

imPRESS

newsletter of the Southwest Florida Chapter
2007 CHAPTER OF THE YEAR

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www.fpraswfl.org



 FLORIDA
PUBLIC RELATIONS
ASSOCIATION
Southwest Florida Chapter

October meeting

Join us Oct. 7, as FPRa welcomes Dr. Jennifer Languell, the founder and president of Trifecta Construction, an award-winning author and nationally recognized expert on green building and sustainability. She will address the subject of green PR and will talk about how to market green correctly without “green washing”, what it takes to truly be “green”; and how to differentiate yourself (or your client) from others who are saying they are green but really aren’t.



Our Oct. 7 program is being sponsored by Bio-Drain of Florida and Caroline Useman, Vice President of operations.

Bio Drain of Florida has been in SWFL for the past 15 years. Their live, vegetative, patented, EPA-recognized bacteria actually eradicates organic waste such as grease, sugar/starches and soap scum, and converts the organic waste into carbon dioxide and water. Bio Drain of Florida has a desire to educate consumers to erase the waste and go green, one drain at a time.

Tuesday, Oct. 7

11:30 a.m. to 1 p.m.

Broadway Palm Dinner Theatre

Register today at www.fpraswfl.org

Special Thanks!

September luncheon speaker

Our Sept. 2 meeting was a huge success with strong attendance of members and guests. The feedback was excellent, and our speaker Dr. Millie Wells, Associate Professor of advertising and marketing at FGCU provided an energetic, informative presentation on social media and its importance and impact for PR in the future. Special thanks to Dr. Millie Wells for her time and dedication to the profession and for donating \$100 to the student chapter, FPRA@FGCU, for future attendance to professional chapter meetings.

Southwest Florida Chapter's Hospitality Chair, Laura Puerto, presented a free monthly luncheon attendance to one lucky guest. Last month's winner was Connie Ramos-Williams of Conric Holdings, LLC.



Laura Puerto (left), presents a FPRA monthly luncheon attendance certificate to Connie Ramos-Williams.

Happy Anniversary

September and October anniversaries

Now 100 members strong, FPRA celebrates the following Sept. and Oct. membership anniversaries this month:

September Anniversaries

Amy Gravina, APR	1986
Teri Hansen, APR	1986
Lynn Schneider, APR, CPRC	1986
Laurel Smith, APR	1986
Susan Bennett, APR, CPRC	1994
Karen Ryan, APR	1996
Eileyn Sobeck-Bador, APR	1998
Meredith Parsons	2006

October Anniversaries

E. Brent Snodgrass, APR	1989
Linda Fasulo	2003
Erin Kurtz	2005
Brian Bennett	2006
Erin Comerford	2007
Maria P. Gonzalez	2007
Debra Teasley	2007
Vikki Luft	2007
Katie Meckley	2007
Angeline E. Strait	2007



At the September monthly luncheon meeting, Karen Ryan, APR, was recognized along with others for their anniversary with the Southwest Florida Chapter of FPRA.

Welcome New Members

Susan Moniz is the public relations instructor for FGCU's Department of Communications. She has a Bachelors in Communications from Michigan State University and her Masters in Sports Management from the University San Francisco. Susan has many years of experience in marketing and organizing special events.

Erin Holley is the marketing manager for Miromar Outlets. She manages the advertising and promotions efforts. Erin has her Bachelors in Communication from the University of Maryland and received her Masters in International Management.

John Dalida is the executive director for Joan Drakert Recreational Mathematics Center. He is currently wearing the hat of interim publicity director to establish a presence in Southwest Florida. John has a Ph. D. in

Curriculum and Instruction from the University of Chicago.

Todd Cordisco is the director of development/public relations for Lee Mental Health Center, Inc. Todd is responsible for fund raising efforts, planning special recognition events, and responding to requests from the media. He received a Bachelor of Arts in Journalism from Otterbein College in Westerville, Ohio.

