

april 2007

FPRA

i m P R e s s

newsletter of the Southwest Florida Chapter

www.fpraswfl.org



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 FLORIDA
PUBLIC RELATIONS
ASSOCIATION
Southwest Florida Chapter

April meeting:

What's in a name? **Good PR.**

Join us as Don Paight discusses how the City of Fort Myers renamed downtown Fort Myers the River District as part of efforts to revitalize and rebrand the area. Paight is the executive director of the Fort Myers Redevelopment Agency, which oversees the emerging commercial and residential district. Find out how public relations has played a part in establishing the new River District identity.

Tuesday, April 3, 11:30 a.m. to 1 p.m.
Broadway Palm Dinner Theatre
Register today at www.fpraswfl.org

Special Thanks!

Thank you to Todd Stephenson and Matt Senay with the Boston Red Sox for their presentation at our March lunch meeting!

Pictured from left to right are Stephenson; Roger Sockman, FPRA program co-chair; and Senay.



2007 iMage Awards News

By Nancy McCarthy, APR and Laura Zocki

It's iMage crunch time with only 3 DAYS LEFT until the iMage entry deadline!!! All iMage entries must be received at either Priority Marketing in Fort Myers or LCEC in North Fort Myers by 5 p.m. on Friday, March 23!



After you turn in your entries and mark that date off your calendar, be sure to mark down the big event!!

May 1: iMage Awards Gala, 5:30-7:30 p.m., Alliance for the

Arts. Gala information will appear in the next imPress newsletter and on our Web site at www.fpraswfl.org.



iMage Co-Chairs Nancy McCarthy, APR (center) and Laura Zocki (right) attended the Central West Coast chapter meeting to talk with Ginya Carnahan, APR, CPRC, (left) who is coordinating iMage for her chapter. The two chapters are providing reciprocal judging for the

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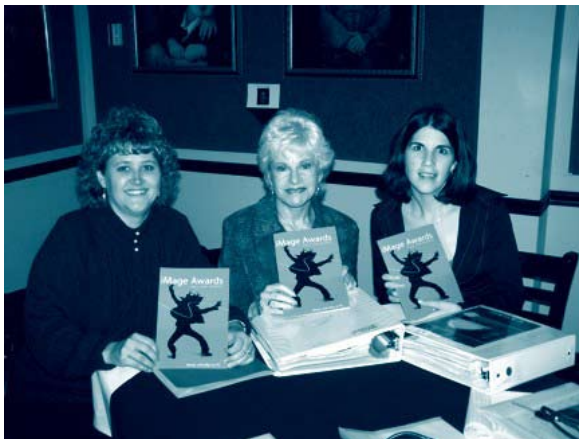
iMage news Continued . . .

iMage Tip #4 and #5

4. Put the most work into the two-page summary, not just the notebook. Be clear, concise and factual, not just creative. Remember that the two-page summary accounts for 70 percent of your overall iMage score!

5. Review the checklist provided in your call for entries!!! A checklist can also be found in last month's edition of imPRESS and by clicking on the iMage link at www.fpraswfl.org. After you review the checklist and your iMage award(s) with a fine-tooth comb, have a co-worker or friend do the same. This will help ensure that all the requirements and rules have been followed.

For more information on iMage Awards, log onto www.fpraswfl.org or [e-mail us](mailto:).



The March 6 iMage Awards workshop was a phenomenal success! Big thanks to Susan Bennett, APR, CPRC, (center) Kara Winton, APR (left) and Nancy McCarthy, APR (right) for sharing their insights and suggestions for creating an award-winning entry.

Welcome New Members

Clare Ulik is an account executive for Priority Marketing. She coordinates, public and media relations, marketing and advertising on behalf of her clients. She also writes copy for press releases, Web sites, brochures and other marketing materials and plans and executes special events. Ulik graduated from Arizona State University.

Shannon Lakeman graduated from Florida Gulf Coast University in December 2006 with a degree in communications and a concentration in public relations. She is currently looking for employment and was previously an intern at WINK-TV.

Betsi Jones (FPRA membership type changed) is self employed with more than 15 years of experience in public relations, writing, photography, publications development, fund raising and public speaking. She is the secretary of the FPRA board, assists her husband with his role as a local college president

and is a substitute teacher. Jones has master's and bachelor's degrees from universities in Texas.

Kristine Nystrom-Cristina (employment change) is manager of communications and marketing for Charlotte County Government. Her responsibilities include marketing, public relations and advertising as well as all communication needs. She has been an active FPRA member and board member since 2001. Nystrom-Cristina graduated from the University of Central Florida.

Happy Anniversary FPRA members!

