

june 2007

FPRA

i m P R e s s

newsletter of the Southwest Florida Chapter

www.fpraswfl.org



highlights CLICK YOUR WAY...

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FLORIDA
PUBLIC RELATIONS
ASSOCIATION
Southwest Florida Chapter

June meeting:

Register for PRU today!

Challenge your mind and reward your spirit at PR University (PRU), FPRA's annual professional development event. Register today for the event, which is scheduled for Tuesday, June 12 at Hodges University (formerly International Collage), by visiting www.fpraswfl.org.

The morning session will feature Lee Knapp, a professional business consultant, who will provide a multi-media interactive presentation on leadership, management and presentation skills. Heather Christie with Action Coach will lead a lively, inspirational luncheon presentation on effective networking. The afternoon session will feature Joan Lowery of Lowery Communications, who will offer tips and training for media interviews, including a "before and after" video interview to demonstrate the importance of media training.



To accommodate those who prefer the value of a full-day seminar and those who may prefer to spend less time away from work, we will offer a full-day seminar with five registration options:

- Full day (\$75/members, \$85/ nonmembers)
- Morning-only (\$50/members, \$60/ nonmembers)
- Lunch-only (\$18/members, \$21/ nonmembers)
- Afternoon-only (\$50/members, \$60/ nonmembers)
- Student members (\$35)

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Register for PRU Continued . . .

Special thanks to David Grey and Flame Productions for providing videography and AV support for PR University and the rest of the PR University committee who is working diligently to create this awesome event: Olivia Orth, Barbara-Anne Urrutia, Heidi Davis, Roger Sockman, Vicki Collins, Joni Schopke, Kristine Nystrom Cristina, Eileyn Sobeck Bador, APR, and Ginny Cooper.



The deadline to register is June 7, so sign-up today! For more information, please contact Olivia Orth at (239) 267-2638 or president@fpraswfl.org.

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Welcome New Members

Randall Auvil is the public relations coordinator at Gravina, Smith & Matte. Her responsibilities include assisting with the planning and execution of PR programs for clients. Auvil earned her bachelor's degree from Florida Gulf Coast University and now is working on her master's degree. Previously, she worked in community relations and marketing at FGCU, with the District Office of State Senator Burt Saunders, and with the Sugden Welcome Center.

Samantha Scott is vice president of Pushing the Envelope, Inc., a new full-service PR firm, and vice president of Data Mail, a new direct mail company. Her responsibilities include writing, editing, media management, pitching and general publicity. Prior to that, she worked as a PR & events coordinator at Devious Design Studio, an account executive at Wragg and Casas Public Relations and a marketing assistant at Gravina, Smith & Matte. Scott graduated

with a marketing/advertising degree from FGCU. She is the incoming vice president of the Advertising Federation of Southwest Florida, a board member of the Children's Advocacy Group, a graduate of Leadership Lee County and a member of the Fort Myers Rotary.

Happy Anniversary FPRA members!

Now 113 members strong, FPRA celebrates the following membership anniversaries this month:

| | |
|-----------------------|------|
| Ginny Cooper | 2003 |
| Paul Filla, APR | 2001 |
| Tina Matte | 2000 |
| Kara Minoui | 2006 |
| Kathleen Moye | 2006 |
| Jessica Porter | 2006 |
| Laura Zocki | 2003 |

President's Message



Olivia Orth SOUTHWEST FLORIDA CHAPTER PRESIDENT

One of the greatest pleasures of my presidency this year was announcing the member awards at the Image Awards Gala on May 1. The opportunity to be part of such a positive moment was truly a joy for me, and I sincerely congratulate the winners.

Thank you to every member who took the time to nominate. It was heartwarming to see all the wonderful words of admiration people shared about their colleagues!

I also was happy to present three scholarships to state conference to members in need, and I am pleased to announce the chapter will also provide three student members the opportunity to attend the conference this year. The students chosen are all on the board of directors for the new Florida Gulf Coast University student chapter of FPRA, and I'm sure the experience will provide these young leaders with a better understanding of FPRA and the PR profession, which they can share with other student members.

On May 11, our chapter hosted the quarterly state board meeting and held a reception to welcome PR professionals from across the state to Southwest Florida. Those who attended enjoyed a really fun evening of networking.

Our next major event is PR University, which will provide the year's best networking and professional development programs in a full-day seminar. The committee is working hard to make it the best event of the year! Please join us on June 12!

