



imPRESS

newsletter of the Southwest Florida Chapter



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FLORIDA
PUBLIC RELATIONS
ASSOCIATION

Southwest Florida Chapter

www.fpraswfl.org

May Luncheon Meeting

Search Engine Optimization for Web PR and New Media

You won't want to miss our May 4 speaker, Charly Caldwell II, President of Internet Services Group of Florida. He will present "Search Engine Optimization for Web PR and New Media". This is timely, as we launch some of our new media workshops! Learn about how it all comes together from a web perspective. The program will address:

- New Media - What is it, and why does it matter?
- Search Engine Optimization - What is it, and how it relates to PR and New Media
- 5 FREE ways you can use web PR and New Media to create more awareness & more business IMMEDIATELY

Charly Caldwell II is Founder & President of Internet Services Group of Florida, LLC founded here in Fort Myers, in 2002. ISG is a Web Design & Web Marketing firm (www.ISGFL.com). Prior to ISG, he was Founder, President & CEO of Internet Services of Michigan, Inc., which was acquired in 2000, giving him the opportunity to retire at the age of 29. Over the last few years, he's worked with Ted Nugent (Handicapped Hunter web site), the rock group KISS(hosted



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May Luncheon Meeting *continued...*

the debut of KISSOnline & created the enhanced menu for their CD - PsychoCircus), and continually works with Sebastian Bach (Skid Row) - hosting his Web site & helping with various projects, including creating the Web site for his VH1 Show, Supergroup.

Monday, May 4

11:15 a.m. - 1 p.m.

Broadway Palm Dinner Theatre

Register today at www.fpraswfl.org

Special Thanks!

April Luncheon Speakers

It was a meeting of presidential proportions! Our April 4 meeting "When the President Comes to Town" featured our own FPRA State President, Lanette Hart, APR, CPRC, and past and current presidents of the Southwest Florida Chapter of FPRA. It proved to be a great success, as our panel (pictured to the right) Susan Johnson, Marietta Mudgett, Jennifer Hobbic, Rose Rundle, Shelly Flynn and Victoria Moreland shared their



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Special Thanks *continued...*

personal and unique experience being involved in President Obama's visit to Ft. Myers.

The Southwest Florida Chapter of FPRA also celebrated its current and past presidents for their continued service to FPRA.

The comments were excellent, and the attendees enjoyed hearing about how it all came together. A big PR Thank You to all that participated!



Past and current presidents pose for a presidential picture!

Happy Anniversary!

May membership anniversaries

Kate Gooderham, APR, CPRC	1997
Barbara-Anne S. Urrutia	1999
Jennifer Hobbic	2005
Joni Schopke	2006



FPRA State President, Lanette Hart, APR, CPRC, poses with past president, Lynn Schneider, APR, CPRC..

Welcome New Members

- Marie Olsen, Children's Network of Southwest Florida, LLC
- Olivia Orth, Priority Marketing
- Dan Whicker, Southwest Florida Community Foundation



New Next Month

With the new look of the newsletter comes fresh ideas! Keep your eyes peeled for our newest Member Spotlight of the Month column. At each luncheon a lucky member attendee will have the option of being featured in the next newsletter. If you have ideas for the newsletter, please e-mail Heidi Taulman at htaulman@bia.net.

President's Message

Ginny Cooper 2008-2009 SOUTHWEST FLORIDA CHAPTER PRESIDENT



My Favorite Commercial

I admit I am a commercial junkie. I watched the Super Bowl just for the commercials, I am more likely to mute a TV program than a commercial and I have a mental list of favorites. These days my favorite is Verizon's commercial about social media, spouting statistics about what people are doing right now on different social media channels, including saying that thousands of people are Twittering and "26% of you watching this commercial have no idea what we're talking about"!

