



# imPRESS

newsletter of the Southwest Florida Chapter



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# June Luncheon Meeting

## *Summer Potluck - Tips, Tools & Tactics*

Want valuable take-aways? Join us for the Southwest Florida Chapter of FPRA “Summer Potluck – Tips, Tools and Tactics.” The meeting will be all about YOU. We’ll each bring something to share which we can explain in less than two minutes and we’ll sample each others’ ideas. Know a great printer? Web site? Blog? Little known trick in Word? New publication? Caterer? You’ll go back to the office with your Return on Investment in savings and savvy. We’ll even collect them all and e-mail them to you!



Tuesday, June 2nd

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

Broadway Palm Dinner Theatre

Register today at [www.fpraswfl.org](http://www.fpraswfl.org)

## Special Thanks!

### *May Luncheon Speaker*

What an awesome month it was for FPRA and social media! We welcomed internet and web marketing guru Charly Caldwell II, President of Internet Services Group of Florida, at our May 4 luncheon meeting about Search Engine Optimization and How to maximize your PR on the web. This was especially timely since so many participated in the workshop and were able to connect with the presentation more. The surveys were “excellent” with comments like, “best speaker we’ve had”, “informative and relevant”, and “hope we can have a Charly Caldwell 2!”



*Charly Caldwell II of Internet Services Group of Florida, Inc. pictured here with Ginny Cooper, SWFL Chapter FPRA President.*

## Happy Anniversary!

### *June membership anniversaries*

Tina McCain Matte	2000	Kathleen Taylor	2006
Paul Filla, APR	2001	Kara Minoui	2006
Ginny Cooper	2003	Todd Cordisco	2008
Laura Puerto	2003		

# President's Message

**Ginny Cooper** 2008-2009 SOUTHWEST FLORIDA CHAPTER PRESIDENT



## A Snapshot of "Daddy"

We all have them...and depending on our generation they are high definition digital delights, captivating Kodak Ektachromes, fading Polaroids, scalloped-edged black and white bits of history or perhaps just imaginings. They're pictures of our fathers and while some of us may be celebrating Father's Day with them this month, some of us will be celebrating the memory of them. Still others may have fathers they've never known.

The word "father" is used to pay tribute to individuals who initiate or influence industries, the arts, fields of science...even our country has "Founding Fathers". I doubt any of us had a personal knowledge of Edward L. Bernays, considered the "father" of public relations. He died in 1995 at the age of 103. Visually depicted in Cutlip & Center's *Effective Public Relations* as a smiling, affectionate man, he nonetheless has an imposing presence. So much so that *Life Magazine* included him in its 1990 special issue, "The 100 Most Important Americans of the 20<sup>th</sup> Century".

- He broke new ground in 1923 when he taught the first public relations course at New York University

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## President's Message *continued...*

- His client list included major corporations, government agencies and U.S. presidents from Calvin Coolidge through Dwight D. Eisenhower
- He is credited with coining the phrase *public relations counsel*, which was introduced in his first book on public relations, *Crystallizing Public Opinion (1923)*
- He was a vocal proponent of licensing of public relations practitioners

In that last instance, does “father” indeed know best?

Voice your opinion at our blog:

[www.fpraswflchapter.blogspot.com](http://www.fpraswflchapter.blogspot.com) by commenting on this article, also posted there.



A blue square containing a handwritten signature in black ink. The signature reads "Ginny Cooper" in a cursive, flowing script.

**GINNY COOPER**  
SOUTHWEST FLORIDA CHAPTER PRESIDENT

## FPRA's Unsung Heroes

It seems that the proverbial choir preach is to "Get Involved." All of the time FPRA members are encouraged to to get involved - in their community, in their association, in their child's school, sports activities, church, etc. By getting involved, we have the opportunity to meet such wonderful business contacts, friendships and more. We got to see first hand just how involved our members are with our very own inaugural PR Pro Bono Day in April of this year.

Most recently, a few FPRA member heroes joined a local PR Task Force for a local non-profit organization. **Community Cooperative Ministries Inc.** has added five local public relations professionals to its PR Task Force, which was created to help the CCMI brand and launch its new market pantry and café concept this summer. Among those five are two FPRA members: Melinda Isley and Karen Ryan, APR. The task force will be providing pro bono services to the non-profit agency.

A special "**Way To Go!**" from your fellow FPRA members. Now if you have not already done so, we encourage the rest of you to **GET INVOLVED!**



*Melinda Isley, APR*



*Karen Ryan, APR*

Do you know an FPRA member who serves our community through public relations? Submit a short description to [htaulman@bia.net](mailto:htaulman@bia.net)



## May ROCK-ing Chair Award

Members are the lifeblood of any organization. And like many organizations, our Chapter has been challenged this year by the floundering economy. Many familiar names are missing from our rolls this year and many familiar faces are missing from our meetings as tighter budgets translate into less frequent attendance at functions. Yet through this person's innovative programs, enthusiastic recruiting efforts and her diligence in attending to the administrative details, we have added 18 new members to our rolls since the beginning of the FPRA year September 1<sup>st</sup>. That's a 25% increase! She stepped into the role of Membership Chair, even though she also serves as VP of Member Relations, meaning...she reports to herself! May's ROCK-ing Chair is Phyllis Ershowsky, APR!

