



imPRESS

newsletter of the Southwest Florida Chapter



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FLORIDA
PUBLIC RELATIONS
ASSOCIATION

Southwest Florida Chapter

www.fpraswfl.org

August Luncheon Meeting

Annual Meeting

The Annual Meeting, held July 7, 2009, was attended by 46 people (65% were members), tying the September 2008 program (Dr. Millie Wells on the topic of branding) for highest attendance year-to-date. Dr. Wilson Bradshaw was the keynote speaker, candidly sharing his wit and wisdom about lessons he has learned about leadership. His remarks earned the program a 100% “excellent” rating, only the third time that has happened in the past 3 years! Comments included “refreshing and funny,” “he is really funny” and “enjoyed hearing about this topic”.

On August 4th we will tackle a serious subject with a lighthearted approach, as we present “Jeopardy – Ethics in PR” using a game show format. Reserve your spot online now.



Dr. Wilson Bradshaw speaks at the July Luncheon meeting of FPRA.

Tuesday, August 4th
 11:15 a.m. - 1 p.m.
 Broadway Palm Dinner Theatre
 Register today at www.fpraswfl.org

Happy Anniversary!

August membership anniversaries

Tina Haisman, APR, CPRC	1997	John Dalida	2008
Kaley Miller	2003	Susan Moniz	2008
Cynthia Burgess	2008	Deborah Shane	2008

Special Thanks



Special thank you goes out to Gulf Coast Business Review for their continued support of FPRA and their most recent sponsorship of the July Luncheon meeting.

Gulf Coast Business Review is the weekly newspaper for business leaders on the Gulf Coast of Florida. The Review is the leading provider and most authoritative source of business and economic information affecting the Gulf Coast from Tampa Bay south to Naples.

Check out their new Web site, www.review.net, to upload your latest business related news releases.



Matt Walsh of the Gulfshore Business Review speaks at the July Luncheon meeting.

President's Message

Ginny Cooper 2008-2009 SOUTHWEST FLORIDA CHAPTER PRESIDENT



This is “transition month” for your Leadership Team as we look forward to the “changing of the guard” at our August Leadership Team meeting. But we’re far from done! The August 4 general membership business meeting will include board recognition and a light-hearted format for a very serious subject as we address **Ethics in PR** using a Jeopardy game show format. Then FPRA’s Annual Conference begins August 10 and it’s everything social media. Did someone say social media?

FPRA will host The Third Course of the Social Media Café toward the end of August - watch the Web site, blog, Facebook and Twitter accounts for details! This course will be **for members only**. It is planned as extensively hands-on, so charge up your laptops. Then on September 1, I will open the general membership business meeting, turn over the gavel to Kathleen Taylor, APR and get ready to celebrate with all of you our chapter’s 25th Anniversary Year!

GINNY COOPER
SOUTHWEST FLORIDA CHAPTER PRESIDENT

Member of the Month

Carolyn Rogers, APR, CPRC

A member of FPRA since 1990, Carolyn has more than 24 years of experience in public relations, marketing, and fund development for non-profit organizations. She most recently received a Golden Image Award from the Florida Public Relations Association for the best public relations program in the state for the Rock On Scramble and Jam rock legends concert and golf event held last year.



Carolyn is accredited as a public relations professional (APR) from the Universal Accreditation Board, recently earned her second public relations credential (CPRC) and is certified as a Fund Raising Executive (CFRE) through the Association of Healthcare Philanthropy and the National Society of Fund Raising Executives.

Prior to founding Briggs & Rogers, she was the owner of Carolyn Rogers Public Relations, a small PR agency established in 2005 handling PR programs for a variety of clients and managed special event planning for An Evening with Jane Pauley, The Rock On Scramble & Jam and the Southwest Florida Wine Fest 2006 & 2007.

