



# imPRESS

newsletter of the Southwest Florida Chapter



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FLORIDA  
PUBLIC RELATIONS  
ASSOCIATION  
*Southwest Florida Chapter*

[www.fpraswfl.org](http://www.fpraswfl.org)

# September Business Meeting

## *2009-2010 Board Installation meeting*

Our membership business meeting on September 1, will focus on installing our next Leadership Team for Southwest Florida Chapter of Florida Public Relations Association for the 2009-2010 year including the installation of the Board of Directors.

Although it will be hard to live up to the winning team from 2008-2009, the 2009-2010 Leadership team are well equipped to guide us to exceptional levels. You can look forward to great programs and networking opportunities throughout the year.

Please join us, Sept. 1, as we turn the gavel over to the new president and leadership team next group of FPRA leaders to guide us through another sensational year.

Tuesday, September 1st

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

Broadway Palm Dinner Theatre

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

## Special Thanks

### *August Luncheon Meeting*

Our Aug. 4 Membership Business Meeting was filled with a lot of excitement. The 2008-2009 Leadership Team was recognized for their efforts on behalf of the Southwest Florida Chapter as well as the extraordinary leadership by now Immediate Past President, Ginny Cooper.

For our regular business, we tackled the delicate issue of ethics in PR. Attendees were divided into three teams to answer tough questions. Special thanks goes to Deborah Shane and Phyllis Ershowsky, APR, CPRC, for leading the group in a fun time of Ethics Jeopardy. Members and guests revisited a number of important issues that we are faced with as PR professionals. Special thanks for another great program!



Ginny Cooper and Barbara-Anne Urrutia, now in the past presidents group, pose with her leadership gift.



Kathleen Taylor, APR and Maran Hilgendorf of Charlotte County National Estuaries, get ready for Jeopardy.



Melinda Isley, APR, Kelly Ann Packard, and Karen Ryan, APR, CPRC.

# Happy Anniversary!

## *September membership anniversaries*

Amy Gravina, APR	1986	Susan Bennett, APR, CPRC	1994
Teri Hansen, APR	1986	Karen Ryan, APR, CPRC	1996
Laurel Smith, APR	1986	Eileyn Sobeck, APR	1998
Lynn Schneider, APR, CPRC	1987	Merideth Parsons	2006

## Welcome New Members

**Kimberly Smith** is the Creative Director/Owner of Blue Turtle Graphic. She has a Bachelor of Arts in Graphic Design and has and has over 14 years of experience in printing, publishing and marketing. Prior to starting her own business, she was an Art Director for WCI Communities.



# President's Message

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



Wow! What a *powerful* year! Thanks to a ROCK-ing group of committee chairs and a dedicated board of directors, the Southwest Florida Chapter brought home **three** of the President's Chapter Awards bestowed by FPRA President Lanette Hart, APR, CPRC. I don't know if that's a record...hey, maybe I could do a spreadsheet! If you missed last month's meeting, you missed the joke – I adore excel spreadsheets and track all kinds of useful (and some useless) information using them. But since PR is all about measurement, and an organization must have a baseline in order to gauge its success in attaining its goals, I feel vindicated by my obsession.

I appreciate the opportunity to lead the chapter this past year –you are a remarkable group of professionals and I am looking forward to being a part of next year's Leadership Team. Many, many thanks to each of you...column adjourned!

GINNY COOPER  
SOUTHWEST FLORIDA CHAPTER PAST PRESIDENT

A blue rectangular box containing a handwritten signature in black ink that reads "Ginny Cooper".

## President's Message

*Kathleen Taylor, APR* 2009-2010 SOUTHWEST FLORIDA CHAPTER PRESIDENT



In spring 2006, I was thrilled to learn that my new employer required me to join the Southwest Florida Chapter of FPRA. Fresh from the airwaves of WGCU Public Radio, I was eager to take in everything I could about public relations. My enthusiasm grew when I received a letter from the Florida Public Relations Association president, and I realized the prestige of belonging to the largest public relations professional organization in Florida – not to mention the value of a close-knit statewide network!