Now 102 members strong, FPRA celebrates the following membership anniversaries this month:

Margie W. Byers, APR1997

NancyMcCarthy, APR.....2001

Welcome Student Members

We are pleased to welcome seven new student members to our chapter this month:

Libby Andrews is working on her bachelor's degree in public relations from the University of Florida and is expected to graduate in May 2008. She lives in Fort Myers and is taking distance learning classes through the University of Florida (UF). She is the assistant director of PR for the UF Panhellenic Council, a member of the student chapter of PRSA in Gainesville and past director for the Post Gator Growl VIP reception in 2006.

Bree Bailey is attending Florida Gulf Coast University (FGCU) and majoring in communications with concentration in public relations. She anticipates graduating in May 2008.

Zoe Edwards is a full-time student at FGCU.

Casey Francis is double majoring in philosophy and communications with an emphasis in public relations and minor in advertising at FGCU. She is expected to graduate in May 2009.

Jennifer Gallmeier is pursuing a bachelor's degree in communications with a concentration in public relations and minor in marketing and expects to graduate in December 2008. She is the PR and media coordinator at BodyWraps of Venice.

Cara Zasoba is attending FGCU and majoring in communications with a concentration in public relations and a minor in marketing and is planning to graduate in December. She has worked as an office assistant for Naples Surgical Associates, PA for two years.

Stacy Zmijewski is a full-time student at FGCU.

President's Message



Olivia Orth SOUTHWEST FLORIDA CHAPTER PRESIDENT

One of the most enjoyable things about serving on the FPRA board of directors is getting together with colleagues to brainstorm ideas for serving our members. We really go nuts sometimes, feeding off each other's creativity and challenging ourselves to think in new, inventive ways.

However, the most important thing to us as leaders is to know that our ideas match up with your needs and desires. That's where your feedback comes in. It is truly valued and appreciated.

This year, we've had the benefit of excellent input from members, both informally and through speaker evaluations at the monthly lunch meetings. Recently, we also sent out a Mid-Year Survey to evaluate members' preferences on specific topics including special events, awards, education and the newsletter.

We really appreciate all those who responded and are already using the data as we plan an aggressive slate of events for this summer. If you are interested in seeing the survey results, [e-mail me](#) and I'll forward you the report.

The entire board appreciates your continued feedback and participation!

A handwritten signature in black ink that reads "Olivia Orth". The signature is written in a cursive, flowing style.

SOUTHWEST FLORIDA CHAPTER PRESIDENT

Save the date: PR University coming June 12

Challenge your mind and reward your spirit at PR University (PRU), FPRA's annual professional development event in Fort Myers. This is the perfect graduate level crash course to help you take your PR career to the next level!

PRU

Check out the PRU syllabus, as well as new flexible registration options. Mark your calendar and pre-register online under the events calendar at www.fpraswfl.org.

Tuesday, June 12

8-8:30: Registration

8:30-11:30: Morning session featuring Lee Knapp, a professional business consultant, who will provide a multi-media interactive

presentation on leadership, management and presentation skills.

11:30-Noon: Networking

Noon-12:20: Chapter announcements

12:20-1: Lunch session featuring Heather Christie, who will lead a lively, inspirational presentation on effective networking.

1-1:30: Networking

1:30-4:30: Afternoon session featuring Joan Lowery of Lowery Communications. She will offer tips and training for media interviews, including a "before and after" video interview to demonstrate the importance of media training.

continued next page . . .

PRu news Continued . . .

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 four 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)

If you would like to sponsor PRU or join us in planning and implementing this special event, please contact Olivia Orth at (239) 267-2638 or president@fpraswfl.org.

Don't Miss The Ritz!

FPRA's 69th Annual Conference may be months away, but believe it or not, The Ritz-Carlton Sarasota is filling up fast, and there may not be room for everyone. Each year the conference grows, and planners project a shortage of rooms, forcing some participants to stay at neighboring hotels.

If you plan to attend the conference and want to stay at The Ritz, reserve your hotel room for Aug. 5-8 today – and don't forget to ask for the awesome conference group rate of \$135/night. For more information on the conference, visit www.fpra.org or e-mail emcleod@seniorfriendship.com.

Looking for an opportunity to grow...

By Barbara-Anne Urrutia

Get involved and gain experience!

The FPRA nominating committee is accepting nominations for the 2007-2008 Southwest Florida Chapter board of directors. If you are interested in a fun and rewarding leadership opportunity, we are looking for talented and reliable people to take FPRA to the next level. Please contact Barbara-Anne Urrutia at (239) 590-4507 or [e-mail me](#). The deadline for nominations is May 4.