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Member of the Month *continued...*

A long-time resident of Southwest Florida, Carolyn Rogers attended the University of South Florida in Tampa and received a Bachelor of Arts degree in mass communication specializing in public relations. She is a member of the board of trustees for the Southwest Florida Community Foundation, an alumni member of the Leadership Lee County (Class of 1996), and a member of the United Way Allocations Team.



July ROCK-ing Chairs Award

Laurel Smith, APR & Sharon Arnold

School's out for the summer! Which means our Education Chairs have completed another year of shepherding public relations students through our student chapter FPRA@FGCU. They have counseled, cajoled and cheered on the students, even heckling them at their "What Not To Wear" professional dress/interview program (yes, it was all part of the strategic plan!). The student chapter relies on our organization for operating guidance, workplace advice and professional development counsel. We are grateful to pros like Laurel and Sharon of Gravina, Smith and Matte Inc. for heading back to the classroom! They are July's ROCK-ing Chairs!

PR Professionals may need to register with the State

By Susan Bennett, APR, CPRC, Registration No. FC-1113

Most not-for-profit organizations know that they need to register with the Florida Department of Agriculture and Consumer Services if they intend to raise money in Florida.

But many public relations professionals who work with not-for-profits may not realize that the law (Chapter 496) could apply to them as well.

This little-known law, called the “Solicitation of Contributions Act,” was enacted by the Florida Legislature in 1992 to regulate the increasing number of telephone solicitors in the state. But the wording of the law is broad enough to include many of us who aren’t phoning folks at dinner hours and are doing legitimate work to help our not-for-profit clients.

If you are a public relations professional who contracts with not-for-profit organizations to assist them with their fund-raising efforts and/or events, you must register with the State of Florida under one of

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Registering with the State *continued...*

two categories:

1. Professional Fund-Raising Consultant – “means any person who is retained by a charitable organization or sponsor for a fixed fee or rate under a written agreement to plan, manage, conduct, carry on, advise, consult, or prepare material for a solicitation of contributions in this state, but does not solicit contributions . . . and who does not at any time have custody or control of contributions.”

2. Professional Solicitor – refers to someone who actually solicits donations on behalf of the non-profit, including sponsorships for events. This category also requires the solicitor to post a \$50,000 bond with the State of Florida.

The first category includes creating materials for fund-raising events, campaigns, and other fund-raising activities, but does not include soliciting donors. The second category means you are asking donors for contributions yourself.

Penalties are steep for those who do not comply and, if found to be in violation, they may be faced with a \$1,000 fine. Any business willingly and knowingly violating the law could be found guilty of a

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Registering with the State *continued...*

second or third degree felony. Who wants that kind of record?

Currently, there are 284 fund-raising consultants and 111 professional solicitors registered with the State of Florida, according to Tammi Taylor, Regulatory Program Administrator with the Division of Consumer Services.

State officials know that there are many more professional fund-raising consultants and professional solicitors than this, and are continuously on the lookout for unregistered parties.

If the Department of Agriculture and Consumer Services is made aware of possible unregistered consultants and solicitors, an inquiry will be made, Taylor said. "If you know about the law and don't comply, then you may have problems. The best thing to do is register with the department."

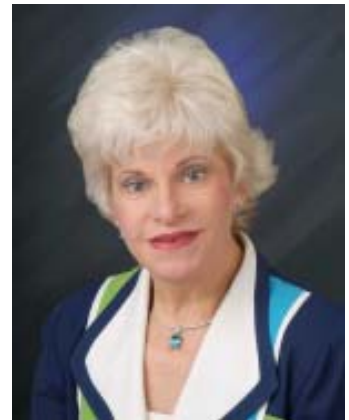
Registration is a very simple process. It requires completing a form that can be found at www.800helpfla.com and filing a \$300 annual fee. Once you have registered as a professional fund-raising consultant, you will need to file a copy of any contract or agreement that you have with a charitable organization at least five days before any services begin. Professional solicitors

Registering with the State *continued...*

must file any contract or agreement at least 15 days prior to the beginning of a campaign. There are some exceptions to registration that are too numerous to list here, but you can read the law for yourself at http://www.800helpfla.com/info_businesses.html.

