

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

November Business Meeting

We could all stand a little inspiration when it comes to making the most of our public relations budgets and resources – especially in light of today's economy. "Bridging the Budget Gap: Discovering Cost-Effective Ways to Get Our Message Across" is the subject of our November meeting.



Our guests this month, Meg Geltner and Joe Donzelli, will address the challenges of implementing public relations programs and initiatives with the limited budgets that are the day-to-day reality of non-profit and government agencies.

Meg Geltner is the general manager for the Salvation Army of Lee, Hendry and Glades counties, a position she has held for 25 years.



Joe Donzelli has been the director of communications and printing for Lee County Public Schools since 2005.

Tuesday, November 3rd
11:15 a.m. - 1 p.m.
Broadway Palm Dinner Theatre
Register today at www.fpraswfl.org

Special Thanks

PR University

Our power-packed PR University was a smashing success in October. 98 attendees took part in the day long workshop that included local and nationally known speakers Brian Solis, Michael Goldberg and WINK TV's Judd Cribbs. All of our guests were informative and engaging as they shared their insights on a variety of topics. You can relive the highlights or find out what you missed on our [chapter blog](#).

This fantastic event couldn't have been possible without the tremendous effort of our dedicated chapter members including Co-Chairs Carolyn Rogers, APR, CPRC and Karen Ryan, APR, CPRC, Committee Members Melinda Isley, APR, Lucy Costa and Carla Ulakovic, and many others who volunteered their time.

An additional note of thanks goes to our event sponsors whose contribution made PRU possible: 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 and the Southwest Florida Community Foundation.

Happy Anniversary!

November membership anniversaries

Samantha Scott	2006
Susan Lindenmuth	2007
Dick Collins	2008
Kelly Ann Packard	2008



New Member

Chelsea Birczak, Publicity Director, Alliance for the Arts



Membership Renewal Deadline: December 31, 2009

Haven't renewed your membership yet?

It's now easy and fast online at www.fpra.org

Renew today to avoid a \$25 late fee charged after Dec. 31

Questions: Contact Pam Nulman, APR, CPRC

pamnulman@earthlink.net or 239-405-0196

President's Message

Kathleen Taylor, APR 2009-2010 SOUTHWEST FLORIDA CHAPTER PRESIDENT



I am the eternal optimist, but even I have down days. And I bet you do too. In a moment of self-reflection recently, I noted that no matter how strong we think we are, there is always a softness somewhere; but that does not mean that we are weak. It means that we're human. I believe this applies personally and professionally.

Logic, reasoning and strategy can get us pretty far, and these elements are essential for creating order and making sense of the sometimes chaotic world around us. But searching, admitting and revealing our humanity connects us to others; by tapping into both logic and humanity, we can extend our reach and influence with people.

In tough times, we may mask our true emotion and reactions to circumstances. In public relations, we may believe that our job is to just divert attention away from the negative and maintain a positive image. By seeking ways to face our troubles head-on, we find opportunities to relate to others. True healing and solution is born from brave honesty. This month, reach out rather than hide; dare to find common ground in the mire, and bond with another soul.

Find strength in your humanity.

KATHLEEN TAYLOR, APR
SOUTHWEST FLORIDA CHAPTER PRESIDENT

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

CPRC's Corner

By Pam Nulman, APR, CPRC

Pam Nulman, APR, CPRC, is the president of Nulman PR & Marketing and the president-elect and membership chair of the Southwest Florida Chapter of FPRA. An FPRA member since 2002, Pam has previously served as PRU chair and accreditation chair. She also serves on the board of directors for the Southwest Florida Affiliate of Susan G. Komen for the Cure and has provided pro bono PR services to numerous non-profits in Southwest Florida.



I have always prided myself on my ability to multi-task. That's why I have been somewhat mystified the past year or so as I find myself frequently overwhelmed and feeling like I am losing my ability to multi-task successfully.

Salvation came in August with the publication of a Stanford University study exploring what they term "[media multi-taskers](#)." Researchers set out to determine what gives multi-taskers their edge to simultaneously (and successfully) juggle multiple activities.

What they found was surprising. Instead of secrets to success, they found heavy media multi-taskers (those texting, emailing, tweeting, watching TV, blogging, etc.) were paying a steep mental price as the result of their inability to focus on one task at a time. Specifically they found "people regularly bombarded with several streams of electronic information do not pay attention, control their memory or switch from one job to another as well as those who prefer to complete one task at a time."

