

january 2007

FPRA

# imPRESS

newsletter of the Southwest Florida Chapter



www.fpraswfl.org

## highlights CLICK YOUR WAY...

[January lunch meeting:  
Register today!](#)

[Book Club Tackles "Spin"](#)

[Savor the Experience:  
Cappelli's Catering](#)

[Image Awards Dates Announced](#)

[APR Study Begins in January](#)

 FLORIDA  
PUBLIC RELATIONS  
ASSOCIATION  
*Southwest Florida Chapter*

*January meeting:*

## **Public relations when it's time to play ball!**

With the college and professional football seasons now winding down, the annual rite of professional baseball spring training isn't far behind. For baseball fans in Southwest Florida who are lucky enough to attend not one, not two, but three spring training ballparks in Lee and Charlotte counties, their four favorite words: "pitchers and catchers report," are just days away.

On Tuesday, Jan. 9, come and find out what goes on behind the scenes in the promotion and publicity of two teams in our area, the Minnesota Twins and the Fort Myers Miracle minor league team. Twins Community Relations Coordinator Patricia Creen and Linda McNabb, president of the Fort Myers Miracle, will give us a preview of their 2007 plans for their respective teams.

**Tuesday, Jan. 9, 11:30 a.m. to 1 p.m.**  
**Broadway Palm Dinner Theatre**  
**Register today at [www.fpraswfl.org](http://www.fpraswfl.org)**

## **Thanks!**

Thank you to Sheryl Oltman (white shirt on left) and Ronda Steen (white shirt on right) from Starbucks for an enjoyable and educational presentation at our December meeting! Thanking the ladies at lunch are Barbara-Anne Urrutia (far left) and Olivia Orth.



# Welcome New Member

**Candace Rotolo** is the public relations events director for Lee Mental Health, a non-profit mental health agency. Her responsibilities include helping maintain public presence, forging media relations, pitching mental health-related stories to the media, planning annual events and assisting with crisis communications when needed. She is brand new to this side of the camera. Beginning in 1993, Rotolo held many different positions in broadcast news in several states and locally at WINK-TV.

She graduated with a bachelor's degree from Elon University. Rotolo has been involved locally with the American Red Cross and American Heart Association.

# Happy Anniversary

*FPRA members!*

Now 108 members strong, FPRA celebrates the following membership anniversaries this month:

Sharon Arnold.....	1996
Julia Babair, APR.....	1999
Connie Barron.....	2006
Mary Briggs, APR, CPRC.....	1987
Jessica Clark.....	2004
Lucy Costa .....	1994
Kerri Goldsmith .....	1993
Nancy Hamilton, APR .....	1988
Susan Johnson .....	1995
Myra Kessler .....	1985
Andrea Meyer, APR, CPRC ..	1986
Colleen Reynolds, APR .....	1996
Carolyn Rogers, APR .....	1994
Lee Rose .....	1998
Laska Ryan, APR .....	1994
Edwina Sanders .....	1994
Susan Sanders, APR .....	1989
Karen Sloan, APR .....	2001
Greg Weichert .....	2006
Cyndi Young .....	1988

# President's Message



**Olivia Orth** SOUTHWEST FLORIDA CHAPTER PRESIDENT

Things have been hopping for FPRA members in December. We enjoyed a great presentation by professionals from Starbucks and mingled at the FPRA holiday party and new member orientation.

It was great to get to know our newer members and to see some old friends who joined us for the holiday party. The food from Cappelli's Catering was delicious and our location at Paramount at the Shores in Gulf Harbour was beautiful!

As we begin the New Year, I am so excited about all of the upcoming opportunities to get together for more networking and professional development. From student members to founding members, there is truly something for everyone!

This month, join us at the January lunch meeting to learn more about sports PR, take the APR study sessions, or start planning your Image Award entries. If you're a student, contact me about summer internship opportunities, as well as the FPRA scholarship application.

It's all coming up very soon! There's more information in this newsletter and keep checking [www.fpraswfl.org](http://www.fpraswfl.org) for updates, as well as new events and opportunities.

*Olivia Orth*

# NEW Student Opportunities

The Southwest Florida Chapter of FPRA invites students to participate in the chapter with two unique opportunities!

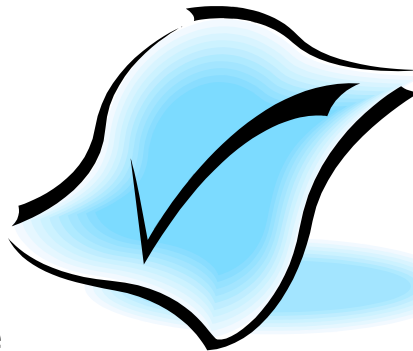
## **FPRA Student Scholarship:**

Applications will soon be available for the FPRA Academic Student Scholarship from the state office. The deadline to apply is Jan. 28.