## One Scholarship Left!

We have one membership scholarship remaining. Current members are not excluded from this program. If you have fallen on hard times this year after paying your FPRA dues, the \$100 can be issued as a rebate. Send a message of 250 words or less explaining your financial need and your commitment to professional development and to this chapter to [Phyllis@pkcreative.com](mailto:Phyllis@pkcreative.com).



## Special Thanks

Ken Gooderham helped us create our new chapter-specific logos for FPRA. Thanks, Ken!



## FPREF Auction

Each year the Southwest Florida Chapter donates to the Florida Public Relations Education Foundation by securing cash or items to be offered at auction during the fundraiser at the Annual Conference. This year we have procured three American flags flown in combat in Iraq and would like to frame the accompanying certificates of authenticity. If you would like to have a part in this effort, you may drop your cash donation in the box at lunches, or if you would like someone to contact you about your participation, please drop your business card in.



# Chapter Member Awards

It's the Oscars of FPRA .....the Chapter Member Awards to be presented this year at the leadership-themed July 7<sup>th</sup> luncheon meeting, sponsored by Gulf Coast Business Review. The program will feature Dr. Wilson Bradshaw of FGCU.

To nominate someone for:

**PR Professional of the Year**  
**Chapter Member of the Year**  
**Rising Star**



Send an email **BY MAY 29** to [president@fpraswfl.org](mailto:president@fpraswfl.org). Criteria and past winners are online at [www.fpraswfl.org](http://www.fpraswfl.org) under the Professional Development tab, Chapter Awards.

The deadline for nominations  
is May 29, 2009.

# 2009 FPRA ANNUAL CONFERENCE UPDATE

*from your Annual Conference Committee*

## PR on F.I.R.E.

### Foundation, Innovation, Reputation, Education

[Check out our PR on F.I.R.E. video conference ad](#) – it's sure to **fire** you up for this year's conference! Our Tuesday lineup is full of professional development and networking opportunities, beginning with corporate social responsibility (CSR) and wrapping up with a "PR Under Fire" panel discussion, featuring public relations professionals from various industries.



We'll start the morning with our 2009 Dillin Keynote Speaker, Eugene Campbell, Vice President of Community Relations and Minority Business Development for Walt Disney World Resort. Named #4 in a CSR poll, Disney is well known for its corporate responsibility. This presentation will focus on the **Foundation** and **Reputation** components of **F.I.R.E.** as Eugene talks about Disney's comprehensive, integrated approach to corporate responsibility. He'll also talk about how the company addresses crucial issues related to the environment, community, workplaces, product development, and other factors that shape

As part of Business Wire's annual conference sponsorship, they are offering full conference registrants a 10% discount on Business Wire services!

Register [here](#) for the conference!

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## Annual Conference Update *continued...*

stakeholder perceptions.

Interested in International CSR? Join Leticia Solaun, International Public Relations Liaison for CH2M HILL, for her presentation *One Size Does NOT Fit All: Cultural Influences in CSR Decision Making*.

Or join Joe Curley, APR, CPRC, and learn the ten strategies you need to earn a position on the management team at his presentation, *PR is Not Always Loved by Management: Here's How to Get the Romance Started*.

Still a little confused by those financial statements and budgets? *Finance 101: What You Need to Know about Financial Statements and Budgets so you can Communicate with Your CEO* will help. Join Dennis Gayle, Senior Vice President of First Bank and Trust of Indiantown for this **Educational** session.

Wendy Cobrda and Amy Hebard, founding partners of **Earthsense, LLC** will **Educate** us on Green Public Relations and Marketing. Following their presentation, you'll have the opportunity to hear about Green Printing and Paper from Wayne Dennis, Corporate Director of Sustainability for Mac Papers, and Kathy Paiva of FidelityPress.

And back by popular demand are the Counselors' Network Roundtable lunch discussions. Our seasoned professionals will facilitate discussion about **hot** public

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**Annual Conference Update** *continued...*

relations topics.

We'll wrap up Tuesday's professional development with a panel session you won't want to miss: "PR Under Fire." What do you do when your employer, or you personally, are suddenly the focus of the community's and the media's attention? Here from public relations professionals as they talk candidly about their experiences in addressing challenges they've faced in their respective industries, how they have responded to those challenges, and how they continue to demonstrate the value of public relations and the bottom line return to their employers. Moderated by Suzanne Sparling, APR, FPRA Past President, panel members are Jack Levine, 4Generations Institute (non-profit); Lauri-Ellen Smith, APR, PIO for Jacksonville Sheriff's Department (government); and Deirdre Breakenridge, President, PFS Marketwyse (agency).

