



25th Anniversary 2009-2010

imPRESS

newsletter of the Southwest Florida Chapter



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FLORIDA
PUBLIC RELATIONS
ASSOCIATION
Southwest Florida Chapter

www.fpraswfl.org

October Business Meeting

Our membership business meeting on October 9, will be held during the lunch portion of PR University (PRU).

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 Harborside Event Center, in the Fort Myers River District.

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.

Attendance for the full day event is only \$75 for FPRA members, \$90 for non-members, \$25/\$30 lunch only. Read more about PRU on page 12. You won't want to miss it!

Friday, October 9th
11:15 a.m. - 1 p.m.
Harborside Event Center
Register today at www.fpraswfl.org

Special Thanks

September Business Meeting

Our September 1st Membership Business Meeting served as the official changing of the guard. The 2008-2009 Leadership Team was introduced for the last time, giving way to the newly installed 2009-2010 team.

FPRA Conference Scholarship recipients related their experiences from this year's four day event. The theme "PR is on F.I.R.E." focused on Foundation, Innovation, Reputation and Education. Career development seminars, building relationships and delectable desserts were among a few of the topics shared at September's meeting.



Phyllis Ershowsky, Jessica Clark, Karen Ryan, Tina Haisman and Laura Puerto were "Fired Up" talking about their experiences at this year's FPRA Conference

Happy Anniversary!

October membership anniversaries

Brent Snodgrass, APR	1989	Angeline Strait	2007
Vicki Collins	2005	Jennifer Berg	2008
Erin Comerford	2007	Ramon Looby	2008
Debra Harper	2007	Barbara Jean Wilson	2008
Vikki Luft	2007	Luann Workman	2008
Katie Meckley	2007		

New Members

MerriBeth Farnham, President, HD PR Group

Jamie Lampitt, Marketing Director, Retina Consultants of SW Florida

Suzzane Lampitt, Account Executive, Intech Printing & Direct Mail

Diana Rodriguez, Director of Marketing & Communications, SW FL College

Clare Ulik APR, Marketing and Public Relations Director, CryoVation

Merrilu Bennett and Michelle Meier

President's Message

Kathleen Taylor, APR 2009-2010 SOUTHWEST FLORIDA CHAPTER PRESIDENT



This year, October means two things to SWFL FPRA members: PRU and Membership Renewal time!

Do you often switch between graphic design and media ad placement tasks to Web site details and email marketing campaigns? Or perhaps just when you really get into writing a newsletter article, you get a Google alert for a mention of your company or client in a news story. This month, PR University (10-09-09) bridges the gap between traditional communication mediums and the cutting edge technology that changes and challenges our way of thinking. Learn more on Page 11!

Also, membership renewals are due by October 31. Think of it this way: FPRA offers a continuous stream of educational programming and professional development that is custom-g geared toward you. The friends and colleagues you join at our meetings and events are dealing with Public Relations situations very similar to yours. Being a member of this organization is valuable to you and to your company. It is an investment that is well worth banking on — And you can quote us on that! You can be “quotable” too! Check out page 6.

KATHLEEN TAYLOR, APR
SOUTHWEST FLORIDA CHAPTER PRESIDENT

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

A “quotable” moment: Membership Renewals due October 31st.

As PR pros we are accustomed to deadlines, but sometimes even we need a little extra incentive. So new this year to encourage members to renew by October 31, the chapter will recognize all members who renew by the deadline with an FPRA “quotes” pin. Chapter members will be recognized and receive their pin at upcoming monthly meetings. Need even more incentive to renew by October 31... it’s easier than ever to renew online on the state FPRA Web site at www.fpra.org. Prefer to send in a check? That’s o.k., too. You can [download the application](#) from either the state Web site or www.fpraswfl.org and mail in your renewal. Just make sure you hit the deadline or your “quotable” moment will pass.

Membership scholarships available

A limited number of membership scholarships will be available for renewing or new members. If you’re interested in a membership scholarship, please submit two or three paragraphs outlining your financial need, involvement in chapter activities, commitment to professional development and how your participation in FPRA will benefit the chapter and your professional career. Submit your scholarship request to [Pam Nulman](#), APR, CPRC, president-elect.

Member of the Month

Tina Haisman, APR, CPRC



Tina Haisman, APR, CPRC, is president of Tina Haisman Public Relations, a consulting firm she established in 2003. She has 14 years of public relations experience, backed by a formal education and her Accredited in Public Relations (APR) and Certified Public Relations Counselor (CPRC) designations. In addition, she has won numerous local, state and national awards for her work.

