

imPRess

newsletter of the Southwest Florida Chapter
2007 CHAPTER OF THE YEAR

highlights

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www.fpraswfl.org

 FLORIDA
PUBLIC RELATIONS
ASSOCIATION
Southwest Florida Chapter

The Art & Science of Winning Presentations

February Luncheon

Please join us Feb. 3 for “**The Art and Science of Winning Presentations.**” This program shows you how well-designed, high impact, visually-intensive electronic presentations can help you inspire and persuade your clients, colleagues or employees. Using the latest research on multimedia presentation, Ken Sneed takes you beyond bullet points to show you how PowerPoint can become a more effective weapon in your marketing arsenal.



Ken Sneed & Associates, LLC is a Fort Myers, Florida-based interactive multimedia production firm. Established in 1991, the company offers multimedia services to local, regional and national clients in the areas of video production, presentation technologies, interactive multimedia development, computer graphics and 3D animation. The company specializes in Business Presentation Services and has been selected to produce high-impact, custom audiovisual presentations for a wide range of Marketing, Engineering, Architecture,

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Winning Presentations continued . . .

Contracting, Economic Development, Real Estate, Education, Church, Non-profit and Government firms. The company has extensive experience with the creation of public issue and public involvement presentations, including MarketWatch, Industry Appreciation Awards, Collier County's "Project Innovation," Excellence in Industry Awards and the annual "Issues/Solutions" December Forums at Florida Gulf Coast University.

Tuesday, Feb. 3, 2009

11:15 a.m. - 1 p.m.

Broadway Palm Dinner Theatre

Register today at www.fpraswfl.org

Happy Anniversary

February anniversaries

FPRA celebrates the following February membership anniversaries this month:



2003

David Grey

2007

Clare Ulik, APR

2008

Colin Downey

Members only

e-facts

Click on the link below for the January edition of e-facts. This issue is packed with the latest industry news, updates on FPRA's 71st Annual Conference and Golden Image Awards competition, chapter best practices, information on the Counselors' Network Mid-Year Meeting, a listing of new members and newly accredited/certified members, plus much more. You can also find this and previous editions of e-facts on the FPRA Web site at www.fpra.org in the members only area.

President's Message

Ginny Cooper 2008-09 SOUTHWEST FLORIDA CHAPTER PRESIDENT



Sometimes You Have to Look Backward in Order to Move Forward

February marks the halfway point in our FPRA year! That's right, just 6 more membership luncheons before our annual meeting, on July 7, 2009 of this year. Why am I looking at the end of the year NOW, when we're just entering the Image Awards period, have exciting programming planned for the next several months, and are launching our much-anticipated "PR Pro Bono Day for Nonprofits" this spring? Because sometimes you have to look **backward** in order to move **forward**. Or in terms we know from public relations strategic planning, you have to begin with the end in mind.

We began this year with a new leadership structure for the Chapter, one that was designed to allow more participation by the membership. The only position on our Board of Directors which includes an automatic ascendancy is that of President-Elect. Until now, the President-Elect had to be a member of the current Board of Directors. But many of our most seasoned professionals who are willing to serve in other positions of leadership have either already served as President or are at such a point in their careers where they do not have the time available to commit to serving as President. Therefore with other guidelines in place such as requiring a Board Candidate to have been a member in good

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President's Message continued . . .

standing for one year prior to their nomination to the Board, your Board of Directors proposes the following change to Article VI, Section 5 of the Chapter by-laws: "The President and President-Elect shall be nominated from the general membership, and shall be required to have served in at least one position on the Board of Directors for at least one year before being nominated to either office. The President-Elect automatically ascends to the presidency. No other position on the Board of Directors is automatically elevated to a higher position." This change also allows qualified members to take a break between their years of service. Members in attendance at the February 3rd business meeting will be asked to vote on this important by-law change.

All this must be in place and approved by the State Association prior to our Nominating Committee accepting nominations beginning on April 7, 2009 (**just 2 months from now!**). Now you can see why I say we sometimes have to look backward in order to move forward...begin with the July 7 annual meeting in mind, factor in all the required notification periods and we work backward to...February 3! See you at the meeting!



