



25th Anniversary 2009-2010

imPRESS

newsletter of the Southwest Florida Chapter



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January Business Meeting

Save the date and get ready for a whirlwind seminar on the social media scene. The Social Media Café is Friday, January 22 from 9 a.m. to 3 p.m. at the Royal Palm Yacht Club in the Fort Myers River District on 2360 West First Street. Our chapter's monthly business meeting will be during this event just prior to the lunchtime presentation. Registration for the full-day seminar, which includes lunch, is \$35 for members and \$50 for guests. Lunch only registration is available for \$18/\$25. Topics include:

- Social Media Ethics - Butch Ward, Poynter Institute
- Utilizing Youtube for Citizen Engagement - Michelle K. Garnder, UCF
- A social media success story - Chris Griffith, LifeinBonitaSprings.com

Friday, January 22

9 a.m. - 3 p.m.

Royal Palm Yacht Club

Register today at www.fpraswfl.org

December's chapter meeting had 59 attendees! The panelists did a marvelous job of impressing our group, many of whom were guests, on the topic of "Bridging Social Responsibility and Corporate Profits." Kudos on spreading the word and let's keep the momentum going in to the new year!

Happy Anniversary!

January membership anniversaries

Myra Kessler	1985	Mary Briggs, APR, CPRC	1987
Nancy Hamilton-Musser	1988	Kerri Goldsmith	1993
Lucy Costa	1994	Carolyn Rogers, APR, CPRC	1994
Laska Ryan, APR	1994	Sharon Arnold	1996
Lee Rose	1998	Julía Babair, APR, CPRC	1999
Karen Sloan, APR	2001	Jessica Clark, APR	2004
Connie Barron	2006	Phyllis Ershowsky, APR, CPRC	2008
Scott Griffith	2009	Atalia Maruri	2009
David Parks	2009		



Did You Know?

The Southwest Florida Chapter of FPRA turns 25 this month (although we're celebrating all year long)! We were "born" on January 16, 1985.

Communiqué

David Parks, who has dutifully served as our Newsletter Chair, will be leaving our chapter for Tampa at the end of January/early February. We will miss him and his helping hand, but wish him all the best at his new job. Congratulations!

David's departure leaves us with an open seat at the FPRA table. Are you a motivated team player, with creativity and a knack for spreading the news? Do you have graphic design experience, and would like to get more involved with FPRA? The Newsletter Chair may be a great opportunity for you! A full [job description](#) is available on our website. Please contact President [Kathleen Taylor](#) if you are interested in learning more!



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Would you like information about future events, have an opportunity to take part in discussions and a place to view photos all in one convenient location? Then find us on [Facebook](#).

President's Message

Kathleen Taylor , APR 2009-2010 SOUTHWEST FLORIDA CHAPTER PRESIDENT



In the final days before the New Year, I find myself reflecting on the past 12 months: important events and people, lost loved ones, job changes. In our busy lives it can be so easy to lose touch with people or neglect to say thank you to those who help you through. But a jam-packed schedule is no excuse for letting a relationship wither on the vine.

Every connection we form includes an implied contract: whatever the purpose of our relationship, we build trust by doing as we say we will do. This is as true for the bonds we share with relatives as it is for those we form with the companies for which we work. Forgetfulness or passivity can isolate you from those who depend on you to hold up your end of the bargain. This year, resolve to stay connected in your business. Call a client with an update. Be on time. Show others that the relationship you have matters to you. May this year be a year of being present and following through. In Public Relations, we are in the relationship business; if we forget this lesson, who can we expect to remember it?

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 Julia Babair APR, CPRC

Julia Babair, APR, CPRC is vice president of account services for Priority Marketing in Fort Myers. Previously she was a marketing professional in the banking and retail industries. She holds a bachelor's degree from the University of South Florida. She has served as a board member for both the Southwest Florida FPRA and Big Brothers/Big Sisters. She is a graduate of the Greater Fort Myers Chamber of Commerce Emerging Leaders program.