If you have questions, call the Consumer Service Center at 800-435-7352 and they will be happy to help you.

I've been a registered professional fund-raising consultant since 1992, and would much rather comply with the law than run the risk of being found in violation. It helps our charities and protects the public from unscrupulous fund-raising practices. And that benefits all of us.



Susan Bennett, APR, CPRC

2009 FPRA ANNUAL CONFERENCE UPDATE

from your Annual Conference Committee

PR on F.I.R.E.

Foundation, Innovation, Reputation, Education



Are you going to Annual Conference? Now is the time to register if you haven't already. The deadline for early registration is July 19, 2009, and the deadline for hotel reservations at the FPRA discounted price is July 9, 2009. Hotel rooms are going fast, so reserve your room as soon as possible. Register now and make your hotel reservations.

JOIN US FOR THE 71ST FPRA ANNUAL CONFERENCE

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

Date: August 9 – 12, 2009

Registration Fee: \$595/person

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

The last few months you have received updates on Monday through Wednesday's speaker line-up. This month is a reminder to members to take advantage of the wonderful social opportunities that conference will offer as

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Annual Conference Update *continued...*

well. Sunday join us for Golf at the Boca Raton Resort & Club's Resort Course. This year we are offering a golf clinic for first-time, novice and experienced golfers sponsored by the EWGA (Executive Women's Golf Association). Then later that evening is the President's Welcome Reception. Join your colleagues and State Association President for an exciting after-dinner gathering.

Monday is the President's Luncheon where we acknowledge our "Chapter Champions" and honor outstanding individuals and chapters for their accomplishments throughout the year, as well as our newly accredited and certified PR practitioners. After a jammed day of packed professional development session, we'll head off to communicate "socially" at the Social Media Social, sponsored by Kidd PR. And then on to the Scholarship Fundraiser: Hot Stuff...Cool Cash, which is bound to be so HOT—you won't want to miss it!

Tuesday is the Reception of the Presidents followed by the coveted Golden Image Awards—Golden Safari event, where we will celebrate the outstanding achievements of public relations professionals throughout Florida.

So as you can see, not only will you get loads of professional development, but you have the opportunity to network and make new friends and catch up with old ones.

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Annual Conference Update *continued...*

DID YOU KNOW? Volusia/Flagler County Chapter recently found out that their workforce development board has been given extra stimulus money to provide worker training / continuing education. It does require an employer match contribution, which locally can be in-kind as well as monetary. Any little bit helps! Contact your local workforce development office to see if you can qualify for this incentive package to help get you to conference.

See you at Annual Conference!

2009 Chapter Member Awards

The Southwest Florida Chapter of FPRA presented its annual Chapter member awards at the July Luncheon. These individuals are nominated by their peers and show outstanding efforts in public relations and exemplary service to FPRA. This year's awards go to three awesome members, and we are so proud to announce and recognize their extraordinary efforts. Congratulations!



Tina Haisman, APR, CPRC, Laura Puerto and Carla Ulakovic pose with their awards.

Rising Star of the Year: **Carla Ulakovic**

Chapter Member of the Year: **Laura Puerto**

PR Professional of the Year: **Tina Haisman, APR, CPRC**

Social Media Cafe

Helping Members Reveal their Inner Pigs

since 2009

Confusion set in and blank faces filled the audience at the Social Media Café: The Second Course (SMC:TSC) as guests were asked to grab a sheet of paper and well...draw a pig. Laughter soon filled the air as guests exchanged pigs with neighbors and began decoding what each little piggy said about their owners.



SMC speakers included Birgit Pauli-Haack, Ibrey Woodall and Robyn Medlin.