My FPRA experience resonates with a spirit of collaboration, and I see the journey to my current position as president of our chapter as a series of bridges crossed. Those members who took me under their wing were bridges to my understanding of the compassion, guidance and listening involved in the art of PR. The many programs I attended were bridges that helped to develop my knowledge. The colleagues who I met through our special events introduced me to new opportunities with FPRA.

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

My challenge to you this year is to build bridges. Keep our traditions of fellowship, leadership and teamwork alive and well. Seek opportunities to reach out to a new or potential member. Consider offering your expertise as part of a program or mentorship. Say yes to joining a committee or taking on a leadership role in the organization. And don't forget the bridges you build for yourself and your organization among clients, other companies, colleagues, media partners, plus professional development, credentialing and communication opportunities!

This year a big task lies before us. We must keep positive and discover new solutions for ourselves and our clients as we strive toward the other side of this downturn economy. Let's reach our goals by "building bridges" together!

**KATHLEEN TAYLOR, APR**  
SOUTHWEST FLORIDA CHAPTER PRESIDENT

A blue rectangular box containing a handwritten signature in black ink that reads "Kathleen Taylor, APR".



## August ROCK-ing Chair Award

### Deborah Shane

One of the bold new moves the chapter took this year was scheduling 12 full business meetings, instead of 8 meetings and 3 special events. That meant finding speakers or creating programs for all 12 meetings. Not one to be daunted by any task, Program Chair Deborah Shane dove right in and came up with interesting topics such as “greenwashing”, inspiring speakers such as Dr. Wilson Bradshaw of FGCU, information-packed presentations such as Ken Sneed’s “Art & Science of Presentations” at which we hopefully all learned to avoid “death by PowerPoint”! Deborah has effortlessly moderated two of our “crowd-sourced” meetings and today we see her in action as a game show host! August’s ROCKing Chair award goes to Deborah Shane.

# 2009 FPRA ANNUAL CONFERENCE

PR on F.I.R.E.  
Foundation, Innovation, Reputation, Education



## CONGRATULATIONS SOUTHWEST FLORIDA CHAPTER

The Southwest Florida Chapter received **three** of the coveted President's Chapter Awards!

The Chapter Administration Award was presented in recognition of the new Leadership Team structure initiated this year as well as continued best practices in all areas of Chapter management.

The Technology Award recognizes the leading role the chapter took in Southwest Florida's social media scene by offering the Social Media Cafe series, in addition to the new Web site, Facebook fan page, blog and Twitter accounts.

Leading the state once again in credentialing, the chapter's four new CPRCs and one new APR contributed to earning the Accreditation & Certification Award. Congratulations members!

Members of the Southwest Florida Chapter of the Florida Public Relations Association garnered several awards at the FPRA's 52<sup>nd</sup> Golden Image Awards

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## Annual Conference *continued...*

ceremony held August 11, 2009. The Florida Public Relations Association conducts the Golden Image Awards competition annually to recognize outstanding public relations programs in Florida and encourage and promote the development of public relations professionalism in our state. Awards include the Golden Image Award, Award of Distinction and Judges' Award.

Bringing home Golden Image Awards for public relations programs were Susan Bennett, APR, CPRC, of Susan Bennett Marketing & Media along with Debra Webb, APR and Dena Geraghty of the Lee PACE Center for Girls for the "Grand Dames Tea"; Carolyn Rogers, APR, CPRC and Mary Briggs, APR, CPRC of Briggs & Rogers Marketing & PR for the "Southwest Florida Wine & Food Fest"; and Phyllis Ershowsky, APR, CPRC along with Bill Valenti and Lee Golden of Florida Gulf Bank for the bank's "Downtown Detour Survival Program".

Kate Gooderham, APR, CPRC, Ken Gooderham, and Tina Haisman, APR, CPRC of Gooderham & Associates earned an Award of Distinction for the "American Beach News Service". Melinda Isley of M.Creative, and Sarah Owen of the Community Cooperative Ministries, Inc. (CCMI) won an Award of Distinction and a Judges' Award for CCMI's "NoFood4You" campaign.



