

## **Speakers announced for annual Nonprofit Day**

*Registration deadline is Nov. 5, and seating is limited*

**FORT MYERS, Fla. (Nov. 3, 2021)** – The Southwest Florida Chapter of the Florida Public Relations Association (FPRA) announces the speaker lineup for its annual Nonprofit Day to be held on Thursday, Nov. 11 from 8:30 a.m. to noon at Collaboratory, located at 2031 Jackson Street in Fort Myers.

Speakers for this half-day event include Director of Communication Chris Bright of the United Way of Collier County and the Keys; Executive Director Heidi Davis, APR, CPRC of SWFL Children’s Charities; Jennifer Galbraith, president of Alestra Marketing; Sarah Owen, president and CEO of Collaboratory; and Erin Pagán, vice president of public relations for &Barr.

Working in the communications and marketing fields for over 20 years, Bright currently serves as the director of communication for the United Way of Collier County and the Keys as well as the owner of Bright Idea Media Group, a small, multimedia production company. His professional experience lies within the for-profit, government and nonprofit enterprises.

Davis currently serves as the executive director for SWFL Children’s Charities, Inc., where she gets the opportunity to work with other community leaders to coordinate one of the largest fundraisers in Lee County, the SWFL Wine & Food Fest. Prior to this position, she served as the executive director for Lee BIA Builders Care and public relations director for Lee Mental Health Center, Inc. and has more than 20 years of experience in management and communications.

A marketing and public relations professional for over 20 years and Nationally Certified StoryBrand Guide, Gabraith owns Alestra Marketing, Inc., a social change communications agency that uses the power of stories, media and technology to change behavior, advance policy, build communities and transform thinking. Prior to starting Alestra, she worked in the public sector in economic development for almost a decade. Since working within an agency and in client relations, she has helped to market and promote everything from nonprofit organizations, retail outlets and artists to foundations, schools, associations, airports, resorts, tourism destinations, technology companies and more.

As president and CEO of Collaboratory, Owen leads a passionate and diverse team of possibility makers committed to coordinating the solving of all the social

problems in Southwest Florida on a daring 18-year deadline. Her journey in the nonprofit sector began as the leader of a grassroots hunger-fighting organization, following a career in investor relations, public relations and corporate communications. At Collaboratory, where she focuses on innovation, Owen works to connect the region's problem solvers and their passion projects, including nonprofit organizations, businesses, residents and government partner.

Pagán serves as the vice president of public relations at &Barr, a 64-year-old agency in Orlando, Fla., providing strategic counsel, plan development, and senior account service to clients. Her nearly 25-year career in public relations has included leading public relations services for agencies, public and private companies and nonprofits. In her most recent position prior to joining &Barr, she developed, grew and led a global corporate communications department for a public, multi-billion-dollar company, where her team managed all facets of public relations, including internal and external communications, CSO, issues/crises planning and management, as well as investor relations support. Pagán's previous experience also includes tenure with SteinMart, The Home Depot, American Red Cross and Hilton.

FPRA's annual Nonprofit Day is an opportunity for Southwest Florida's philanthropic organizations – and those interested in learning more about the community's charitable-giving landscape – to gather and learn from local industry leaders on various topics. This year's theme, "PR Boot Camp," will focus on providing attendees with usable information and tools to enhance current campaigns and development efforts, build an effective communications plan for internal and external audiences, create a consistent brand and mission, and craft newsworthy stories that drive action.

Pricing for the half-day seminar is \$30 per person and \$20 for students. This price includes breakfast. To register, please visit [www.fpraswfl.org/events/nonprofit-day-pr-bootcamp/](http://www.fpraswfl.org/events/nonprofit-day-pr-bootcamp/). Registration deadline is Nov. 5, and seating is limited.

Sponsors for the event include M&M Multimedia, Payton Brands, Studio+ and Wear The Fund.

### **About the Florida Public Relations Association**

Established in 1938, FPRA is the oldest public relations organization dedicated to developing public relations practitioners, who, through ethical and standardized practices, enhance the public relations profession in Florida. It is comprised of 15

professional and 14 student chapters throughout the state, providing professional development, networking and professional recognition opportunities. The Southwest Florida Chapter serves professionals in Lee, Collier, Charlotte, Hendry and Glades counties. For additional information, please visit the Southwest Florida Chapter of FPRA website at [www.fpraswfl.org](http://www.fpraswfl.org).