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FOR IMMEDIATE RELEASE

**January Networking Lunch for SWFL Chapter of  
Florida Public Relations Association**

FORT MYERS, FL (January 4, 2019) – The Southwest Florida Chapter of the Florida Public Relations Association (FPRA) will host their January luncheon from 11:30 a.m. to 1 p.m., Tuesday, Jan. 15, at Holiday Inn Fort Myers Airport at Town Center, 9931 Interstate Commerce Drive, Fort Myers, FL 33913. A Crisis Playbook: Your team needs a game plan is the focus of the luncheon. Join Holly Boldin, APR, CPRC for a look at crisis management.

Looking ahead, does your business, client(s) or nonprofit have a crisis plan in place? During the January FPRA luncheon, you'll learn about the types of crises, worst/best case scenarios, and best practices for your crisis communications game plan and execution. We will uncover some potential roadblocks to executing your plan and ways you might overcome those hurdles.

**About Holly Boldrin**

Holly Boldrin, APR, CPRC, is Priority Marketing's Director of Public Relations. In addition to managing the company's award-winning public relations department, Boldrin's responsibilities include developing and implementing proactive strategic public relations programs for clients, crafting key messages to reach clients' target audiences, pitching stories and coordinating interviews to secure media placements, drafting news releases and articles, coordinating special events, speaking engagements and fundraisers, as well as developing and executing crisis communications plans.

Boldrin has 25 years of experience in the communications field, specializing in media relations for healthcare, healthcare technology and general business in both the for-profit and not-for-profit sectors. Prior to joining Priority Marketing, Boldrin spent 10 years in public relations in both the for-profit and not-for-profit sectors. Prior to that, Boldrin spent 10 years working in TV news as a managing editor and assignment manager. Boldrin holds a bachelor's degree in mass communications from the University of South Florida.

Outside the office, Boldrin volunteers at her son's school and Boy Scout Troop, and also serves on the board of directors for the Pine Manor Improvement Association.

Cost is \$30 for FPRA members, \$40 for future members and \$25 for students. Register for the luncheon at [www.fpraswfl.org](http://www.fpraswfl.org).

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*Established in 1938, the Florida Public Relations Association is the oldest public relations organization in the United States. FPRA is dedicated to developing public relations practitioners who, through ethical and standardized practices, enhance the public relations profession in Florida. The Southwest Florida Chapter of the Florida Public Relations Association is dedicated to programs and activities that enhance the success of public relations professionals in Lee, Collier, Charlotte, Hendry and Glades counties.*