Tina has been a member of FPRA since 1997. She served on the Southwest Chapter board of directors for six years and was president in 2000. Just this year, her fellow public relations colleagues honored her with the designation of “PR Professional of the Year,” and in 1999 “Chapter Member of the Year.”

Tina also received the FPRA President’s Award for Leadership Development in 2000 and served on FPRA’s state board of directors in 2001 as the Vice President of Golden Image and 2007 as Vice President of Communication.

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Member of the Month *continued...*

Tina's ties to the community are strong. Over the years she has provided many pro bono services for local charities, including YMCA of Lee County, United Way of Lee County, the American Red Cross and the American Heart Association.

In addition to the work she does for her clients, Tina is now embarking on a new pro bono venture on the public relations committee for St. Francis Xavier Catholic School, where her son, Tyler, is in first grade. Tina also has a three-year-old daughter, Alyssa.

Tina's work situation is a little unique as she works from home and finds herself constantly juggling her clients and her children. "Every day is different," she said. "One minute I'm talking to a reporter from a television station in Washington, D.C., and the next minute I'm singing Twinkle, Twinkle Little Star with my daughter. It's the best of both worlds, really!"

Would you like to be featured in next month's imPResS? Simply attend the monthly meetings and drop your business card off at the registration table.

CPRC's Corner

By Kate Gooderham, APR, CPRC

Kate Gooderham is the president of Gooderham & Associates Inc. She served as President of the Southwest Florida Chapter of FPRA from 2001-2002. Gooderham also was recently appointed to the Florida Bar's Statewide Advertising and Solicitation Grievance Committee.



Most of what FPRA does is tied to professional development, because that is our mission. As chapter VP for professional development, my role is pretty obvious. Specifically though, I oversee PR University, education (student chapter) and credentialing (APR,CPRC).

This year I've asked the CPRC's to each write one column focusing on professional development. Karen Ryan, APR,CPRC, kicked us off last month. This month, I'm taking my turn.

FPRA meetings and seminars have us focused on public relations-specific skills. My professional development hint is not specific to public relations but, if you take heed, it will improve your practice. First and foremost, public relations is about communicating. If you understand yourself and your audiences, you can communicate better.

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CPRC's Corner *continued...*

Personality typing systems - devised to help you better understand where you fit in a defined array of personality types -- can help you do that. There are a number of them out there, and I have found value in all I've encountered. I'm recommending one that was unfamiliar to me and is free -- the Enneagram system. You can [take the test](#) for free and review the explanation of the nine types.

Besides studying your type, look at people you need to communicate with (either specifically or looking at the typical makeup of your audiences) and see if you can determine their personality type - and what that can mean in terms of how you might need to adjust your communications to better reach them.

If you feel like sharing, [e-mail](#) me your type. Mine is "The Investigator."



Just Do It!

There is never a perfect time to pursue your Accreditation in Public Relations (APR) or to become a Certified Public Relations Counselor (CPRC). You are busy at work, you are getting married, you just had a baby, your assistant suddenly quit, your dog is sick....there are all kinds of excuses! But have you considered that today's economic difficulties have made your professional development more important than ever?

Here's what our chapter is doing to help you get those all-important initials:

- If accreditation or certification is in your short or long term professional development plan, attend our orientation session at PR University on October 9th. (It's the last session; check the official PRU schedule for start time.) We'll provide the basic information you need to know and answer any questions.
- Later this fall, we will schedule several workshops designed to guide candidates through the APR readiness review process.
- In the first quarter of 2010, we will host study sessions to help APR candidates prepare for the written exam.

We also will have a mentoring program that matches credentialed professionals with candidates and we have additional plans in the works to further prepare both APR and CPRC candidates.

Anyone interesting in pursuing credentialing is encouraged to attend the information session at PRU and/or contact Co-Credentialing Chairs [Mary Briggs](#), APR, CPRC or [Kara Winton](#), APR, CPRC.

Borrowing from Nike, now's the time to "JUST DO IT!"

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

Our chapter hosts PR University on Friday, Oct. 9, 2009, from 8:30 a.m. to 4:30 p.m. at Harborside Event Center, in the Fort Myers River District. National experts and local media and public relations professionals will take a closer look at traditional and new media communication tools, public relations strategies and ethics in media and in the broadening field of public relations.