Olivia Orth

SOUTHWEST FLORIDA CHAPTER PRESIDENT

Education corner

By Kristin Nail

Wow – where to start? First with a big THANK YOU to all of our members who through the years have been committed to fostering a relationship with Southwest Florida PR students. Our chapter's long-standing commitment to professional and educational development is the driving force behind some exciting new developments.

After several years in the making, this spring the Florida Gulf Coast University (FGCU) student chapter of FPRA was born. With more than 20 student members, the executive committee of this student chapter is working on membership development, programming for the 07-08 school year, Web site development and other strategic planning. This student chapter results from the hard work and dedication of numerous FPRA members throughout the years and from the phenomenal group of motivated students at FGCU.

“I feel that this upcoming year is going to be a great one full of opportunities not only for us but for our members as well...I am so proud to be a part of something with such wonderful and driven people,” says RJ Reynolds, professional liaison for the student chapter.

In addition to our members' involvement with the development of the FGCU student chapter, professionals also worked with students in other arenas. This year we were able to help place eight student interns, five with professionals from our membership.

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Education Corner Continued . . .

Our chapter board of directors also voted earlier this month to support our student chapter by providing three scholarships for students to attend the state conference in August. Casey Francis, Luis Otero and RJ Reynolds are excited about the opportunity to learn from conference speakers and PR professionals from around the state. No doubt the three will return from conference inspired for the upcoming school year and enthusiastic to become not only leaders of the student chapter, but eventually of our professional chapter as well.



Student members were recognized at the iMage Awards Gala

Earlier this year, seven of our members were guest lecturers in various public relations courses at FGCU – Eileyn Sobeck-Bador, APR; Ria Brown; Jessica Grace; Helena Finnegan; Nancy McCarthy, APR; Olivia Orth; and Lynn Schneider, APR, CPRC covered a variety of topics ranging from crisis communication strategies to quantitative research methods.

Working with the next generation of public relations professionals is a rewarding experience, providing us with the unique opportunity to raise the standard of excellence in our profession through mentoring and teaching. If anyone is interested in working with our student members, please contact Kris McCoun Nail at knail@fgcu.edu.

2007 iMage Awards ... By the numbers!

By Nancy McCarthy, APR and Laura Zocki

Number of sponsors – 8
Number of Call for Entries sent – 400+
Number of iMage entries entered – 25
Number of CWC chapter iMage award entries judged – 13
Number of Judges' Awards – 7
Number of Awards of Distinction – 6
Number of iMage awards presented – 5
Number of Grand iMage Awards – 2
Number of Grand-All iMage Awards – 1
Number of scholarships to FPRA Annual Conference – 3
Number of membership awards - 3
Number of FPRA members at the iMage Gala – 37
Number of guests at the iMage Gala – 27
Number of Thank You cards sent after event – 31
Number of hours spent planning, printing, sticking, judging, brainstorming, ordering, setting up, cleaning up and more – COUNTLESS!



Thanks to all who made the 2007 iMage Awards a huge success! Best of luck to those who are entering the Golden Image Awards! The deadline to enter is May 31 by 5 p.m. at Priority Marketing in Fort Myers. Thank you to Gooderham & Associates who is again sponsoring the Golden Image courier to the state office! Entries also can be shipped directly to the state by June 1.

Special thanks to the Alliance for the Arts for hosting the 2007 FPRA iMage Awards!

Congrats iMage winners

Grand All iMage Award and iMage Award:

- Priority Marketing/Fort Myers Redevelopment Agency, River District Name Change Campaign

Grand Award (Printed Tools of Public Relations) and iMage Award:

- Priority Marketing/Fort Myers Redevelopment Agency, River District “Currents” Newsletter

Grand Award (Audio/Visual Tools of Public Relations) and iMage Award:

- LCEC, Monday Blast.

iMage Awards:

- LCEC, Ride the WAVE Informational Event
- Southwest Florida Addiction Services/Susan Bennett Marketing and Media, RECOVERY, The SWFAS Newsletter

Awards of Distinction:

- Cape Coral Youth Crime Intervention Program, First Annual Mini Grand Prix Race
- LCEC, Media Training and Energy Conservation Tabloid
- Lee County Elections Office, Community Awareness Program’s Voter Awareness Campaign
- Priority Marketing/Fort Myers Redevelopment Agency, River District Name Announcement News Conference
- Priority Marketing/Builders Care, Builders Care Promotional Video

Judges’ Awards:

- Cape Coral Youth Crime Intervention Program, First Annual Mini Grand Prix Race
- LCEC, Ride the WAVE Informational Event, Media Training, Energy Conservation Tabloid and Monday Blast
- Priority Marketing/Builders Care, Builders Care Promotional Video
- Southwest Florida Addiction Services/Susan Bennett Marketing and Media, RECOVERY, The SWFAS Newsletter

Congratulations winners!