The following chair positions must be filled for the 2007-2008 term:

- President-Elect/Membership Chair
- Treasurer
- Secretary
- House & Attendance
- PR University Chair
- Programs Chair
- Accreditation
- Publicity Chair
- Image Awards Chair
- Newsletter Chair
- Web Site Chair
- Sponsorship Chair
- Education Chair
- Special Projects Chair

Earn a Scholarship

You could be a lucky recipient of a valuable scholarship covering registration for FPRA's 69th Annual Conference (Sarasota, Aug. 5-8.) Send your request for a scholarship, including a statement about why you feel you are deserving, to president@fpraswfl.org by April 1.

Scholarship winners will be announced at the iMage Awards Gala on May 1.

Book Club!

Join us on Wednesday, April 25 at 6 p.m. for April's Book Club at CinCin located on the corner of McGregor and Cypress Lake boulevards.

We will be unleashing Seth Godin's "Unleashing the Idea Virus," hoping everyone will catch his ideas about ground-breaking buzz and word of

mouth marketing. Traditional marketing wisdom tries to count, measure, and manipulate the spread of information. Seth Godin argues that the information can spread most effectively from customer to customer, rather than from business to customer.

Reserve your copy of the book at www.Lee-County.com/Library.

Nominate today

We are now accepting nominations for PR Professional of the Year, FPRA Member of the Year, and Rising Star! Honor someone you admire with a nomination for one of these prestigious awards, which will be announced at the iMage Awards Gala on May 1.

Please send your nominations to president@fpraswfl.org by April 1.

Take the first step now to earning your APR

By Eileyn Sobeck-Bador, APR

While our chapter has just finished up its study sessions, and our candidates are entering the Readiness Review portion of this process, it's not too late for members to get started on the process. How? Order your book, *Effective Public Relations* by Cutlip, Center and Bloom. This book is the primary recommended text book for the APR accreditation



study sessions. Of course, other books also are on the list, but the Universal Accreditation Board highly recommends this book for review. It's not a book you want to take with you to the beach, or as a quick read while soaking up some of our spring-time sunshine, but it is a great resource while you are on your quest for professional development.



Another way for you to get ready for the APR process is to attend upcoming chapter functions such as iMage Awards, and PRU. Both will offer glimpses to experiences and practices you may not be familiar with in your own areas of PR expertise. And lastly, don't forget to sign up for State Conference. It will be money well spent on your professional development.

As always, if you have any questions, please feel free to contact the APR chairs, either [myself](#), or [Deb Webb, APR](#).

Meet PR professionals from around the state

Save the date now for an opportunity to meet public relations professionals from around the state and mingle with FPRA state board members! Our chapter is hosting the state board meeting for the first time in several years. We will throw out our red carpet for a social event the evening of May 11.

Organizers are still planning the details, but hold open your Friday evening for food, drinks and socializing. You will receive an invitation soon! If you want to help plan the event, e-mail Olivia Orth at president@fpraswfl.org.

Summer interns available

If you are interested in the services of a summer intern from FGCU, UF or FSU, student resumes are pouring in and we'd love to "hook you up." Please send your request, including a brief description of the intern's duties and an organizational summary, to president@fpraswfl.org.

WebLink

Do you need to create a database of VIPs for invitations to a business event or open house? The Lee County Supervisor of Elections Web site offers a comprehensive list of every elected official governing our area, from the President of the United States down to each local City Council member:

<http://www.leeelections.com/elected.pdf>

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 following members for volunteering on the PRU committee! [Vicki Collins](#); [Eileyn Sobeck-Bador, APR](#); [Barbara-Anne Urrutia](#); [Kara Winton, APR](#) [Heidi Davis](#) and [Roger Sockman](#).

[Jennifer Hobbic](#) with the City of Fort Myers for being featured in the Gulfshore Business “After Hours” article about her interesting hobby. If you haven’t read it, the most important thing to know is to be nice to her - she can swing a sword!).

[Kristine Nystrom-Cristina](#) on her new position with Charlotte County Government, and [Eileyn Sobeck-Bador, APR](#) on her new job with Juniper Village.

[Laura Zocki](#) of LCEC for achieving the prestigious Ken Blanchard trainer certification.

[David Grey](#), owner of Flame Productions, on opening a third office in the Tampa market.

[Devious Design Studio](#) for winning a Gold Nationals Award from the National Association of Home Builders in the Best Associate Web site category.

[Ginny Cooper](#) for being selected by The News-Press to be a Celebrity Blogger on its new www.GulfCoastingLive.com.

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](#)

Chapter Directors:

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Web Site Chair: [Paul Filla, APR](#)

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

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

Special Projects Chair: [Kirsty Piper](#)

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

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

Publicity Chair: [Helena Finnegan](#)

FPRA

*Striving to be Florida's
most respected
public relations organization.*

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