The numbers are astounding in and of themselves. But it's the trends they represent as alternate forms of communication that cause me to sit up and take notice. Here's a lighthearted example: my son just returned from Iraq and had his cell phone reactivated. After a week of chatting up his friends, for some reason the cell phone company deactivated the account again. How did he find out? A buddy mentioned it on his MySpace account!

If, like the target audience for Verizon's commercial, you are one of the 26% who are clueless when it comes to Twitter and other forms of social media, you won't want to miss the next course of the Social Media Café – Creating Your Social Networking

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President's Message *continued...*

Cookbook. Scheduled for June 26, the second course will give you more to chew on than the appetizer course (which filled up one within a week of announcement!). We hope to keep this concoction simmering all summer. Register now at www.fpraswfl.org.

FPRA visits the News-Press

Kate Gooderham, APR, CPRC

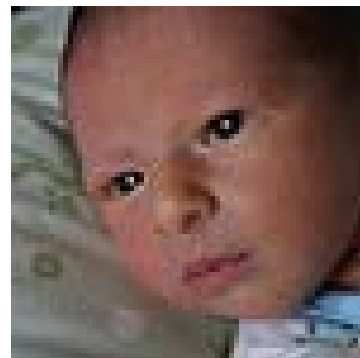
On May 27 representatives of FPRA will address the News-Press Editorial Board. Three FPRA members will present to the editorial board to discuss what public relations professionals can do for them, what FPRA is and our ethics policy. FPRA members can sign up in advance (no drop-ins) on the Web site to be part of the audience. We will ask the editorial board to invite the person who prepares the community calendars to attend as well as any other newsroom staff who wants to participate.

For more information on this topic from Kate Gooderham's presentation at PRU 2009 - "Both Sides of the Editorial Board," visit <http://fpraswfl.org/pru-2009.html>

It's a Boy!

Immediate Past President gives birth

Barbara-Anne Urrutia gave birth to a beautiful healthy baby boy on April 9, 2009. Luis Tyler Urrutia weighed in at 5 lbs. 9 oz. and 19 inches long. Both mom and baby are doing fine. Congratulations to the Urrutia family!



Tyler Urrutia

Chapter Member Awards

Did you miss the Image Gala? If so, you missed a super evening (pun intended)! But you didn't miss the presentation of the Chapter Member Awards for 2008-2009. These will be presented at the July 7 luncheon meeting, when the focus will be on leadership past and future. Dr. Wilson Bradshaw, president of FGCU, is scheduled to speak.

To nominate someone for The Rising Star, Chapter Member of the Year or Professional of the Year Awards, simply email president@fpraswfl.org with a message of 250 words or less as to whom you are nominating and why.

To review the criteria for each award, go to <http://fpraswfl.org/chapter-awards.html>.

The deadline for nominations
is May 29, 2009.

Let's Do Lunch

By Kathleen Taylor, President-Elect

For many years, Broadway Palm Dinner Theatre's cozy Café Cabaret has been a reliable, convenient and lovely home for the FPRA Southwest Florida Chapter monthly luncheon meetings. However, it is a recurring request that we keep our eyes peeled for alternative options. A few years ago, meetings were moved to a new place, and were moved back less than a year later. The idea to change venues continues to arise year after year. Although Broadway Palm is a great option, the Leadership Team decided to conduct more research this year to discover other possibilities and make a recommendation for next year. The Venue Search Committee formed in March and has collected data on nearly 20 new options!

With input from the Leadership Team, the committee determined the most desirable characteristics for a luncheon meeting venue for the chapter. It would have to be centrally located, be flexible about the number of attendees each month without imposing a minimum order, have excellent audio and visual provisions, provide enough space and food options for a price that would allow us to keep costs down have a staff that is a pleasure to work with, and last but not least have the availability for us to book our meetings on the same day each month. The committee brainstormed possible locales and narrowed the field by rating and commenting about each according to how well the venues could meet our needs.

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Let's do lunch *continued...*

We also conducted an analysis of our current membership database to determine the most central area. Based on our membership zip codes, the most central location is around the Daniels/College Parkway and U.S. 41 area.