SOUTHWEST FLORIDA CHAPTER PRESIDENT

PR University recap

Tina Haisman, APR, CPRC

PR University 2009: Weathering the Storm proved to be a great success – according to those of you who attended the event and have already responded to the survey! We are not quite finished tallying the results, but at first glance, they look very positive. Furthermore, many of you told us you did go back to work with tips you could implement immediately. Now that's value for your dollar!

PR University is designed to be a fundraiser for the Southwest Florida Chapter of the Florida Public Relations Association, and even in tough economic times, we were successful! It absolutely would not have been possible without the generous contributions of our sponsors. Thank you, thank you, thank you!



Workshop attendees use their lessons from the day to complete a table top exercise.

Presenting Sponsor: Bob Evans Restaurant (breakfast and lunch), South Seas Resort (keynote speaker accommodations)

Gold Sponsor: Storm Smart Industries (goodie bags)

Silver Sponsor: Boston Market (afternoon break), Divine Events & Marketing, Gooderham & Associates, Jaguar Data Systems, LCEC

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PR University recap continued ...

We would also like to thank our incredible lineup of **speakers** who inspired us with their PR knowledge:

Deborah Shane, Train with Shane

Trent Dunn, Storm Smart Industries

Sarah Owen, Community Cooperative Ministries, Inc.

Susan Johnson, Broadway Palm Dinner Theatre

Pam Nulman, APR, Edison State College

Kara Winton, APR, CPRC, Priority Marketing

Mary Briggs, APR, CPRC, Briggs & Rogers Public Relations

Joe Hice, APR, University of Florida

Kate Gooderham, APR, CPRC, Gooderham & Associates

(Kate filled in for Chris Gent from the Kissimmee Utility

Authority, who was hospitalized in Orlando – he’s doing well now, thankfully!)

Ken and Kate Gooderham for leading the tabletop exercise.



Joe Hice, APR, speaks about Gator Nation at PRU 2009.

Finally, we must once again pay homage to our committee members – this is a big event and requires many hands. Thank you to: Karen Ryan, APR, for securing our incredible speakers; Ginny Cooper and Kara Minoui for their relentless communications efforts; and to Laura Puerto, Barbara-Anne Urrutia, Vicki Collins and Joni Schopke for their hospitality efforts!

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PR University recap continued ...

We can't think of a better way we could have started off 2009, than by feeding and energizing our minds! Thank you to everyone for attending! See you next time.

Sincerely,

PRU Co-Chairs Ken Gooderham and Tina Haisman, APR, CPRC

Special thanks

Joan Drakert Recreational Mathematics Centers, LLC is the February Luncheon sponsor for the Southwest Florida Chapter of FPRA. Special thanks to our sponsor!

Joan Drakert Recreational Mathematics Centers, LLC aspires to augment world numeracy by organizing centers throughout the Americas and Europe. Their immediate mission is to nurture mathematical promise and develop mathematical power in people of all ages. Clients gain valuable skills in logic, foundations, structure, change, space, data and numbers through consulting, books, games, puzzles, software and curriculum.

For more information about the company's services and products please contact John Dalida, executive director, at (239) 896-7011.

The benefits of networking in PR

By Jessica Clark, APR, SWFL Chapter Secretary

Public Relations practitioners are familiar with the requirements of their job at their place of business, spending their days creating company messages, writing press releases, fielding media requests, planning events, and more. But when practitioners step outside of the normal 9 to 5 job, they can reach levels beyond their goals. Outside the doors of your organization, networking and community relations play a significant role in the success of you and your organization by helping you expand your abilities, promote your business and make new connections.

