



imPRESS

newsletter of the Southwest Florida Chapter



July Luncheon Meeting	page 2
Happy Anniversary	page 3
President's Message	page 4
Member of the Month	page 6
ROCK-ing Chair Award	page 7
Spread your Word	page 8
KUDOS!	page 10
Annual Conference Update	page 11
New Member Welcome	page 14



FLORIDA
PUBLIC RELATIONS
ASSOCIATION

Southwest Florida Chapter

www.fpraswfl.org

July Luncheon Meeting

Annual Meeting

Our June meeting was a smashing success for our members and guests, as we all shared our Best Tips, Tricks and Resources! Web sites, links and best practices were shared by all. We had 40 people, 30 members and 10 guests. "Survey Said", you really liked it, "excellent" was the consensus.

The FPRA year is quickly coming to a close! July 7th is our Annual Meeting at which we will elect Officers and Directors for 2009-2010, present the annual Chapter Member Awards, and hear an inspiring message on Leadership from special guest speaker Dr. Wilson Bradshaw, president of FGCU.

Florida Gulf Coast University's Board of Trustees unanimously selected Dr. Wilson G. Bradshaw to become the institution's third president on Aug. 25, 2007, the University's 10th anniversary.

Bradshaw comes from Metropolitan State University in St. Paul, MN, where he served as president for seven years. He previously held the posts of provost and vice president for academic affairs at Bloomsburg University and dean of graduate studies at Florida Atlantic University.



continued next page . . .

July Luncheon Meeting *continued...*

Tuesday, July 7th
11:15 a.m. - 1 p.m.
Broadway Palm Dinner Theatre
Register today at www.fpraswfl.org

Happy Anniversary!

July membership anniversaries

Debra Webb, APR	1997
Pamela Nulman, APR, CPRC	2001
Ken Gooderham	2001
Victoria Moreland	2007
Gail Dolan	2008

President's Message

Ginny Cooper 2008-2009 SOUTHWEST FLORIDA CHAPTER PRESIDENT



Lessons for the Dog Days of Summer

No bones about it – the dog days of summer are here! So this month instead of hounding you with reminders in this column, I'm dishing out some treats. Kibbles 'n bits of dog wisdom I picked up somewhere....

If a dog was the teacher, we would learn stuff like:

- When loved ones come home, always run to greet them.
- Never pass up the opportunity to go for a joyride.
- Allow the experience of fresh air and the wind in your face to be pure ecstasy.
- Let others know when they've invaded your territory.
- Take naps. Stretch before rising.
- Run, romp, and play daily.
- Thrive on attention and let people touch you.
- Avoid biting when a simple growl will do.
- On warm days, stop to lie on your back on the grass.
- On hot days, drink lots of water and lie under a shady tree.
- When you're happy, dance around and wag your entire body.

continued next page . . .

President's Message *continued...*

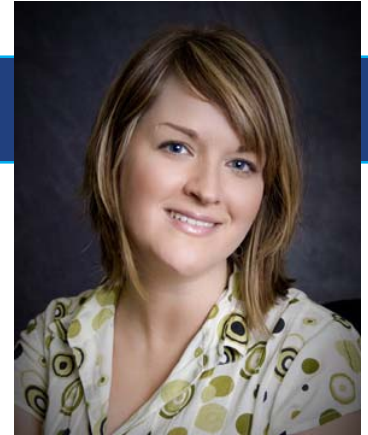
- No matter how often you're scolded, don't buy into the guilt thing and pout! Run right back and make friends.
- Delight in the simple joy of a long walk.
- Eat with gusto and enthusiasm. Stop when you have had enough.
- Be loyal. Never pretend to be something you're not.
- If what you want lies buried, dig until you find it.
- When someone is having a bad day, be silent, sit close by and nuzzle them gently.



