

# imPRess

newsletter of the Southwest Florida Chapter  
2007 CHAPTER OF THE YEAR

www.fpraswfl.org



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# PRU 2009: Weathering the Storm on Jan. 9

*Tina Haisman, APR, CPRC, PRU Co-Chair*

You know what they say, “When it rains, it pours” – and since that’s the case, you’re going to need your umbrella at the Southwest Chapter of FPRA’s premier professional development event of the year, PR University 2009: “Weathering the Storm.” Rather than shielding yourself from the rain with your umbrella, we’d recommend tipping it upside down to capture all of the knowledge that will be shared on this day.

**REGISTER  
NOW!**

Even with our current economic climate, you can’t afford to miss the dynamic public relations professionals we’ve lined up for you. They’ll share their insights and innovations about crisis management, surviving tough economic times and foolproofing your career in a series of useful, fast-paced presentations. You will also hear from an exciting and nationally known keynote speaker and participate in a heated crisis simulation. You will most certainly go back to work with new tips and techniques to put to use right away.

Don’t wait! Register today at [www.fpraswfl.org](http://www.fpraswfl.org). You can register online for the entire day, or download a form to register for morning-only, afternoon-only or luncheon-only.

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## PRU: **Weathering the Storm** continued . . .

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Keynote Speaker

*The shock heard 'round the world –A viral media storm*

**Joe Hice, APR** - Associate Vice President of  
Public Relations, University of Florida

Other sessions include:

**REGISTER  
NOW!**

*Social media at your fingertips...A hands-on discussion*

**Chris Gent** – Vice President of Corporate Communications, Kissimmee Utility  
Authority

*Where do I go from here? A panel discussion*

**Kara Winton, APR, CPRC** – Account Manager, Priority Marketing  
**Pam Nulman, APR** – Public Information Specialist, Edison State College  
**Susan Johnson** – General Manager, Broadway Palm Dinner Theatre

*Crafting the right message can change blustery weather into a spring day!*

**Sarah Owen** – Executive Director, Community Cooperative Ministries Inc.,

*Make an investment in yourself*

**Mary Briggs, APR, CPRC** – Briggs & Rogers Marketing and Public Relations

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## PRU: **Weathering the Storm** continued . . .

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*Make it a bold year*

**Deborah Shane** – Train with Shane

*Be smart like Storm Smart! Reputation Management 101*

**Trent Dunn** – Marketing Director, Storm Smart

*Coping with Disaster*

### **A tabletop exercise**

You don't want to miss this invaluable training exercise! If you're considering going for your APR or CPRC this exercise will be great practice for what you'll need to know...and if you're not seeking the next level of accreditation (why aren't you?), you'll walk away knowing how to prepare your company for the worst.

Visit [www.fpraswfl.org](http://www.fpraswfl.org) for registration information and more details on this unique event.

**Friday, Jan. 9, 2009**

**8 a.m. to 4:30 p.m.**

**Hodges University**

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

A blue rectangular button with the text "REGISTER NOW!" in white, bold, sans-serif font. The word "REGISTER" is on the top line and "NOW!" is on the bottom line, slanted slightly to the right.

# Special Thanks!

*December luncheon speaker and sponsor*

Our last meeting of this year on Dec. I brought out 38 attendees, of which 10 were new guests and 2 were from FGCU. Alison Drake's presentation on "The Partnership of PR and Marketing" was interactive and got us involved in a thoughtful discussion regarding two campaigns -- one from Haagen Daz and one from Burger King.

A special thank you to our lunch sponsor, Jaguar Data Systems Inc. and for the great extra gift of poinsettias for lucky guests to ring in the holiday season.

We look forward to some great speakers coming after PRU, including Ken Sneed in February, with "The Art and Science of Presentations," and Susan Bennett, APR, CPRC, in March, discussing the campaign that won the 2008 Dick Pope Grand All Florida Image Award.

Have a topic or speaker to suggest? E-Mail [dshane@trainwithshane.com](mailto:dshane@trainwithshane.com)



*Lucky winners.*



*President-elect, Kathleen Taylor poses with Dec. speaker, Alison Drake.*

# Happy Anniversary

*January anniversaries*

FPRA celebrates the following January membership anniversaries this month:

1985

Myra Kessler

1987

Mary Briggs, APR, CPRC

1989

Susan M. Sanders, APR

1993

Kerri Goldsmith

1994

Lucy Costa  
Carolyn Rogers, APR  
Laska Ryan, APR

1996

Sharon Arnold

1998

Nancy Hamilton, APR  
Lee Rose

1999

Julia Babair, APR, CPRC

2001

Karen Sloan, APR

2004

Jessica Clark, APR

2006

Connie Barron

2008

Phyllis Ershowsky, APR, MBA



# President's Message

**Ginny Cooper** 2008-09 SOUTHWEST FLORIDA CHAPTER PRESIDENT

## The Power of PR – Handle With Care

Communicating -- it's the business of the public relations practitioner. And to a large extent communication involves symbols and stereotypes. Cutlip, Center and Brown remind us in *Effective Public Relations* that, "the symbol offers a dramatic and direct means of persuasive communication with large numbers of people...Symbols have been used since the dawn of history to compress and convey complex messages to the multitudes." We are effectively reminded of their power to communicate during the holiday season. We're surrounded by symbols this time of year – icons like Santa Claus, Frosty the Snowman, and Rudolph the Red-nosed Reindeer. Rudolph was the brainchild of Robert L. May, a 35-year-old advertising copywriter for the Chicago-based Montgomery Ward department store. In 1939, May was commissioned by his supervisor to create an original Christmas story that the store could give away to shoppers at holiday time. Drawing on his own childhood experiences (he had experienced ridicule because of his slight frame), May dreamed up a title character who was ostracized by his fellow reindeer because of his glowing red nose. For 69 years, Rudolph has encouraged children (and adults!) to esteem character qualities over appearances. This morning I treated my 6-year old

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## President's Message continued . . .

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granddaughter to her first visit to a Cracker Barrel Restaurant. Her attention was drawn to the huge fireplace, where someone had “decorated” the deer head hanging there with a glowing red nose. She turned to me with a horrified expression and asked “Nina, is Rudolph dead?” It was a vivid reminder to me that as PR professionals we often handle powerful images and concepts and that we need to carefully consider all the audiences that may be impacted, even the smallest.

Want to comment? Log on to the Chapter blog at <http://fpraswflchapter.blogspot.com/> and establish a gmail account using the following format: [your.name.fpraswfl@gmail.com](mailto:your.name.fpraswfl@gmail.com).

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

SOUTHWEST FLORIDA CHAPTER PRESIDENT

# All I want for Christmas ... is FPRA!

## Invest in Yourself

In a tough economy, the best investment you can make is in YOURSELF!  
And what better way to do that than to

### RENEW YOUR FPRA MEMBERSHIP!

Even better, FPRA wants to thank you for your membership by investing in YOU!  
Renew Your FPRA membership by December 31, 2008,  
and you'll be entered to win one of three FABULOUS prizes!

Invest in Your Spirit with a \$400 Travelocity Gift Certificate  
Invest in Your Education with \$300 of FPRA Professional Development Bucks\*  
Choose Your Own Investment with a \$200 Visa Gift Card

All members who renew their membership  
for the 2008-2009 year by December 31, 2008,  
will be entered to win.  
Winners will be notified by mid-January.

Questions?  
Contact VP Member Services Trista Wallace, APR  
at [twallace@ekamp.com](mailto:twallace@ekamp.com) or 904-596-4037.



\*FPRA Professional Development Bucks may be redeemed with the local office for National Conference registration, Customer Magazine, awards, and other professional development opportunities offered through FPRA. This amount is credited at the chapter level for chapter activities. See purchase restrictions.



# In the “Nick” of Time

Had to cut FPRA Membership from your wish list? Renewed, but now you're feeling the pinch of the Grinch somewhere else? The Southwest Florida Chapter has a gift for 6 of you. Six \$100 membership scholarships/rebates will be awarded to renewing or new members who can demonstrate financial need and expected benefits.

**Please submit a one-page letter outlining your financial need, chapter activities/involvement, dedication to professional development and how your participation in FPRA will benefit the chapter and your professional career.**

Submit your letter electronically to VP of Member Relations Phyllis Ershowsky, APR, at [Phyllis@pkecreative.com](mailto:Phyllis@pkecreative.com) NO LATER THAN DECEMBER 30.

## Congratulations!

The Southwest Florida Chapter extends its collective congratulations to **FPRA** State President Lanette Hart, APR, CPRC who gave birth to a baby boy at 6:48 p.m. on Thursday, December 11. Philip Alexander Mallory Hart tipped the scales at 7lbs., 7oz and measured 19 and 3/4 inches long. Mom and baby are doing well. David, Lanette, Drew and Ethan are very excited about this Christmas present! While Lanette is enjoying her maternity leave, FPRA business is in the very capable hands of President-elect Sheridan Becht.



# 2009 Annual Conference Update

*From your annual conference committee*

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

We know it's only December, but we hope that you are gearing up for the 71<sup>st</sup> FPRA Annual Conference in August! Your conference committee is planning the details to make sure that you get the most out of state conference this year.

Here is what Capital Chapter member **J.D. Rayburn, II, PhD, APR, CPRC, Fellow PRSA**, current Florida State University, Associate Professor said about how conference has benefitted his employer and himself.