Cynthia Burgess is the marketing & communications manager for *The News-Press*. She is responsible for managing community sponsorships, partnerships, media relations and internal promotions. Cynthia has a Bachelors Degree in Organizational Communication with a minor in Public Relations/Advertising from University of Central Florida.

President's Message

Ginny Cooper 2008-09 SOUTHWEST FLORIDA CHAPTER PRESIDENT



Financial planners will all tell you the same thing – pay yourself first. Make that savings account deposit; write that salary or dividend check **before** setting aside money for your other financial obligations. It's a matter of prioritizing and it's one of a very few instances when it's socially and morally acceptable to say **"me first!"** Membership in FPRA is also worthy of a **"me first!"** attitude. It's an investment that pays rich dividends and can be as rewarding to your career as you intend to make it. I was reminded of that as I read of the plans for the annual Foundation for Lee County Schools Breakfast. Their keynote speaker was Don Yaeger. If you were at the FPRA Annual Conference this summer (and stayed until the very end), you had an opportunity to hear him **first**. Chuck Underwood of The Generational Imperative has been lauded in Southwest Florida as the guru of demographically-targeted marketing. You had the opportunity to hear him **first** at Conference in 2005. Powerhouse speakers, exceptional resources, knowledgeable counselors, are all at your fingertips with FPRA membership. Did you write your FPRA renewal check **FIRST** this month? I did!

A blue-tinted image of a handwritten signature in cursive script, reading "Ginny Cooper".

SOUTHWEST FLORIDA CHAPTER PRESIDENT

What's in a name?

Mary Briggs, APR, CPRC, Credentialing Chair

I'm pretty sure that our FPRA Chapter has had an Accreditation Chair for the twenty years that I've been a member (and since this newsletter doesn't have a fact checker that statement will have to stand.) This year that changes.

Effective immediately, FPRA's Southwest Florida Chapter no longer has an Accreditation Chair. What we do have is a [Credentialing Chair](#). What's the difference? Over the years, the Accreditation Chair has always been responsible for recruiting and supporting candidates for both the APR and the CPRC designations. As Credentialing Chair, I'll continue that role. By changing the name of the committee, we expand the focus to include both accreditation [and certification](#). As the organization's statewide leader in gaining certified counselors this year, it's a good time for our chapter to tweak the committee name.

And as PR people, we all know the power a little word change can make.

We've got a job for you!

Kathleen Taylor, SWFL Chapter president-elect

New to FPRA? Long-time member? Either way, we are welcoming you to get involved by joining an FPRA Southwest Florida Chapter Committee this year!

As a member of FPRA, you are automatically eligible to reap major professional benefits simply through the great associates, speakers and programs available throughout the year. But as every current and past leader of this organization will tell you, the value really starts paying in dividends when you lend your talents to a committee or board role.

Benefits include:

- **Leadership Development.** By serving in a leadership position and working with a group of public relations professionals to lead and direct chapter projects, you can experience learning opportunities unlike any others.
- **Professional Recognition.** FPRA members pride themselves on quality professionalism and skill; as a leader, you will be working closely with and recognized by outstanding team members. Many employers respect and support workers' initiative as well as appreciate the positive impact Public Relations leaders have on their company and community.
- **Personal Reputation Development.** Personally, leadership in FPRA helps build confidence, boosts your professional reputation and is a great

A job for you continued . . .

experience to include on your resume. Organizational and motivational skills gained through chapter/state board or committee leadership positions can also improve and enhance work performance in your paying job.

Now is the perfect time to get involved! Committees are forming *right now* in various areas of the organization. Opportunities exist in virtually every area of interest with the Leadership Team from membership to special programs and projects. All you have to do is let us know you're out there and interested! Contact president-elect, Kathleen.Taylor@lcec.net to get started today.

Exciting News!

Sharon Arnold and Laurel Smith, APR, of Gravina, Smith & Matte have agreed to serve as Education Co-Chairs on the 2008-2009 Southwest Florida Chapter leadership team. They are long-time FPRA members and supporters and seasoned professionals. We are fortunate to be able to add them to our roster of leaders. This is one “Powerful” team we are building!