Through this research, the Venue Search Committee has identified a couple of very strong contenders. The next step is to get feedback from you! Watch for a survey coming soon, and stay tuned as this project progresses.

Annual Conference Chapter Challenge

The Annual Chapter Challenge deadline looms! We're racking up points as fast as we can, but the Southwest Florida Chapter cannot score without your help! By May 8 all of our Chapter Challenge points have to be reported to the state Association. You can help by

- Registering NOW to attend conference
- Registering NOW to attend the Golden Image Gala
- Registering NOW to play golf in the annual conference fundraiser tournament

Once you've done any of the above, send an email to president@fpraswfl.org. The sooner the better!

Annual Conference Scholarship Winners

Each year the Southwest Florida Chapter awards several scholarships to the FPRA Annual Conference. The scholarships cover the registration fees only; scholarship winners must pay their own expenses. The application process is a simple essay in which the applicant demonstrates their financial need, references their involvement with FPRA in the past and plans for participation in the future. The board voted this year, in light of the economic situation, to increase the number of scholarships offered and so we are pleased to announce four scholarship winners:

- Karen Ryan, APR
- Tina Haisman, APR, CPRC
- Jessica Clark, APR
- Phyllis Ershowsky, APR

April ROCK-ing Chair Award

Congratulations to Special Projects Chair Cindy Burgess, the winner of April's ROCK-ing Chair Award. Cindy organized the chapter's inaugural PR Pro Bono Day held April 1. More than 50 representatives from area nonprofit agencies attended the half day seminar and all had rave reviews for the information-packed sessions presented by volunteers from our chapter. Cindy moderated the day's discussions with grace and professionalism! The most asked question of the day was "When are you going to do this again?!"



Pro Bono PR Recap

It was a huge success!

Cindy Burgess, Special Projects Chair and the rest of the Committee, produced a stellar event with the Southwest Florida Chapter's inaugural Pro-Bono PR day held on April 1st - no foolin' here! The new community event was very successful, serving more than 60 non-profit professionals from Southwest Florida who wanted to know more about the PR profession. More details about the event were logged on our blog in real time. Special thank yous to all of the membership and Leadership Team members that were involved. Visit <http://fpraswfl.org/pr-pro-bono-day.html> to read more!



Cindy Burgess and Laura Puerto pose for a moment during the Pro Bono PR Day.



Chapter President Ginny Cooper blogged the entire event.

Pamela Cox Nulman, APR, presents salient points on PR budgeting.



Carla Ulakovic, Emerging Communications Chair, explains what social media is and how to use it.



2009 FPRA ANNUAL CONFERENCE UPDATE

from your Annual Conference Committee

PR on F.I.R.E.

Foundation, Innovation, Reputation, Education

This year's conference is packed full of professional development and networking opportunities! We'll have an Internet Cafe set up throughout the conference, sponsored by Sight and Sound, with free WiFi so you can stay in touch with your clients and the office. We'll also have laptop docking stations available in the cafe, and of course -- coffee!



On our first day of conference sessions, Monday, August 10, we'll cover social media thoroughly, a **hot** topic (pun intended) with PR professionals, focusing on the **Innovation** and **Education** components of **F.I.R.E.** As we've mentioned in a previous update, Peter Shankman, CEO, The Geek Factory and Founder of HARO (**Help A Reporter Out**) will get us fired up in our first general session with "Crazy, but Effective PR."

Laura Sturaitis, Senior Vice President for Media Services & Product Strategy at Business Wire, will talk about "Social Media and Press Releases." Find out how to increase your press release's return on investment and how to measure that return so you can show your boss its effectiveness.

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Annual Conference Update *continued...*

Caron Sjoberg, President of IdeaWorks, will show us how to “Set Up Online Press Rooms as part of your Company’s Web Site.” When you leave this session, you’ll be able to work with your company’s Web team to implement Caron’s practical ideas and applications.