GINNY COOPER
SOUTHWEST FLORIDA CHAPTER PRESIDENT

Member of the Month

Carla Ulakovic



As East County Water Control District's Community Project Specialist, **Carla Ulakovic**, develops and implements community outreach and education initiatives as well as media relations functions. Carla received a Masters of the Arts in Communications/Advertising ('07) from Bond University as a Rotary International Ambassadorial Scholar and a Bachelor of Science in Public Relations ('05) from the University of Florida. During her master's thesis, Carla developed a strong passion for social media. She has been an active speaker on the topic of social media and is available for for interactive media consultation. During her educational experience, Carla held a wide number of internships that helped shape her professional career including community outreach with PPR Perth on Australia's first Red Bull Air Race and guest relations at the Bulldog Reporter's 2007 Media Summit.

She is an active member of the Florida Public Relations Association and serves as the Emerging Communications Chair for the Southwest Florida Chapter, volunteers her time on Rotary programs, consults with Art of the Olympians in their pr efforts and is an active speaker.



June ROCK-ing Chair Award

Mary Briggs, APR, CPRC

This chair, like so many, has been working behind the scenes all year. She doesn't chair a particular project or event. Her efforts don't add to the chapter's financial bottom line. Her work is actually done in secret. And her success is measured by the success of others. With four new CPRCs and a flock of APR candidates under her able wings, this month's ROCK-ing Chair is our Credentialing Chair – Mary Briggs, APR, CPRC!



Play Jeopardy with FPRA!

We're taking a light hearted approach to a serious topic at our August 4 luncheon meeting: avoid the danger of breaching the Code of PR Ethics. Join us for a look at right and wrong in an interactive game show format...come play with us!

Spread Your Word

By Jessica Clark, APR, Southwest Florida Chapter of FPRA Secretary

Do you have a Story or Message that you would like to send to Seniors in Fort Myers???

Well, if the answer is yes, then Shell Point Retirement Community just may be a great solution. Shell Point Retirement Community has more than 2,100 residents over the age of 60 and approximately 850 employees. The residents of Shell Point lead extremely active daily lives, traveling, golfing, boating, volunteering, working and so forth. Shell Point Retirement Community is very similar to a resort with the number of amenities and activities here, on top of the benefit of continued healthcare.

To communicate with this group of people, we have a daily thirty minute television show known as *Shell Point Today*, which is produced on site in our Shell Point television studio. There is also a monthly magazine known as *Shell Point Life* that started as a 20 page magazine, but has now increased to a 44 page magazine due to the immense amount of information created for and by the residents and employees of Shell Point. Other means of communication include an electronic newsletter, emails, events, and many other communications tools that reach this audience on a regular basis.

continued next page . . .

Spread your word *continued...*

Here at Shell Point, we are always looking for new story ideas that meet the needs and/or interests of our residents and employees. If you, or your organization, want to reach out to this audience, we may be able to incorporate your story into one or more of these communications outlets. We cannot guarantee that all stories will be used, however, if you have a story that you think would be of interest to our Shell Point audience, please send a brief description of it to me along with your contact information. Some topics of interest for our audience include health or safety tips, human interest stories, things to do in Fort Myers or Southwest Florida for seniors, news or information about organizations that would be useful to their daily living, etc.

Some recent examples of stories that have been relayed to our residents and employees include information about traveling to the airport, updates from Lee Elections, the I-75 expansion project from IROX, new medical procedures, fraud alerts from the Lee County Sheriff's department given by Sheriff Mike Scott, and more.

So if you have a story idea that you believe would be pertinent to the audience here at Shell Point, I look forward to hearing from you. To reach me, call (239) 454-2071 or email me at jessicacclark@shellpoint.org. Thanks for your consideration!

Kudos

We are pleased to announce four new CPRCs in our membership: Phyllis Ershowsky, APR, CPRC, of PKE Marketing & PR Solutions; Pamela Nulman, APR, CPRC of Nulman Public Relations & Marketing; Carolyn Rogers, APR, CPRC of Briggs & Rogers; and Karen Ryan, APR, CPRC, public relations manager for Lee County Electric Cooperative. The Certified Public Relations Counselor designation is the second tier of credentials available to FPRA members. To be eligible members must have already achieved professional accreditation through the Universal Accreditation Board and have at least 10 years of experience in the field of public relations. The exam process includes an all day written exam and an oral presentation. Congratulations all!