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CPRC's Corner *continued...*

Women, and PR professionals, are by definition multi-taskers. Professionally, we have to keep up with the latest communication tools and understand how to reach our audiences in a continuously increasing niche society. On top of that, recent reports show women are the heaviest users of social networking sites.

I have made a concerted effort to build creative and quiet time into my life. All day Saturday and Sunday mornings I do my best to impose a “social media/digital free zone” – no computer and cell phone for calls and text messages from family and friends only. It's been invigorating.

Have you created a “social media/digital free zone” in your life? How do you protect and nourish creative time in your daily routine? [Email](#) me or post a comment on [Facebook](#). I would love to hear your ideas and thoughts.

“Practice not-doing and everything will fall into place.” - Lao Tzu



Image Awards Tip

This month, we want to point out some Image categories that you may not have thought about entering. Most people think of the big stuff – marketing campaigns, special events, brochures, new Web sites, etc. But there are also entire categories for a poster or calendar, news release, written speech, electronic communications, presentation, or even a unique specialty item. If you don't have enough elements to enter Division A, you can try parsing it out. This may give you the leading edge and make for a winning entry.

We point this out because the feedback from many people on why they don't enter is that the process is difficult and time-consuming...and yes, it can be taxing for large-scale projects especially if you don't think yours is a particularly strong one. But you can also break larger projects up into small, more manageable pieces that may not make it seem so overwhelming, especially to an organization that has never submitted an Image entry.

So, remember these interesting categories when looking over your project list. Just think - most of these are smaller in scope and may be easier for you to manage with your workload.

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Image Awards Tip

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Note to students!

Students need to know this too. Students can enter a written speech, news release, position paper or computer-generated communication. You can also enter any other category in the other professional divisions if they have something that doesn't fit in the student division. As you complete your school or internship projects, you may have a gem hiding right in your portfolio. Just think how great it would be to tell future interviewers that part of your body of work won an award at the local, or even state level. That would definitely set you apart from the crowd and really help your career "take off!"

FPRA Membership Mixer/Social

Join us for merriment and holiday cheer on Friday, December 4, 2009. The social will start at 6 p.m. at The Verandah in downtown Ft. Myers. After we gather together, enjoy the rest of the evening by supporting local artists featured at Art Walk. A map of the downtown galleries will be provided. FPRA members, family and guests are invited. No cost to attend. Attendees will purchase their own food and beverages. (The Verandah usually offers free appetizers.)

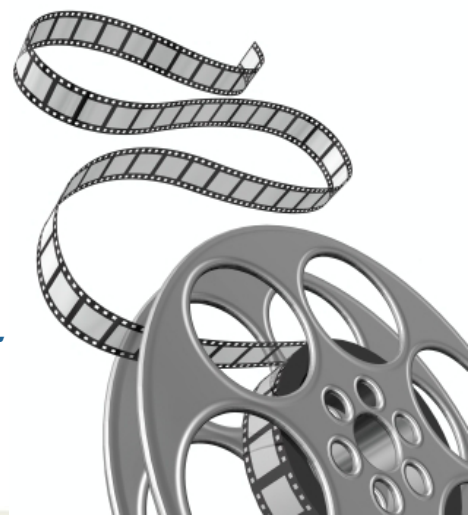


2010 Annual Conference

The Annual Conference committee is already preparing for a real blockbuster next year! The 2010 Annual Conference theme is “The Big Picture: Bringing Public Relations Strategy and Leadership Into Focus.” The Naples Grande Hotel, Naples, FL, hosts FPRA this year. Keep an eye out for updates on the [FPRA website](#). This is FPRA’s key professional development seminar, and the focus is on great speakers, of-the-moment topics and tried-and-true strategies of public relations. Some other things to think about:

Do you know of potential sponsors of Annual Conference? Our sponsors help FPRA offset the cost of registration for attendees.

What items could your business donate to the FPREF scholarship fundraiser? Let’s help Southwest Florida Chapter co-chairs of the fundraiser Cheryl Garn, APR and Sharon Arnold obtain some great items that will pack the house for the night full of big excitement and big success.



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

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Credentialing Co-Chairs: Mary Briggs, APR, CPRC and Kara Winton, APR, CPRC
PRU Co-Chairs: Karen Ryan, APR, CPRC and Carolyn Rogers, APR, CPRC
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Image Committee: Erin Comerford, Victoria Moreland, Angie Strait and Barbara-Anne Urrutia