**FPRA Summer Internship:**  
We are now accepting applications for the FPRA Summer Internship. Applicants should submit a letter and resume to [Olivia Orth](#) by April 1.

# Don't forget to renew

The first deadline for FPRA membership renewal has passed. If you have not renewed, you can still do so until Dec. 31 without penalty.



Members who do not renew by Dec. 31 must pay an additional \$25 processing fee and forfeit their membership benefits, including their listing in the statewide FPRA membership directory.

So don't forget ... Renew by Dec. 31 to continue enjoying the full value of your FPRA membership. For any questions, contact [Barbara-Anne Urrutia](#).

# Between the pages

By Kirsty Piper

*“Public sentiment is everything. With public sentiment, nothing can fail; without it, nothing can succeed.” – Abraham Lincoln*

This January, engage in the real life tales of Torie Clarke, former assistant secretary of defense for public affairs and noted as one of our nation’s most gifted communicators with her book, *Lipstick on a Pig*. Her thesis is “quit spinning – you can put lipstick on a pig, but it’s still a pig.” She promotes a policy of transparency after 25 years of experience working as the Pentagon’s communications chief, a high-ranking advisor to the first President George Bush and Senator John McCain. This modern lesson on issue management and communication with riveting personal examples is likely to affirm and reinvigorate closely held public relations principles.

Join us for our book discussion at 6 p.m. on Wednesday, Jan. 24 at CinCin, located off McGregor Boulevard and Cypress Lake Drive.



Kirsty Piper presents the December book club selection, *Little Black Book of Connections* to Brian Bennett, who won the book in the December meeting raffle.

# Savor the experience: Cappelli's Catering

*By Erin Jolley*

In the market for exquisite presentation, a delectable dining experience and the most professional service around?



With more than 15 years of experience, Cappelli's Catering has earned a reputation for creativity, quality and top-tier service that makes it one of Southwest Florida's leading full service caterers. Whether you are planning an intimate gathering or a grand soiree, Cappelli's Catering has the experience and the talent to make your vision a reality from start to finish. Cappelli's listens to a client's desires, anticipates a client's needs and ensures every event is executed to perfection. With a talented and professional staff of chefs, servers, state certified auctioneers and event planners, Cappelli's Catering can do it all.

Whether you are the event planner or a guest, you can be sure that if Cappelli's is there, you will savor the experience.

Best of all, Cappelli's Catering supports FPRA! Through sponsorships, the company helps keep down costs for you. Say thanks and use them for your next event! For more information, visit [www.cappelliscatering.com](http://www.cappelliscatering.com) or call (239) 597-2782.

# 2007 Image Awards News

By Nancy McCarthy, APR and Laura Zocki

As you begin to jot down important dates in your 2007 planner, be sure to mark down these important Image Awards dates!

## Jan. 9 –

Announcement of Image theme, venue and date at the FPRA luncheon meeting, Broadway Palm Dinner Theater.

**March 6** – Image workshop, immediately following the FPRA monthly luncheon (1-2 p.m.), Broadway Palm Dinner Theater.

**March 23** – Image Award Entry Deadline.

Preparing an Image Award can be quite time consuming, so why not start early! To help get your Image Award(s)



*Phil Barrera, Priority Marketing art director, is designing the Image Awards Call for Entries - coming soon!*

off to a winning start, we will be publishing helpful tips. Here is the first of five tips:

### **Image tip #1**

Read the directions. An Image Award entry is comprised of two main elements: the

2-page summary and the entry notebook. When writing the 2-page summary, make sure to address all five elements (Research, Objectives, Implementation, Evaluation and Budget). You must provide valid information on each element.

Keep tuned to *imPRESS* for the next Image tip and more news! For questions, please contact Image co-chairs Nancy McCarthy, APR or Laura Zocki [by e-mail](#) or at 656-2202.

# New Year, New Commitment: APR Examination

*By Eileyn Sobeck-Bador, APR*

One of my New Year resolutions is to lose the few extra pounds I packed on in 2006 when I broke my foot. I'm not looking forward to the extra effort I have to make to lose those pounds, but I know that at my age if I don't take care of it now, I'll be playing catch up in my 40s. I have to make time in my busy schedule for exercise. I have to study about correct portions, and I'm going to try and find a buddy to join me.