Register now and make your hotel reservations. The deadline for early registration is July 19, 2009, and the deadline for hotel reservations at the FPRA discounted price is July 9, 2009.

**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](http://www.fpra.org)

## Social Media Cafe: The Appetizer RECAP

*By Carla Ulakovic, emerging communications chair*

Members were hungry for social media information! The Social Media Café (SMC) Committee worked hard and managed to find business sponsors within our local community—Starbucks, the Lehigh Acres Winn-Dixie, and Hodges University— to ensure costs could remain low for all attendees for the Appetizer. Flame Productions was also on hand to take the much-needed head shots. Registration filled up within the first week, and we began taking overflow registration. Fifty guests attended the May 1<sup>st</sup> seminar series, and attendees were so hungry for information that we pushed on through our first scheduled break!

I provided an overview of social media, outlined several popular sites and focused on the use of Facebook and LinkedIn for personal/professional use. Due to the small classroom size, we were able to walk



*FPRA members wait in line to get their head shots provided by Flame Productions.*



*Vicki Collins, Joni Schopke and Heidi Taulman get ready for the social media appetizer at Hodges University.*

## Social Media Cafe: The Appetizer RECAP

*continued...*

guests through the Facebook site to demonstrate how to set up a professional page for your organization, navigate through several existing organization pages; guests were encouraged to ask questions as we went along.

For the latter half of the day, Kirsten O'Donnell walked our guests through the ins and outs of Twitter. She highlighted some great examples of how to use Twitter for business, defined some of the off-the-wall Twitter lingo, and gave helpful hints on how to build a Twitter network!

And if this leaves you hungry for more, check out page 16 for the Second Course of the Social Media Cafe happening in June!



*Tina Haisman, APR, CPRC, diligently takes notes during the Social Media Cafe Appetizer.*



*Dick Collins of Florida Merchants Network and Phyllis Ershowsky, APR, network before the start of the Social Media Cafe.*

## KUDOS to SWFL Chapter of FPRA

At the State Board meeting last weekend, President Ginny Cooper and President-Elect Kathleen Taylor brought home honors for the Southwest Florida Chapter of FPRA. The Southwest Florida Chapter of FPRA won second place in the Annual Conference Chapter Challenge and took third place honors in membership growth for the third quarter (thank you Phyllis). We also received kudos from our chapter liaison Jennifer Moss, APR for our excellent programming (thank you Deborah) and our social media efforts (thank you Carla and committee). KUDOS to everyone that has helped us to accomplish these great achievements!



*Ginny Cooper, Southwest Florida Chapter of FPRA President working hard at the State Board meeting in Destin, Florida.*



*Kathleen Taylor, President Elect at the State Board meeting in Destin, Florida.*



*Kathleen Taylor and Ginny Cooper sharing a celebration cigar with our fellow chapter presidents from around the State.*

## Social Media Cafe: The Second Course

We will be serving up the second course of the Social Media Cafe on Friday, June 26 in the Hodges University Conference Room from 9 a.m. – 3 p.m. The room can accommodate 150 social media hungry guests!

We have several confirmed guest presenters:

**Birgit Pauli-Haack**, CEO and founder of Pauli Systems, LC, brings more than 12 years of web development expertise to the company, which was started in 1999 in Germany and is currently headquartered in Naples, Florida, USA. Birgit will be speaking on “How to Put Social Media to Work for You with RSS” (Really Simple Syndication) feeds.

**lbrey Woodall**, Director - Marketing Communications, TEKgroup International, Inc. is the nation’s foremost expert in creating and utilizing online newsrooms.

**Robyn Medlin**, Account Executive, Marketwire will be presenting on Search Engine Optimization (SEO) for your press releases and discussing a social media release.



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## Social Media Cafe: The Second Course

*continued...*

Join us for another jam-packed social media course on June 26! Registration coming soon at [www.fpraswfl.org](http://www.fpraswfl.org).

Friday, June 26th  
9 a.m. - 3 p.m.  
Hodges University

## FPRA Friday at the Forum

Calling all potential FPRA members! Next Friday at the Forum, May 29!

If you know of anyone who might benefit from FPRA membership or would be a great addition to our organization, please provide contact information to Phyllis Ershowsky ([phyllis@pkecreative.com](mailto:phyllis@pkecreative.com)). We will send him or her an invite to our next Friday at the Forum to introduce potential members to FPRA: **Friday, May 29, 7:30 a.m.** at the Starbuck's located in the Forum Shops off Colonial Blvd. in Fort Myers. The coffee's on us!

## **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