Phyllis Ershowsky, APR, CPRC



Pam Nulman, APR, CPRC



Carolyn Rogers, APR, CPRC



Karen Ryan, APR, CPRC

2009 FPRA ANNUAL CONFERENCE UPDATE

from your Annual Conference Committee

PR on F.I.R.E.

Foundation, Innovation, Reputation, Education



Conference is only two months away and Wednesday's lineup is sure to get you **FIRED UP** and leave you with ideas and strategies that you can't wait to implement once you get back to your organization. Check out the Annual Conference brochure now available on the State Association Web site at www.fpra.org, and thank you to all of you Chapter Champions (aka presidents) who have already downloaded the brochure to your chapter Web site – we appreciate it!

As part of Business Wire's annual conference sponsorship, they are offering full conference registrants a 10% discount on Business Wire services!

Register [here](#) for the conference!

Following our Power Networking Breakfast, **Tom Hoof**, Director of Marketing and Community Relations for the Tampa Bay Rays, will share his

Annual Conference Update *continued...*

experience about rebranding a professional baseball team. The rebranding campaign re-energized fans and made everyone in the Tampa Bay area feel like they had ownership of the Rays. This session will surely demonstrate how **Innovation** and **Reputation** can work together to make an organization successful.

As conference comes to a close, **Carolyn Shaffer**, Vice President of Organizational Development and Human Resources from RTI Biologics will share her experiences gained from her role as a leader of human resources, where she spent several years facilitating the Company's transformation to a strength-based organization. She will speak on several key topics, and **Educate** you on how to truly identify your own strengths and how you can effectively apply them (and continue to build them) in the real world.

Register now and make your hotel reservations. The deadline for early registration is July 19, 2009, and the deadline for hotel reservations at the FPRA discounted price is July 9, 2009. Hotel rooms are going fast, so reserve your room as soon as possible.

JOIN US FOR THE 71ST FPRA ANNUAL CONFERENCE
Location: Boca Raton Resort and Club, Boca Raton, FL
Date: August 9 – 12, 2009
Registration Fee: \$595/person

continued next page . . .

Special Thanks

July Luncheon Sponsor



THANK YOU TO GULF COAST BUSINESS REVIEW FOR SPONSORING OUR JULY MEETING!

Gulf Coast Business Review is the weekly newspaper for business leaders on the Gulf Coast of Florida. The Review is the leading provider and most authoritative source of business and economic information affecting the Gulf Coast from Tampa Bay south to Naples.

By providing in-depth coverage on more than 90,000 business establishments and reaching more than 16,000 readers in the region, the Gulf Coast Business Review is an ideal way to get the word out about your next project.

For an editorial calendar, advertising rates or more information, please contact Angie Basile at (239) 281-7980 or abasile@review.net.

FPREF Auction

Each year the Southwest Florida Chapter donates to the Florida Public Relations Education Foundation by securing cash or items to be offered at auction during the fundraiser at the Annual Conference. This year we have procured three American flags flown in combat in Iraq and would like to frame the accompanying certificates of authenticity. If you would like to have a part in this effort, you may drop your cash donation in the box at lunches, or if you would like someone to contact you about your participation, please drop your business card in.



New Member Welcome

For those of you who joined during this FPRA “year” (August 2008 through July 2009), we would like to formally welcome you and share important new member information. Please arrive early to our August 4 luncheon meeting (11 a.m. instead of 11:15 a.m.) at the Broadway Palm, so we can recognize you separately. Looking forward to seeing all our new members there!

Thank You Nominating Committee

The July 7th meeting is our Annual Meeting at which you will vote on the proposed slate of Officers/Directors for the 2009-2010 board year. The Nominating Committee has put a lot of effort into preparing a stellar Leadership Team to shepherd us into our 25th Anniversary Year. My sincere thanks go to Barbara-Anne Urrutia for chairing the committee and President-elect Kathleen Taylor for assisting her in coordinating this effort as well as to Vicki Collins, Becki Reeves, Tina Haisman, APR, CPRC and Karen Ryan, APR, CPRC.



F P R A - *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
Emerging Communications 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