I have seen the importance of this practice in the last few years. I joined FPRA several years ago, and attended the lunches, but I didn't really "network" when I was there. Recently, I went to conference, joined the board and have really seen how all of this is beneficial to me. Through events for FPRA, the local Chamber and other community networking opportunities, I have met individuals inside and outside of the field of Public Relations, which has given me great insight into what I do and how it affects other organizations. By playing an active role in our community, it helps to strengthen my organization's positive image and reputation. Sometimes the schedule of a PR practitioner can fill up quickly, but it is definitely worthwhile to pencil in that next luncheon, meeting or seminar that could be beneficial to you in the near future.

Super-Powered PR



Important Image Dates:

Call for Entries Available Online: February 12, 2009

Entry Deadline: March 20, 2009

Image Gala: April 16, 2009



FPRC Southwest Florida Chapter Image Awards 2009

It's a bird! It's a plane! **No, it's "Super-Powered PR" - The 2009 Image Awards**

Kathleen Taylor, SWFL Chapter president-elect

We're mixing our Superhero metaphors all over the place, because we know that a public relations practitioner's bag of tools is as innovative as Batman's utility belt, their ability to defuse challenging and sometimes catastrophic situations is as sharp as Superman's, their plans come together as fluidly as X-Men Professor Xavier's and their sense of humor and agility can rival Spiderman's. So that said, it's time to dust off those projects, collateral and campaign plans from 2008 – The Local Image Awards are approaching faster than a speeding bullet!

What super-feat did you accomplish?

The Image Awards competition is conducted annually by the Florida Public Relations Association to recognize outstanding public relations programs in Florida and to encourage and promote the development of public relations professionalism.

The Image Awards have become a standard of public relations excellence in the state of Florida. Winners demonstrate the very best examples of innovation, planning and design. To qualify for judging, an entry must incorporate sound public relations research and planning. Entries also must meet the highest standard of

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The 2009 Image Awards continued ...

production, execution and evaluation of results and budget. The awards competition includes four divisions of categories in Public Relations:

- Public Relations Programs
- Printed Tools of Public Relations
- Audio/Visual Tools of Public Relations
- Student Projects

Gadzooks! What do I do next?

This year there are several updates regarding entry formatting rules and award category inclusions. Be sure to check out the Call for Entries, available online February 12, for complete details as you are preparing your submissions. Want an extra hand submitting for an Image Award? Or maybe you're ready to give an extra hand? This year, we want to connect you with the perfect sidekick! Protégés and Mentors will work one-on-one to achieve Super-Powered success! Please contact Kathleen.Taylor@lcec.net if you'd like to be part of a "Dynamic Duo."

Keep an eye on our blog (<http://fpraswflchapter.blogspot.com>) for Image Award tips and conversations.

Speaking of heroes...

One of the Southwest Florida Chapter heroes is Kerri Goldsmith and *Dark Horse Strategic Marketing, Inc.* for its generous donation of graphic design services for the 2009 Local Image Awards. Check out the Web page (www.darkhorsemktg.com) to learn more about the company!

ROCK-ing Chair(s) Award

Ginny Cooper, SWFL Chapter president

What a dynamic duo!

PRU Co-Chairs Ken Gooderham and Tina Haisman, APR, CPRC delivered a professional development seminar that provided inspiration, information, and motivation for both new and seasoned practitioners alike. They flawlessly led a phenomenal committee and weathered their own storm of sorts – scheduled speaker Chris Gent was admitted to the hospital and word did not reach us until an hour before his time slot! True professionals, Ken and Tina had a crisis management plan in place and

we are fortunate to have awesome speakers in our midst, ready to “dust off” a presentation and take the stage at a moment’s notice – thank you Kate! Tina led us from one jam-packed session to another with effortless grace and Ken was the wizard at the controls of IT and guided us through the tabletop exercise. Congratulations Ken and Tina -- you are January’s ROCK-ing Chairs!



*PRU 2009 Co-Chairs
Tina Haisman, APR, CPRC,
and Ken Gooderham*

PR Professionals Wanted

Are you new to the PR field and want to gain valuable hands-on experience? Are you looking to gain exposure in the non-profit field? Are you looking to build contacts? Do you just have some extra time on your hands and want to give your professional talents back to your community?

If you answered “yes” to any of the above questions, CCMI wants you.