As I look at the process, I can see where some professionals are also looking at the APR process with the same trepidation. There will be lots of work, extra efforts, juggling of activities and wondering who they can find to be a “buddy” in the process. But rest assured, if you take the commitment to attend each and every APR study session, you will be rewarded!

The first study session begins on Jan. 22 (location still to be determined). A half-day workshop also is scheduled for 9 a.m. to noon on Jan. 27 at the Lee County Supervisor of Elections office at 13180 South Cleveland Avenue in Fort Myers. Please RSVP your attendance to both the APR study sessions and the half-day workshop [by email](#). There is no charge to FPRA members!

# FPR**A** bash of the year!

*By Kirsty Piper*

Thank you to everyone who joined us at Paramount at the Shores in Gulf Harbour on Dec. 14 for the FPR**A** Holiday Party and New Member Orientation. Spearheaded by Membership Chair Barbara-Anne Urrutia and hosted by Karen Ryan, APR, new FPR**A** members learned about what the organization can do for them and the special ways in which they can participate and start getting involved in chapter leadership.

The party was on by 6 p.m. when more than 40 members and their guests dined on a gourmet spread, courtesy of Cappelli's Catering, and really got into the holiday spirit by donating more than 60 books to the Friends of the Dunbar-Jupiter Hammon Public Library. The Friends will offer the books in an upcoming book sale and proceeds go to the library to support programming and/or purchase equipment. The Dunbar-Jupiter Hammon Public Library is one of 11 Lee County Library System locations and is located at 3095 Blount Street, Fort Myers.

Many thanks to all involved in this great event!

## Web**Link**

Wondering what time it is in Singapore right now? Need to know what day of the week Jan. 5th was in 2003? Want to know how many more seconds there are left in 2006? Check out this Web site as a great resource for anything you need to know about dates and times!

[www.timeanddate.com](http://www.timeanddate.com)

# Happy Holidays!

Members of the FPRA Southwest Florida Chapter donated about 20 toys to Healthy Start's Toy Drive this month to help bring joy and laughter to the holiday season for many children in Southwest Florida. The toys were collected at our December meeting and distributed to infants to teens for the Christmas holiday.



*Vicki Collins (left), Olivia Orth (center) and Carlos Navedo sort through the gifts donated to Healthy Start by FPRA members.*

# Kudos to you

*Take a bow!*

This column recognizes the outstanding efforts and achievements of FPRA members. Please join us in applauding these efforts. Kudos to:

To **Karen Ryan, APR** for sharing her knowledge – and love – of FPRA with new members at the Dec. 14 orientation session.

To **Priority Marketing** for earning seven Silver Awards in the International Davey Awards competition.

To **Eileyn Sobeck-Bador, APR** who was appointed to the Cape Coral Charter School Authority's Governing Board.

To local members who were part of a group of FPRA volunteers chosen to assist with media relations at the recent NASA shuttle launch **Sharon Arnold, Chrysten Burzio, Helena Finnegan, Jennifer Hobbic, Andrea Meyer, APR, CPRC and Laurel Smith, APR.**

To **Lee Rose** of the Lee County VCB, who was elected to a three-year term on the PRSA Travel & Tourism Board of Directors.

To **Deb Webb, APR** who is starting a new position at the PACE Center for Girls in Lee County.

To share a kudos next month, please e-mail [Kara Winton, APR](mailto:Kara.Winton@FPRA.org), today!

# About FPRA

*An opportunity to grow!*

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. The Southwest Florida Chapter of FPRA serves Lee, Collier, Charlotte, Hendry and Glades counties.

## Southwest Florida Chapter Officers:

President: [Olivia Orth](#)

President-Elect/Membership: [Barbara-Anne Urrutia](#)

Secretary: [Betsi Jones](#)

Treasurer: [Karen Sloan, APR](#)

Past-President: [Nancy McCarthy, APR](#)

## Chapter Directors:

House and Attendance Chair: [David Grey](#)

Web Site Chair: [Paul Filla, APR](#)

Newsletter Chair: [Kara Winton, APR](#)

Image Co-Chairs: [Nancy McCarthy, APR](#) and [Laura Zocki](#)

Special Projects Chair: [Kirsty Piper](#)

Programs Co-Chairs: [Vicki Collins](#) and [Roger Sockman](#)

Accreditation Co-Chairs: [Eileyn Sobeck-Bador, APR](#) and [Deb Webb, APR](#)

Publicity Chair: [Helena Finnegan](#)

## FPRA

*Striving to be Florida's  
most respected  
public relations organization.*

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