Sarah Owen, CCMI, Lucy Costa, Promotional Incentives and Melinda Isley, APR, M Creative, celebrate after winning at Golden Image.

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## Annual Conference *continued...*

Judges' Awards in this division also went to Mary Briggs, APR, CPRC and Carolyn Rogers, APR, CPRC of Briggs & Rogers Marketing and PR for Mark Loren Jeweler's "Mother's Day Program"; and to Pamela Nulman, APR, CPRC, SWFL Susan G. Komen for the Cure and Marie Mosely, APR for the Susan G. Komen Southwest Florida "Race for the Cure".

Winners in the division for printed tools of public relations were the Shell Point Communications Team for "Shell Point Life Monthly Magazine"; Melinda Isley of M.Creative, Lucy Costa of Promotional Incentives and Sarah Owen of the Community Cooperative Ministries, Inc. for CCMI's "NoFood4You" t-shirt; and the Lee County Library System's "Bookmobile Exterior Design". Each of these teams won both a Golden Image Award and a Judges' Award.

Also in the printed tools division, The Lee County Port Authority Public Relations Team earned both an Award of Distinction and a Judges' Award for the "LCPA Employee Newsletter."

The Southwest Florida Chapter attendees get together before the Golden Image Awards Banquet in August.



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## Annual Conference *continued...*

Audio Visual tools of public relations are also recognized. Winning both a Golden Image Award and a Judges' Award in this division was the Shell Point Communications Team for their video "Shell Point Today Process Improvement Hiatus". The "Grand Dames Tea" DVD won a Judges' Award for Susan Bennett, APR, CPRC, of Susan Bennett Marketing & Media along with Debra Webb, APR and Dena Geraghty of the Lee PACE Center for Girls, and Todd Schultz of NBC-2.

Congratulations to everyone. Way to go Southwest Florida Chapter of FPRA!

## Kudos and Compliments

### Gooderham tapped for State Bar Committee

The Florida Bar appointed Kate Gooderham, APR, CPRC, to the Statewide Advertising and Solicitation Grievance Committee, responsible for reviewing potential advertising and direct mail solicitation violations. She was a past member of the Citizens' Forum, an advisory committee to the Florida Bar. Gooderham is president of Gooderham & Associates Inc., a Fort Myers consulting firm specializing in issues management, public information campaigns, grassroots organizing, governmental lobbying and monitoring, coastal permitting and strategic planning. She also is vice chair of the Lee County Coastal Advisory and Disaster Advisory committees, and is active in the Florida Public Relations Association's Southwest Chapter.



# Change in Meeting Prices

The Southwest Florida Chapter offers one of the best values in the state for its regular membership business meetings. Our membership 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 membership business meeting prices.

Beginning September 1, 2009:

- The price for a guest to attend a business meeting increases to \$25. Member and student prices remain at \$18 and \$10 respectively.
- A surcharge of \$5 will be applied to all walk-ins, whether member, guest 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.

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 Membership Business Meeting.

## CPRC Corner

By Karen Ryan, APR, CPRC

*Karen Ryan, APR, CPRC recently earned FPRA credentials after more than 10 years as public relations manager for LCEC. She is a past chapter president, 2002 PR Professional of the Year and currently co-chair for PR University.*



They say that there are three learning styles...listening, seeing and experiencing. In my opinion, the “FPRA style” of learning covers it all. I joined FPRA with only a few years of public relations experience under my belt and I didn’t know what I didn’t know. Becoming a member provided so many opportunities to listen to experts in the field through programs such as PR University, annual conference and monthly presentations. I have been able to see the benefits of developing professionally, appreciate examples of accomplished goals and success stories, and witness the results of strategically planned campaigns and programs. Probably the biggest impact on my growth as a practitioner is all that I have learned through the FPRA experience. Staying involved in the chapter continues to provide a chance to broaden my public relations repertoire. Preparing for the APR and CPRC process provided an opportunity to learn from other professionals’ experience and solidify fundamental public relations skills. And last but not least, the professional (and personal) experience of being surrounded by fellow FPRA members has been

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## CPRC Corner *continued...*

invaluable. Some of my best (and most amazing!) friends are FPRA members! Make the most of your membership. Embrace the FPRA learning style – listen to, see and experience a difference in your career.