When Sarah Owen, Chief Executive Officer of Community Cooperative Ministries, Inc., (CCMI) recently presented at FPRA’s PRUniversity, she announced that CCMI is looking for interested public relations professionals to join the organization’s Public Relations Task Force.

This is not your basic PR committee. This Task Force is a team of professionals brought together to consult CCMI on individual results-drive projects. The committee will meet once per month to offer guidance to CCMI in the areas of internal and external public relations. For those who can’t commit to ongoing time, there are also opportunities to serve on a project basis.

CCMI serves Fort Myers and the greater Lee County area, including Bonita Springs, Cape Coral and Lehigh Acres and is the umbrella agency the Soup Kitchen and Food Pantry, Meals on Wheels, Senior Transportation, the Montessori Preschool of Dunbar and Family and Homeless Services.

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PR Professionals Wanted continued...

For more information, or to join CCMI's PR Task Force, please contact Sarah Owen at (239) 332-7687 (sarah@ccmileecounty.com), Karen Ryan, APR (239) 656-2204 (Karen.Ryan@lcec.net) or Melinda Isley, APR (239) 274-7736 (mcreative@embarqmail.com).

FPRA Gets Message Out to Non-profits

Southwest Florida Chapter President Ginny Cooper and former Education Chair Kris McCoun teamed up to offer insight to the Gulf Coast Society of Fundraising Executives on "How to Get Your Message Out" through traditional and new social media at its January 13 luncheon meeting. They packed a lot of information into their 40 minutes of presentation time, from basic public relations planning to ensure the right message gets out, to specifics like how to write a press release, to navigating the blogosphere. The response was enthusiastic and favorable according to Helena Finnegan, GCSFRE Program Chair (and FPRA member!), "I have gotten a lot of great feedback on yesterday's presentation and want to thank you so much for all your hard work and efforts - you were both amazing and so helpful in guiding us through the PR process - both!" Interest is already building for our Chapter's "PR Pro Bono Day for Nonprofits," planned for this spring.



2009 Annual Conference Update

From your annual conference committee

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



Is one of your New Year's resolutions to attend the 2009 FPRA Annual Conference? We sure hope it is!

Thanks to everyone who recently completed our short survey to help us find out a little more about what your expectations are of the conference and suggestions on speakers, sponsors, and sustainability. According to the survey, we already have 141 members planning to attend our conference in August – that's fantastic! And congratulations to Lonnie Parizek of the Capital Chapter for winning the FPRA bucks.

One of our sessions is a panel discussion focusing on “PR Under Fire” (*Foundation* and *Reputation* components) to address the criticism our profession is receiving, especially during these difficult economic times, and what we can do to address that criticism and change the negative perception. Suzanne Sparling, APR, Immediate Past President of FPRA, has agreed to moderate this panel. Panel

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2009 Conference Update continued . . .

members include representatives from non-profit and government organizations, as well as agency and academic representatives. Following the panel discussion, we'll hold breakout sessions with the panel members to address proactive ways to address this criticism.

Here's another member testimonial from **Denise D. Feiber, APR** FDACS/ Div of Plant Industry, Public Information Director of the Gainesville Chapter.

In these times of tight budget constraints, I feel more confident asking my boss for conference funding support when I can demonstrate that attendance will not only help me professionally, but will also benefit my agency. One way I have done this is by seeking opportunities to showcase our agency's project work at conference – by volunteering to serve as a leader of a roundtable discussion or preparing a poster for display and discussion.

SAVE THE DATE

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

Date: August 9 – 12, 2009

Registration Fee: \$595/person

If you have a testimonial about how the annual conference has benefited you and your employer, please e-mail it to ksmittle@ch2m.com. Remember, you can [register now](#) and make your [hotel reservations](#). Room prices are tiered, starting as low as \$145/night. We look forward to seeing you at the conference in August 2009!

Stay tuned for the February conference update – more information on upcoming speakers and more testimonials from your peers.

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 Ershowsky, APR, MBA](#)
VP Community Relations: [Laura Puerto](#)

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](#)
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