, we have held several proceeds nights that have had great turnouts. We have also hosted a couple of meetings with fantastic guest speakers.

We are excited for this semester and look forward to the organization's continued success!

Make sure your next intern soars at FGCU fair

Looking to find your next superstar interns or future employees for your public relations or marketing function? The student chapter is hosting an internship fair, and FPRA members get first dibs on complimentary tables and sponsorships! The fair will put your organization in front of FGCU's PR and marketing students and provide you

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Last year's fair sold out quickly so get in touch today to book your table and find your next intern!

When: Wednesday, Nov. 7

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

Location: Cohen Center Ballroom at FGCU

**Contact: Mary Larkin, marlarkin@fgcu.edu or (239) 590-7926,
or register your organization [here](#)**



Even more PR insight with PRSA



As an FPRA Member, you can also attend local PRSA (Public Relations Society of America) Gulf Coast Chapter meetings at the PRSA member rate.

The Next PRSA meeting is Oct. 23 at the Naples Hilton and will address the present and future growth of Collier County by demographic and economic indicators.

For more information and a schedule of upcoming meetings, [visit the PRSA Gulf Coast Chapter Website](#).

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Find the right person for the job

Looking for an opportunity to grow in the fields of public relations, communications or marketing? Nonprofits, agencies, government and public/private firms need your skills!

Check out our members-only job board by visiting the [chapter website](#), and be sure to log-in using your FPRA member account information.

To submit a job to the chapter's job bank to reach Southwest Florida's public relations professionals, send job information and application instructions to the Southwest Florida chapter [Website Chair, Jon Davis](#).

Sneak Peek Inside the Job Bank:

- Director, Communications and Public Information Officer – Florida Southwestern State College
- Marketing Communication Interns – Pushing the Envelope

Browse the Listings



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:

Florida Public Relations Association Southwest Chapter
PO Box 60621
Fort Myers, Florida 33906

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