By Olivia Orth

Please join me in congratulating the recipients of our 2007 chapter membership awards and conference scholarships! The honorees, who were recognized May 1 at our iMage Awards Gala, are:

Public Relations Practitioner of the Year: Karen Sloan, APR

Karen's professional credentials are numerous and impressive and her contributions to the chapter have been significant over many years. Her nominator summed Karen up best: "She's ethical, forthright, and dedicated to improving the standards of excellence of our profession."

Member of the Year: Kara Winton, APR

Kara has served on the chapter board of directors in more than one position at a time for two years and has volunteered to take on additional tasks. She adds a special touch of creativity to projects and invests herself fully in each endeavor.

Rising Star: Laura Zocki

Laura is involved energetically and enthusiastically in numerous chapter projects. She is always supportive of fellow PR professionals and displays a professional attitude and professional conduct.

Conference Scholarship winners:

Julia Babair, APR, Priority Marketing

Helena Finnegan, Southwest Florida Museum of History and Imaginarium

Roger Sockman, Florida Department of Health

Don't forget: Media directory

The Southwest Florida Media Directory continues to be regularly updated and now includes a complete listing of more than 700 print and broadcast media from Sarasota and Charlotte to Lee and Collier counties, including contacts at chambers of commerce and visitor and convention bureaus.

This comprehensive directory is the perfect and NECESSARY addition to any PR practitioner's toolbox and provides easy access to hundreds of media personnel and other area officials with address, phone and email.

The cost is just \$35 for FPRA members and \$50 for non-members. Non-tax exempt please include 6% sales tax. To order a directory, please e-mail media@fpraswfl.org.

Did you know?

FPRA's Foundation, The Florida Public Relations Education Foundation (FPREF), was established in 1986. It is a 501(c)(3) organization designed to support the mission of FPRA through funding educational programs and scholarships that advance the profession of our members. Don't forget the scholarship fundraiser will be held during annual conference – you won't want to miss it! To learn more about the FPREF, visit the State Association Web site at www.fpra.org or call (941) 365-2135.

Book Club

Join us on Wednesday, June 27 at 6 p.m. for June's Book Club at CinCin located on the corner of McGregor and Cypress Lakes boulevards. We will be discussing "The Influentials" by Edward B. Keller. One in ten people tells the other nine how to vote, where to eat and what to buy. Who are these influentials?

Stay ahead of the curve with Gulfshore Business

By Jill Tyrer, Editor

As Southwest Florida's business community has flourished and matured over the past decade, Gulfshore Business has grown hand-in-hand with it.

A couple of years ago, the combined populations of Collier, Lee and Charlotte counties broke the 1 million mark—that point of critical mass that throws open the doors for new and national businesses to enter the market and for existing businesses to expand. As retiring baby boomers arrive in escalating numbers, the number and variety of opportunities will only multiply for enterprising businesspeople.

Gulfshore Business provides the information, insight and perspective to keep the region's business leaders and workers ahead of the curve. We help readers stay up-to-date with the ever-changing environment, and provide the tools that employees and decision-makers need in this dynamic market.

In addition to our monthly print magazine—and our annual business Expansion and Relocation Guide—we introduced an electronic newsletter last year that delivers the day's business headlines every weekday to subscribers. We will also be expanding our Web site capabilities in a couple of months with the launch of our redesigned site.

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Gulfshore Business Continued . . .

You can tell by our eye-catching covers and design that this is not your grandfather's business magazine. Gulfshore Business makes business news not only informative, but entertaining for a broad range of age groups and levels of responsibility. Any given issue of the magazine might include a profile of an innovative individual or ambitious company, a photo feature on workplace fashion or real estate in addition to a consistent variety of in-depth features on industries and topics ranging from tourism to technology, from education to entrepreneurship.