## FPRA Proclamation

On Monday, August 17, 2009, Fort Myers Mayor Jim Humphrey read a proclamation honoring the Southwest Florida Chapter of FPRA for its professional service to the citizens of Fort Myers. This was in honor of our chapter's 25<sup>th</sup> Anniversary year, which begins on September 1, 2009. The proclamation was read at the City Council meeting 2009-2010 Immediate Past President Ginny Cooper and 2009-2010 President Kathleen Taylor, APR accepted the honor. Fellow FPRA members Jessica Clark, APR, Vicki Collins, Karen Sloan, APR and Jennifer Hobbic were also in attendance. Special thanks to Jennifer for helping with the details of the proclamation! An unsigned copy of the proclamation is posted on our website at <http://fpraswfl.org/public-proclamation.html>.

# PR University – A High Tech, High Touch Experience Not to Miss

By co-chairs Carolyn Rogers, APR, CPRC and Karen Ryan, APR, CPRC

It's doubtful that Author John Naisbitt could've imagined a world wide web, cell phone technology, text messaging, Facebook, Twitter, Digg and other new media and social media trends when he wrote the 1982 bestseller Megatrends.

However, even in the late 1970s and early 1980s, he theorized that in a world of technology, people long for personal, human contact. Little could he know that technology would be the tool that was connecting people so personally.



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## **PR University** *continued...*

The Southwest Florida Chapter of FPRA's PR University (PRU) takes a closer look at communication tools and PR strategies and the effects it can have on our targeted audiences at the daylong conference on **Friday, October 9, 2009, at Harbourside Convention Center**, in the beautiful Fort Myers River District.

### **JOIN US OCTOBER 9TH!**

PRU will offer outstanding speakers from as far as Silicon Valley, California, and as close as Fort Lauderdale. The event will also highlight the best of our area from the venue in re-energized downtown, a panel of local PR professionals sharing real-life PR program experiences, donuts from Bennett's (it's worth it for the donuts alone!) and a networking after-event at Hotel Indigo.

Speakers will cover What's Not News, Ethics in PR and in the new realm of social media, the Future of Newspapers, Integrated PR and Advertising campaigns, and public relations in social media, plus a panel of sharing real experiences and programs.

Keynote speaker **Brian Solís** will focus on putting the "public" back in public relations using social media tools with PR strategies. He's a published author and an avid speaker on the topic of new marketing and engagement.

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## **PR University** *continued...*

Brian is principal of FutureWorks, an award-winning PR and New Media agency in Silicon Valley. He blogs at PR2.0, [bub.blicio.us](http://bub.blicio.us), and regularly contributes marketing & tech insight to industry publications.

Brian is among the original thought leaders who paved the way for Social Media. He's a co-founder of the Social Media Club and a founding member of the Media 2.0 Workgroup.

His newest book *Putting the Public Back in Public Relations* will be available for sale and signing.

Highlighting our afternoon session will be [Michael Goldberg](#), EVP-chief marketing officer of Zimmerman Advertising, the fourth largest retail advertising agency in the southeastern United States with 22 offices in 10 states. His topic "Drive or Crash," will discuss the use of mixed media and the agency's trademark "Brandtailing." He will also explore the role of PR and advertising challenging the PR pros to grab the veritable marketing steering wheel – or crash!

With over 20 years of experience, Michael has worked with clients such as Hershey's, Del Monte, Seadoo, Crocs, Lennar, PepBoys, Celebrity Cruises, Alamo Rent-A-Car, Florida Panthers, Florida Marlins, and Six Flags to name just a few.