Save the Dates

- Oct. 7 - SWFL Chapter monthly luncheon meeting
- Nov. 4 - SWFL Chapter monthly luncheon meeting

Education Corner

Education Chairs Sharon Arnold and Laurel Smith intend to tackle several projects this year, but the highest priority is support of the FGCU student chapter. Professional members are invited to attend student chapter meetings to informally share information and provide mentoring moments. Here is the tentative 2008 meeting calendar:

Thursday, [Sept. 25](#): Event Planning with Ginny Cooper

Thursday, [Oct. 23](#): Photoshop Workshop with Heidi Davis

Thursday, [Nov. 13](#): Effective Media Relations

Meetings are held at [6:30 p.m.](#) on [FGCU campus](#).

2009 topics include a January workshop on professionalism; job interviewing techniques and resume/portfolio review in February; and an Image Awards workshop in March. Call Sharon or Laurel at (239) 275-5758 for more information.

Introducing the President's Rock-ing Chair Award

Ginny Cooper, SWFL Chapter president

It's absolutely amazing to sit back and watch the creativity and enthusiasm that emanates from our members! I have the privilege of seeing the big picture – what it takes to effectively produce the activities of this Chapter. When you arrive at a monthly luncheon meeting or a special event; when you read an issue of imPRESS; when you download important information from the Web site; when you mail off your membership renewal confident that all the paperwork will be taken care of; when you experience any of these or dozens of other benefits of your Chapter membership, you may not realize all the work that goes on behind the scenes. The work that is done by our Committee Chairs and their committees. I was inspired by one Chair's effervescent declaration that their

committee “ROCKS!”. And so “The President's **Rock-ing Chair Award**” was born. It's a completely arbitrary award and the winner gets nothing but bragging rights and a traveling trophy to collect dust on his/her desk for a month! Along with some well-deserved recognition. Don't miss the October meeting when I will present the first “President's Rock-ing chair Award”!



“Not So Much” PR

Related topics

The News-Press has set up a dedicated web page for non-profit organizations on their Web site, www.news-press.com, and the link is: <http://www.news-press.com/apps/pbcs.dll/section?Category=nonprofit>

This page features blogs, photos and information from Southwest Florida non-profit organizations. This could be useful for members of FPRA and is a free service. Set up information is provided in step-by-step detail and social media editor Michelle Hudson will gladly field calls and questions at (239) 344-4883.

Got Ideas?

Got ideas? We want to hear from you! Send ideas of what you would like to see covered at our monthly luncheon meetings or suggested speakers to Programs Chair Deborah Shane at dshane@trainwithshanetoday.com. And if you have ideas about what to put in the newsletter, forward them to newsletter@fpraswfl.org. Thanks for your input!

PRU 2009 - Weathering the Storm

You decide!

The Southwest Florida Chapter of FPRA is asking for you to join us in the preparation for PRU 2009. The PRU Committee would like to hear from you in our new “Call for Presentations” – where YOU can decide what the curriculum of PRU 2009 will consist of by submitting ideas for a presentation that YOU would like to give. Join PR professionals from around the state addressing diverse topics such as reputation management, crisis communications, surviving the economic downturn...Deadline of Oct. 15, 2008!

For more information, please contact tina@haisman.com or kgooderham@comcast.net.

Save the Date

Friday, Jan. 9, 2009

8 a.m.-4 p.m.

PR University 2009

Hodges University/Fort Myers Campus

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: [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: [Angela Fisher](#)
Newsletter Chair: [Heidi Davis](#)
PRU Co-Chairs: [Tina Haisman, APR, CPRC](#) and [Ken Gooderham](#)
Programs Chair: [Deborah Shane](#)
Special Projects Chair: [Cindy Burgess](#)
Sponsorship Chair: [Erin Comerford](#)
Web Site Chair: [Chip McElroy, Southwest Florida College](#)