Kelly Moore Robertson, a Senior Account Manager with Kidd PR, will tell us about a Social Media Campaign she developed and successfully implemented. She’ll talk about the types of social media she effectively tied into her campaign and provide practical tips for you to do the same.

We’ll end the day with a “Social Media Social,” sponsored by Kidd PR, where we’ll have the opportunity to “socialize” using new media. This informal session will wrap up just in time for our Florida Public Relations Education Fundraiser -- you can still donate your really hot stuff for both the silent auction and live auctions. Contact Adrienne Moore, APR, CPRC, if you or your chapter would like to make a donation (Adrienne.moore7@gmail.com or 772.341.3845).

And just in case you want more social media, we’ll offer one more session Tuesday afternoon. Melissa Fach, Owner of SEO Aware, will educate you on search engine optimization (SEO) and give you great information you can take back to the office and apply...this will make your boss happy!

Annual Conference Update *continued...***JOIN US FOR THE 71ST FPRA ANNUAL CONFERENCE**

Location: Boca Raton Resort and Beach Club, Boca Raton, FL

Date: August 9-12, 2009

Registration Fee: \$595/ person

Deadline to Register is July 19, 2009 at www.fpra.org**Leadership Team 2009-2010**

State Association President Lanette Hart, APR, CPRC opened our nominating period with a charge to the members present at the April 6th luncheon to consider serving on the 2009-2010 Leadership Team. The Job Descriptions for each of our Chapter's officer, director and leadership positions has been posted on the Web site at <http://fpraswfl.org/leadership-opportunities.html>.

The Nominating Committee will be seeking candidates for the following: President-Elect, Secretary, Treasurer, VP of Communications, VP of Community Relations, VP of Member Relations and VP of Professional Development. If you know of someone who'd be a good fit for one of them, (or if you find something that interests YOU) simply submit their name to Nominating Committee Chair Barbara-Anne Urrutia at bsurrutia@flylcpa.com. Nominations close May 7, 2009, the proposed slate of officers will be presented to the board on June 5, 2009 and the final slate will be presented to the membership at the July 7 luncheon meeting.

2009 Local Image Award Winners

FPRA's most prestigious awards

Division A – Public Relations Programs

- LCEC Public Relations Team for Restoration on Deadline Media Workshop: Grand All Image Award, Image Award and Judges' Award
- 2008 Becoming Cosmopolitan Committee and Community Cooperative Ministries, Inc. for Becoming Cosmopolitan: Image Award and Judges' Award
- Pamela Nulman, APR, Marie Mosley, APR and Southwest Florida Susan G. Komen for the Cure for the Susan G. Komen Southwest Florida Race for the Cure 2009: Image Award and Judges' Award
- Priority Marketing and Studio RK for Studio RK Salon Campaign: Award of Distinction
- Priority Marketing and Clinic for Rehabilitation of Wildlife for C.R.O.W. Grand Opening: Award of Distinction
- Gooderham & Associates and Tina Haisman, APR, CPRC for American Beach News Service: Image Award and Judges' Award
- Briggs & Rogers for The SWFL Wine& Food Fest: Award of Distinction



*Grand All Image Award Winners
Laura Puerto, Dana Nicloy, Karen
Ryan, APR and Kathleen Taylor of
LCEC.*

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Local Image Award Winners *continued...*