Of course, in the public relations industry, goals are extremely important. We set goals for our businesses, clients and organizations, and achievement of those goals is how we measure our success. However, sometimes we lose sight of our personal goals. Lately, I have been challenging myself by setting some goals for my personal life as well as my career. As we always say, if you don't know where you are going, how do you know when you get there? This seems so simple, yet it is sometimes forgotten.

One of those goals is to read more books to help me grow professionally. An extremely influential books I read this year is "New Rules of Marketing and PR" by David Meerman Scott. Our industry is always changing, and this book is a wonderful tool to gain insight into what other professionals are doing to successfully market their product and/or service. Since the Internet is rapidly changing the media world and our communications, this was a timely and beneficial read.

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CPRC's Corner *continued...*

Whether your goal is reading industry-related books, attending monthly FPRA meetings, participating on a committee or the board, submitting entries for Image or attending conference, just do it. There are many opportunities to develop your professional skills and increase your knowledge about the public relations industry. We are fortunate to belong to one of the best FPRA chapters with many talented, skilled professionals. Just being among this group provides opportunities to learn and grow.



Image Awards Tip

The Call for Entries for Local Image Awards will be sent in February. It will contain all the information you need for an Image entry. It includes Judging Criteria, Awards Presented, Rules for Entry (very important - you don't want your entry disqualified for a rule infraction), deadlines and where submissions need to go, descriptions of the divisions and category in each, entry fees, the official entry form and an entry checklist.



Before every flight, pilots have a cockpit checklist that they must follow to ensure their plane is ready to fly. Whether you are new to the process or a seasoned Image participant, use the Image checklist as your guide for double-checking that you are “good to go.” Like we have said before, the process for submitting an entry is detailed, and this will help you fly straight and level.

One helpful hint is to have someone “not invested in the project” review your entry. A colleague, with a fresh perspective, may notice or ask a question about something that needs to be corrected or clarified.

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Image Awards Tip*continued...*

And finally - proofread, proofread, proofread - no one likes a sloppy summary or binder to review. And judges may view this as a lack of attention. Hey - we all want the pilot flying our flight to be precise, attentive and a stickler for details, don't we?

We hope our tips will help you "elevate" your game, not only so you can win awards, but so that you can continually improve your work in your day-to-day business operations.



Proofread, proofread, proofread!

Top 10 PR Resolutions

By the SWFL Chapter Leadership Team

1. Review the AP Stylebook (and buy the most current version if yours is old). We all get a little rusty and could use a refresher. Conveniently, AP Stylebook is available by subscription online and also is on Twitter.
2. Try a new (at least to you) PR tool. Consider learning something new about social media!
3. Use FPRA to try out or hone a PR skill – e.g. internal communications (newsletter articles and promotions), event planning (PR University) or management (committee chair).
4. Begin the process to become an APR or CPCR. We provide lots of support (including financial), and those who have done it swear by the professional benefits that credentialing brings.
5. Read a business book about a business other than PR.
6. Review Chapter 496 of the Florida Statutes to see if it applies to you.



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Top 10 PR Resolutions *continued...*

7. Be a mentor or find someone newer to the profession who wants a mentor. Not only will you learn more about yourself and your career through either process, but you likely will discover a life long friend.
8. Donate your PR skills to a nonprofit, and get involved with events and projects in your community. You'd be surprised where those things lead. Do good while being good!
9. Expose a friend to PR; invite a non-member (or even your boss!) to a meeting or event.
10. Attend an FPRA event: Image Awards, PR University, Pro Bono Day, Media Breakfast or others as they arise. And don't forget the FPRA State Conference in August in Naples. It is close and convenient – and our chapter is putting on an event! You'll have fun, gain knowledge that you can put to work right away and meet the nicest people...your fellow PR professionals.



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
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Image Committee: Erin Comerford, Victoria Moreland, Angie Strait and Barbara-Anne Urrutia