Pick up a copy. We think you'll see why Gulfshore Business is an essential source of information for thriving businesses in Southwest Florida.

Statewide opportunity

Join Dr. Jay Rayburn, APR, CPRC and Peter Hollister, APR in Orlando on June 22 for the half-day Consulting Skills Seminar, a new seminar offered by FPRA's Counselors' Network. This seminar is designed to introduce the PR practitioner to effective consulting techniques. For more information, contact Paul Ramey, APR at (352) 846-2000, ext. 218.

State Web site resources

Don't forget the FPRA state association Web site provides a plethora of PR resources for young and seasoned PR professionals alike. Take a quick refresher course on ethics by visiting, www.fpra.org/au_ethics.asp. And don't forget the members only section, www.fpra.org/default.asp. Your user name is your e-mail address and your password is your telephone number!

APR accolades for one... Maybe more?

By Eileyn Sobeck-Bador, APR

Please join the Southwest Florida Chapter of the Florida Public Relations Association as we congratulate Clare Ulik, APR. Clare was one of the participants in the winter study sessions. As soon as she finished the sessions, she began her Readiness Review presentation. After being advanced, she scheduled her exam, and within two weeks after her examination, she was notified she had earned her APR credentials! Congratulations Clare! She is a great role model for dedication.



We encourage the other participants of the study sessions (Look for more APRs later this summer!) to finish their Readiness Review presentations, and then schedule their examinations. All new APRs this year will receive their APR pin at state Annual Conference later this summer and are eligible for special rebates on the fee they paid in taking the examination.

And it is not too late for you to think about earning YOUR accreditation credentials. To learn more, contact your chapter's accreditation chairs by e-mailing [Eileyn Sobeck-Bador, APR](mailto:Eileyn.Sobeck-Bador@APR.org), or [Deb Webb, APR](mailto:Deb.Webb@APR.org).

Kudos to you

Take a bow!

This column recognizes the outstanding efforts and achievements of FPRA members. Please join us in applauding these efforts. Kudos to:

The State Board Reception committee members [Olivia Orth](#), [Ginny Cooper](#), [Erin Jolley](#), [Helena Finnegan](#), [Barbara-Anne Urrutia](#) and [Brian Bennett](#) for planning this fun event. Also thank you to the Lee County Port Authority, Lee County VCB, Promotional Incentives, Divine Events and the Imaginarium for providing gifts for our guests.

[Tina Haisman](#), [APR](#) for serving as the new vice president of communications on the FPRA Executive Committee.

[Karen Sloan](#), [APR](#) and [Nancy McCarthy](#), [APR](#) for volunteering to lead Book Club discussions. [Brian Bennett](#) for volunteering as a media training subject at PRU. And [Teri Hansen](#), [APR](#), [CPRC](#) for speaking at the Central West Coast Chapter professional development event on branding and crisis communications.

[Heather O'Connell](#) with the Lee County Library System for spearheading the successful "Late Book? You're Off the Hook" amnesty campaign. The campaign, which allowed library users to return items without fines or penalties, netted more than 21,000 overdue books, DVDs and CDs valued at nearly \$400,000!

Honorary junior FPRA members 12-year-old [Courtney Schopke](#) (daughter of Joni Schopke) and 8-year-old [Amber Winton](#) (daughter of Kara Winton, [APR](#)) who both recently pitched in to help with chapter tasks.

To share a kudos next month, please e-mail [Kara Winton, APR](#), today!

About FPRA

An opportunity to grow!

The Florida Public Relations Association 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 FPRA serves Lee, Collier, Charlotte, Hendry and Glades counties.

Southwest Florida Chapter Officers:

President: [Olivia Orth](#)

President-Elect/Membership: [Barbara-Anne Urrutia](#)

Secretary: [Betsi Jones](#)

Treasurer: [Karen Sloan, APR](#)

Past-President: [Nancy McCarthy, APR](#)

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Newsletter Chair: [Kara Winton, APR](#)

Image Co-Chairs: [Nancy McCarthy, APR](#) and [Laura Zocki](#)

Programs Co-Chairs: [Vicki Collins](#) and [Roger Sockman](#)

Accreditation Co-Chairs: [Eileyn Sobeck-Bador, APR](#) and [Deb Webb, APR](#)

Publicity Chair: [Helena Finnegan](#)

Education Chair: [Kristin Nail](#)

FPRA

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