- White House Black Market Public Relations Team for From Our White House to Yours: Award of Distinction
- Debra Webb, APR, Dena Geraghty and Susan Bennett Marketing & Media, L.C. for Grande Dames Tea – Lee County PACE Center for Girls: Image Award
- David Parks, Jr., John Rinkenbaugh and Global-5 Communications for the IROX PR Program: Award of Distinction
- Bill Valenti and Lee Golden of Florida Gulf Bank and Phyllis Ershowsky, APR with PKE Marketing & PR Solutions for Florida Gulf Bank’s Downtown Detour Survival Program: Image Award
- Samantha Scott and Joseph Donzelli for Blessings in a Backpack – Tice Press Conference: Award of Distinction
- Lee County Port Authority for Berlin Airlift: Honoring a Historic Friendship Between the United States and Germany at Southwest Florida International Airport: Award of Distinction and Judges’ Award
- LCEC Public Relations Team for Marco Island Community Forum: Image Award
- Samantha Scott, Tiffany Esposito and Diane Connell for Children’s Advocacy Center Hard Hat Party: Award of Distinction



The Lee County Port Authority team really got into the act with masks and capes emblazoned with "airPoRt."

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Local Image Award Winners *continued...*

Division B – Printed Tools of Public Relations

- Briggs & Rogers for Madden Research Loop Announcement: Grand Image Award and Image Award
- Samantha Scott and Derek Scott for On-TRAC Corporate Brochure: Image Award and Judges' Award
- Shell Point Communications Team for Shell Point Larsen Pavilion 5-Star Press Release: Award of Distinction and Judges' Award
- Briggs & Rogers and Mark Iwinski for Old Corkscrew Golf Club: Award of Distinction
- Shell Point Communications Team for the Shell Point Life Monthly Magazine: Award of Distinction
- Samantha Scott and Tiffany Esposito for Children's Advocacy Center Hard Hat Party Items: Award of Distinction



Grand Image Award Division B Winners Andrea Zeller, Mary Briggs, APR, CPRC, Carolyn Rogers, APR and Brad Taylor of Briggs & Rogers Marketing and Public Relations.



Laura Puerto and Vicki "Catwoman" Moreland greeted guests.

Local Image Award Winners *continued...*

Division C – Audio/Visual Tools of Public Relations

- Shell Point Communications Team for Shell Point Today Process Improvement Hiatus: Grand Image Award, Image Award and Judges' Award
- Debra Webb, APR, Dena Geraghty, Todd Schultz with NBC-2, and Susan Bennett Marketing & Media, L.C. for Grande Dames Tea – Lee PACE Center for Girls: Judges' Award

In addition, the Southwest Florida Chapter presented four scholarships to the 2009 Annual Conference, Florida's premier professional development opportunity for public relations professionals. Scholarship winners were Jessica Clark, APR; Phyllis Ershowsky, APR; Tina Haisman, APR, CPRC and Karen Ryan, APR.

The 2009 Image Awards Program was sponsored by Gulf Coast Business Review, LCEC and The Cooper Group Public Relations and Marketing.



*Grand Image Award Division C Winners
Jessica Clark, APR and Rochelle
Cherniawski of the Shell Point
Communications Team.*



*Conference scholarship winners
Phyllis Ershowsky, APR, Jessica
Clark, APR, Karen Ryan, APR, and
Tina Haisman, APR, CPRC.*

F P R A - *An opportunity to grow!*

Southwest Florida Chapter Officers:

President: Ginny Cooper
President-Elect: Kathleen Taylor
Secretary: Jessica Clark, APR
Treasurer: Vicki Moreland
Past-President: Barbara-Anne Urrutia

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.

Chapter Directors:

VP Communications: Kara Minoui
VP Professional Development: Kate Gooderham, APR, CPRC
VP Member Relations: Phyllis Ershowsky, APR, MBA
VP Community Relations: Laura Puerto

Chapter Chairs:

Credentialing Chair: Mary Briggs, APR, CPRC
Education Co-Chairs: Laurel Smith, APR and Sharon Arnold
Hospitality Chair: Laura Puerto
Emerging Communications Chair: Carla Ulakovic
Membership Chair: open
Newsletter Chair: Heidi Taulman
PRU Co-Chairs: Tina Haisman, APR, CPRC and Ken Gooderham
Programs Chair: Deborah Shane
Special Projects Chair: Cindy Burgess
Sponsorship Chair: Erin Comerford