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## PR University *continued...*

He has also served as the agency lead for major retailers like Target, Longs Drugs, hhgregg, Mattress Firm, Party City and many others. More specifically, Michael has extensive experience with many franchise and multi-unit organizations, including Papa John's, Friendly's, White Castle, Pizza Hut, TJ Cinnamons, and Nissan, who operates with thousands of dealers.

Watch the Southwest Florida Chapter of FPRA's website for specifics and updates on conference details. Come for the day, or just for lunch. \$75 for members, \$90 for non-members. Lunch is \$25 for members, \$30 for non-members. **Seating is limited so reserve today.....**or miss out on a day of information and networking that will only come once.

**DON'T MISS IT!**  
**Register Now for PR University**  
**[www.fpraswfl.org](http://www.fpraswfl.org)**

**Friday, Oct. 9th, 2009**  
**Harborside Convention Center**

## Member of the Month

### Beckie Reeves



This past June, I celebrated 10 years as Marketing Director for Dr. Jonathan Frantz and Florida Eye Health. As a one-person department, there's never a dull day. I am constantly busy planning and executing advertising campaigns; developing all of the printed materials for the practice; working on PowerPoint presentations; and writing newsletters for a variety of audiences, including a weekly newsletter for our employees in five locations, a patient e-newsletter, and fax bulletins to the hundreds of area optometrists and primary care doctors who refer patients to our practice.

One of the biggest accomplishments this past year was the development of a new website for Florida Eye Health, which was launched the first week of July. The new site at [www.bettervision.net](http://www.bettervision.net) is easy to navigate with current and relevant content for increased search engine optimization. It was very exciting working with Newt Barrett through this important and necessary transition for our practice.

Ophthalmology continues to be a highly competitive field in our market and I'm very fortunate to work for one of our area's leading cataract and LASIK

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## Member of the Month *continued...*

specialists. It's always a challenge to create ways to differentiate yourself from your competition. I constantly stress to our seven doctors and 80+ employees the importance of focusing on the very fundamentals that are key to our success – excellent patient care and over-the-top customer service. If we excel in these, we will continue to grow and be successful.

Prior to joining Dr. Frantz, I worked with Susan Bennett, APR, CPRC, for two years. I had just moved to Southwest Florida and truly appreciated the opportunity that Susan gave me to work in an agency venue. Susan was an excellent mentor, especially in helping me learn about the local media. Before moving to Florida in 1997, I spent 20 plus years as Communications and Marketing Director for Good Samaritan Medical Center in Zanesville, Ohio. Of course, I had a staff of three other people who fondly referred to me as the “queen of delegation.” Getting back to hands-on PR and marketing has been great. I have a passion for building relationships and would say that it's one of the key ingredients that has helped me through many years in an enjoyable and satisfying field. I must admit, that when I moved to Florida 12 years ago I told myself that I would not join every group or committee that I had an inclination to join, as I had done in Ohio, with the exception of FPRA of course. This time around I'm spending my time away from work with my husband and family. Life is just too short!

**Southwest Florida Chapter Officers:**

President: Kathleen Taylor, APR  
President-Elect: Pam Nulman, APR, CPRC  
Secretary: Jessica Clark, APR  
Treasurer: Angie Strait  
Past-President: Ginny Cooper

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: Carla Ulakovic  
VP Professional Development: Kate Gooderham, APR, CPRC  
VP Member Relations: Phyllis Ershowsky, APR, CPRC  
VP Community Relations: Laura Puerto

**Chapter Chairs:**

Credentialing Co-Chairs: Mary Briggs, APR, CPRC and Kara Winton, APR, CPRC  
PRU Co-Chairs: Karen Ryan, APR, CPRC and Carolyn Rogers, APR, CPRC  
Education Chair: Samantha Scott  
Emerging Communications Chair: Kerri Goldsmith  
Web site Chair: Erin Comerford  
Newsletter Chair: David Parks  
Hospitality Chair: David Grey  
Programs Chair: Dick Collins  
Special Projects Co-Chairs: Vicki Collins, Danielle Flood, Melissa Simontis and Joni Schopke  
Image Committee: Erin Comerford, Victoria Moreland, Angie Strait and Barbara-Anne Urrutia