*“The FPRA conference provides me the opportunity to see old friends and make new friends. It is a means for me to identify organizations who are looking for interns. There isn’t a town in Florida where I don’t know someone I’ve met through FPRA who will gladly take one of our students for a summer internship. And for that, I am eternally grateful.”*

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## 2009 Conference Update continued . . .

### SAVE THE DATE

**Location:** Boca Raton Resort and Club, Boca Raton, FL

**Date:** August 9 – 12, 2009

**Registration Fee:** \$595/person

We'll be glad to feature YOUR testimonial in one of our upcoming updates, or in your chapter's news. E-mail your testimonial to [ksmittle@ch2m.com](mailto:ksmittle@ch2m.com).

## ROCK-ing Chair Award

*Ginny Cooper, SWFL Chapter president*

Every month you receive an electronic copy of our Chapter newsletter, imPRess. While it may appear in your inbox as if by magic, it takes a lot of time-consuming hard work, attention to detail and design talent. For the past 15 months, Heidi Davis has been dealing with deadlines on your behalf. Going forward, Heidi Taulman will be producing our main communication tool – imPRess. Same talent, same dedication, same woman – just a new name! In between issues she found time to get married and enjoy a honeymoon! Congratulations Heidi Davis Taulman – our ROCK-ing Chair for December!



## Web Link

Sticking with the theme of sharing information and communicating results, we invite you to visit this Web site. If you are interested in how other PR professionals handle some top clients and other fantastic articles about strategies to measure results, than this site is for you!

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

## Happy Holidays

The Southwest Florida Chapter of FPRA wishes you and your family a safe and happy holiday season.

We will be saying farewell to 2008 and ringing in the New Year right! Join us on Jan. 9 for PRU at Hodges University. Be sure to join us for an event that will be talked about all year long!

REGISTER  
NOW!

## Members Only

*FPRA White Paper*

The VP corporate communication gets invited to a meeting with a reengineering consultant, whose firm was recently hired by the organization, to defend the “efficiency” of the communication function’s organizational structure – what metrics does he or she need to influence the outcome of this situation? Find out by clicking on the link below to read the latest FPRA White Paper.

[http://www.fpra.org/email\\_blast/%7B78CIAD6I-66FI-4C99-9446-94CD95FEDCFF%7D\\_wpVol8No5.pdf](http://www.fpra.org/email_blast/%7B78CIAD6I-66FI-4C99-9446-94CD95FEDCFF%7D_wpVol8No5.pdf)

# Special Thanks

Many thanks to Luann Workman Collins and Jaguar Data Systems, Inc. for sponsoring our December meeting. Many of us are familiar with Jaguar Data Systems as direct mail experts who have been offering personalized, dependable and quality service in Southwest Florida for nearly 30 years.



To meet their clients' changing needs, Jaguar Data has expanded its menu of services. In addition to direct mail, Jaguar now offers: *customized* mailing and E-mail lists to reach your target market; graphic design and ad creation assistance; a complete line of printing and production services with convenient and flexible **local** service; bulk and first class mail processing; full service strategic marketing analysis; Web site design and IT support services. The IT support services include diagnosing problems with both hardware and software and conducting Webinars.

To discover how the Jaguar team's wide range of experience can help you "weather the storm" of this tumultuous economy, contact Luann or Marketing Director Renee Gipson at 239.277.0555 or via E-Mail at [info@jaguardata.com](mailto:info@jaguardata.com). Jaguar Data Systems will also be available at PRUniversity 2009.

# About FPRA

*An opportunity to grow!*

## Southwest Florida Chapter Officers:

President: [Ginny Cooper](#)  
President-Elect: [Kathleen Taylor](#)  
Secretary: [Jessica Clark, APR](#)  
Treasurer: [Vicki Moreland](#)  
Past-President: [Barbara-Anne Urrutia](#)

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: [Kara Minoui](#)  
VP Professional Development: [Kate Gooderham, APR, CPRC](#)  
VP Member Relations: [Phyllis Ershowskey, APR, MBA](#)  
VP Community Relations: [Susan Sanders, APR](#)

## Chapter Chairs:

Credentialing Chair: [Mary Briggs, APR, CPRC](#)  
Education Co-Chairs: [Laurel Smith, APR](#) and [Sharon Arnold](#)  
Hospitality Chair: [Laura Puerto](#)  
Media Relations Chair: [Carla Ulakovic](#)  
Membership Chair: open  
Newsletter Chair: [Heidi Taulman](#)  
PRU Co-Chairs: [Tina Haisman, APR, CPRC](#) and [Ken Gooderham](#)  
Programs Chair: [Deborah Shane](#)  
Special Projects Chair: [Cindy Burgess](#)  
Sponsorship Chair: [Erin Comerford](#)