The conference's theme "High Tech, High Touch" illustrates the delicate balance in communication strategies today. The term was coined by John Naisbitt, author of the 1982 bestseller *Megatrends*. In it, he theorized that in a world of technology, people long for personal, human contact. Could he have known that technology would be the tool to connecting people so personally?

The expert speaker line-up will explore the need for both technology and the new nature of relationships. Brian Solis, of Futureworks, public relations professional and social media guru from Silicon Valley, Calif., will address how PR pros need to expand their scope by engaging everyday people and connecting with them in order to get their messages out in a broad scale. He has published several books and his most recent *Putting the Public Back in Public Relations*. Solis' books will be available for signing at the event

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PR University *continued...*

Michael Goldberg, of Zimmerman Advertising, one of the country's leading advertising agencies, will discuss the role of public relations and advertising to create an integrated campaign approach. He will also share his knowledge of building a brand and the importance of strategic thinking as a public relations professional. Goldberg has 20 years of agency experience with clients such as Hershey's, Crocs, PepBoys, Target, Party City and many more.

Judd Cribbs, reporter and editor of WINK News, will explore what is NOT news. Journalists today are looking for the techy, touchy stories. With challenges such as a variety of mediums to keep their audiences informed, limited staff and a much faster paced news arena, only the best pitches make their list.

A local panel of seasoned professionals including Newt Barrett, of Content Marketing Strategies, Tina Haisman, CPRC, of Tina Haisman Public Relations, and Lynn Schneider, CPRC, Director of Marketing and Communications at Shell Point, will share real life stories on what type of content you should be providing to your prospective audiences, how to sell the idea of social media or technology to your boss or client and what to do-or not to do when your company shows up as a target in a blog.

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PR University *continued...*

More speakers will round out the day including FPRA Credentialing chairwoman Mary Briggs, CPRC, who will provide a roundtable discussion on the benefits of public relations accreditation and certification as a public relations counselor offered through the universal accreditation board.

The first 50 to register will receive a PRU flash drive customized with PRU materials from the speakers. Registration is \$75 for FPRA members, \$90 for non-members, \$30 lunch only. Register at www.fpraswfl.org. Seating is limited. **Seating is limited so reserve today.....**or miss out on a day of information and networking that will only come once.

Special thanks to sponsors: Internet Services Group of Florida, LLC., Briggs & Rogers Marketing & PR, Hotel Indigo, Nulman PR & Marketing, m.creative, LCEC, Lee Memorial Health Systems, Florida Weekly, Promotional Incentives Inc., Charlotte Harbor National Estuary Program, Susan Bennett Marketing and Media, Flame Productions, Norman Love Confections, Palm Printing Strategic Solutions.

Special thanks to The Southwest Florida Community Foundation.

Image Awards Tip

Local Image Awards are held annually to recognize outstanding public relations programs in Southwest Florida. So, even though it is months away, your Image committee is excited and already making plans...AND SO SHOULD YOU!

We are all busy people and know that TIME FLIES - so each month in the newsletter, we will give you some handy tips to help you navigate your way through the process of preparing your Image entries.

- Consider every project you are working on as a potential entry. In order to enter, some part of the project must take place between January 1, 2009 and mid-March 2010 (end date will depend on the deadline to be announced).
- Write your plan now. Set your goals (broad) and objectives (precise). What are you trying to accomplish? You can have qualitative and quantitative objectives, but they must be specific and measurable.
- Organize support materials. Keep a file for notes, surveys and documentation. Start saving copies of results, proof of research, before and after samples, e-mail correspondence or feedback, media clips, letters/notes, reference materials, photos, etc. If you start now, all you need to do is “put it together” later.



Importance still in the writing, but new tactics a must

By Heidi Taulman

In this new age of social media, as PR professionals we are constantly striving for the best ways to use these new and innovative communication techniques.

In his blog, titled Journalistics, Jeremy Porter posted a great article titled *Want More Results? Make Your Content Likable and Linkable*. It reminds us that the importance is still in the writing and we can be assured success by going back to the fundamentals of tried and true public relations.

The article also stresses the importance of incorporating our newly found communication tools to increase the share-ability among multiple communications mediums. Going back to the roots, incorporating new mediums appropriately and planning out the best practices for your particular goals is still the best way to be successful.

To read the entire article, [Click Here](#).

Southwest Florida Chapter Officers:

President: Kathleen Taylor, APR
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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.

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

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