More than fifty social-media hungry guests turned out for their second helping of the Social Media Café. The full-day, SMC: Second Course took members through the ins and outs of social media from SEO to Social Media Releases; from RSS feeds to Online Newsrooms; and social networking faux pas. Special Guests included: Robyn Medlin, Account Executive, Marketwire; Birgit Pauli-Haack, CEO and founder of Pauli Systems, LC; Ibrey Woodall, Director of Marketing, TEKgroup International; and our very own Carla Ulakovic and Kirsten O'Donnell.

Social Media Cafe *continued...*

SMC:TSC brought a lot of extras for its guests: Flame Productions was on-hand to help spice-up profile pictures for our FPRA members, and several lucky guests walked away with Pokens, a virtual business card, courtesy of StartPoken.com.

The SMC committee diligently worked to put on a successful event, and was able to donate more than 100 box lunches to a local shelter.



SMC attendees enjoyed lunch provided by HoneyBaked Ham.



Joni Schopke is pictured here with Ibrey Woodall. Joni was the winner of *PR 2.0*.



PR and IT staff from Shell Point Retirement Community figured out what would work best for them during the Social Media Cafe.

Change in Meeting Prices

The Southwest Florida Chapter offers one of the best values in the state for its regular business meetings. Our business meetings are not a major revenue stream for the chapter; we are pleased if the revenue meets the expense and have endeavored to keep the prices down for our members. However, your board of directors has voted to adopt two policy changes with regard to business meeting prices.

- Beginning September 1, 2009 the price for a non-member to attend a business meeting increases to \$25. Member and student prices remain at \$18 and \$10 respectively.
- Also beginning September 1, 2009, a surcharge of \$5 will be applied to all walk-ins, whether member, non-member or student.

We also adopted a “No shows will be billed” policy toward the end of this FPRA year, and have posted it on the registration page for recent meetings and events. We have allowed an introductory period for this policy without stringently enforcing it, but must remind you of it now, as enforcement of the “No show” policy will be strictly adhered to beginning September 1, 2009.

This is also a gentle reminder to RSVP for the meetings by the deadline promoted in the newsletter and online – generally 3 business days prior to the

Changes in meeting prices *continued...*

event. This is necessary, not only for the head count to Broadway Palm, but also to facilitate record keeping and preparations on behalf of the hospitality committee. If you must cancel your reservation, please do so by the deadline as well, otherwise you will be considered a “no show” and billed accordingly.

Kudos and Compliments

We are pleased to announce a new APR among our membership. **Kathleen Taylor, APR**, public relations coordinator for LCEC and incoming president for FPRA Southwest Florida Chapter, was recently accredited in public relations by the Universal Accreditation Board, the leading certification body for the public relations profession. Earning the APR credential communicates you have the knowledge, expertise and proficiency to practice principled public relations. This mark of excellence is a demonstration you truly know what it means to be a high-performing, effective, and ethical public relations professional. We already knew this about Kathleen, but it's nice to have the initials after her name to prove it.



Kathleen Taylor, APR and Kate Gooderham, APR, CPRC

Bylaw Change Proposed

Policies & Procedures review complete

The field of communications is changing so rapidly! Your board just finished a bi-annual review of the Policies & Procedures – it was surprising to see the number of changes that needed to be made as a result of advancements in communications, particularly electronic communications. Gone are the references to “mailing” paper newsletters!

In order to keep up with these and other changes in the industry, the Association and the marketplace, the board of directors unanimously approved a change to our chapter’s Bylaws. The board proposes inserting the following language:

ARTICLE XII. Review Policy

Section 1. Bylaws: The bylaws shall be reviewed bi-annually, commencing in 2010. The review shall be completed by August of the designated year.

Section 2. Policies & Procedures: The policies & procedures shall be reviewed bi-annually, commencing in 2011. The review shall be completed by August of the designated year.

This bylaw change must be approved by 2/3 of the voting members present at the business meeting at which it is introduced. That will be the August 4th meeting.

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

Southwest Florida Chapter Officers:

President: Ginny Cooper
President-Elect: Kathleen Taylor, APR
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
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