



FLORIDA PUBLIC RELATIONS ASSOCIATION
June 2008

THE PProfessional

Central West Coast Chapter...
the 2007 State Professional Development Award Winner

Click Your Way Through This Issue:



- **June 17 Luncheon--Integrated Marketing: PR and Advertising Professionals Team Up for Greater Impact**
- **President's Message**
- **Join FPRA!**
- **Annual FPRA Conference is August 8-10**
- **FPRA Shines in Media Spotlight**
- **Put it in Ink: Plan For July & August Events**
- **Sound Strategic Planning Strategies Revealed at May Event**
- **New on the CWC Blog**
- **FPRA/CWC "Kids' Stuff" Community Service Activity**
- **PR Job Openings**
- **PProfessional Kudos & News**
- **Your FPRA/CWC Board**

Photo (courtesy of Stephen LeBlanc): Kaye Chase, Director of Communications, Sarasota Memorial Health Care Foundation, is the winner of the Gemesis yellow diamond at the 2008 Strategic Planning Seminar on May 20!

E-mail susie@cfsarasota.org to receive a PDF version of The PProfessional.

Don't Miss "Integrated Marketing: PR and Advertising Professionals Team Up for Greater Impact!"

Tuesday, June 17, 2008 * 11:30 a.m. - 1:00 p.m.
The Sarasota Yacht Club

On Tuesday, June 17, we're teaming up with Suncoast Chapter of AAF (American Advertising Federation) for a fast-paced, interactive session to cover the exciting intersections of advertising and public relations. [REGISTER NOW!](#)

Moderator:

Lou Schultz, LMS Unlimited. One of the most dynamic and respected figures in the media communications industry, Lou Schultz retired in March 2003 from Initiative Media Worldwide, a \$23 billion global media services company. For three years he remained a consultant to Interpublic (IPG), and has worked on many integrated marketing projects for various clients. He also helped to spearhead Interpublic's expansion strategy into Mainland China.



Panelists (pictured above from left to right):

- **Roxanne Joffe, President, CAP.** Roxanne is an entrepreneur whose skills were honed early in her career when she formed a successful fashion design company in South Africa. Her passion and energy are the driving force behind the exceptional CAP public relations team. Roxanne received the 2008 Frank G. Berlin Sr. Woman Entrepreneurial Excellence award. Roxanne has successfully employed her PR approach to CAP Clients including Hyatt Vacation Ownership, Triton Companies, Peter Max, ollo Extra Virgin Olive Oil, Windham Foundation, Equinox Resort and others.
- **Peter Taylor, Director of Marketing, Sarasota Memorial Health Care Systems.** Before joining Sarasota Memorial, Peter refined his marketing skills working for a pair of global giants. First with General Motors, and then with McCann-Erickson Advertising, where he shepherded the launch of numerous international brands. Taking a year off to backpack around Europe and North America, he ended up falling in love with Sarasota and never left. Peter joined up with WestWayne Advertising in Tampa, where he helped lead a creative revolution on such brands as Publix Super Markets and The Sports Authority.
- **Grace Carlson, APR, Principal, Aspire.** Grace has accumulated a diverse breadth of local marketing communications experience with a client list that includes the Sarasota Chamber of Commerce, the Heart Center of Sarasota and Embracing Our Differences. She serves her community through appointments on the Sarasota County Mentoring Task Force, Sarasota County School Board Business Advisory Council, the Florida House Advisory Panel and the Sarasota Unit of the American Cancer Society.
- **Bill Pierson, Clark/Eric Mower and Associates.** As one of the partners who oversees EMA's Sarasota office, Bill is responsible for all strategic planning, business development and its long-term vision.
- **Stephanie Amberg, Director of Public Relations, OSI (Outback)** (not pictured)

RSVP and pay \$20 (members of FPRA and AAF) or \$25 (non-members). The cost for walk-in's is \$30 per person. To register, visit www.cwcfpra.com or call 941.953.FPRA (3772).

Generously sponsored by:



[Back to top](#)

President's Message

Dear CWC/FPRA members and friends

The Central West Coast Chapter was THE chapter selected at last year's state FPRA

conference to receive the "**2007 President's Award for Professional Development.**" We are very proud of the recognition and strive to live up to the acknowledgment every month. We are serious about our commitment to your professional growth as a public relations authority!

The intensity reflected in the faces of the participants at the May **Proactive Strategies for PR Success** seminar (pictured in the header), reflect the passion and concentrated level of learning that occurred. If you did not attend or if you want a great summary, participate in the discussion at the CWC BLOG (click the icon to visit the blog!).



Have you marked the June 17 professional development luncheon on your calendar? It is a special collaboration with the Suncoast Chapter of the American Advertising Federation. You can see from the panelists listed that the experts will be there . and by the moderator that it might be a little controversial. Don't miss it!

Congratulations to those of you who are participating in the APR (Accredited in Public Relations) study sessions! Earning your APR is life changing. It validates your best instincts, sharpens all of your public relations skills, and challenges you to learn the best practices and ethical standards of our profession plus you gain tremendous friendships as you study with your colleagues! Contact Julie Platt, APR, at 954-1600 x1024 or jplatt@scbb.org. Both the state and chapter offer rebates.

July 10 will be our first professional development luncheon at the Bird Key Yacht Club! We will miss the Sarasota Yacht Club and the exceptional service from Winnie McClain, the Food & Beverage Director, and her staff.

But, we are so pleased that we are still able to provide you with an alluring, harbor-side setting at the Bird Key Yacht Club. Costs have increased and will be finalized this month. Member rate for the monthly professional development luncheons will be \$25, the non-member rate will be either \$30 or \$35. It is one way to emphasize the benefits of membership. Feel free to respond with your thoughts.

The **Florida Public Relations Association's 70th Annual State Conference** at the Gaylord Palms Resort & Convention Center in Orlando is August 3-6. [Click here to download the CWC/FPRA member scholarship application form.](#) The chapter will cover the \$535 registration fee for at least six of its members this year!

Okay reduced pricing for professional development luncheons and seminars, the opportunity to have your registration fee paid for the always-spectacular state FPRA conference, eligibility to seek professional credentials, leadership development options locally and statewide, and amazing networking and collaboration possibilities have we convinced those of you who are not yet members to join? Contact Jake Keiser at 366.6467 or jake@keiserandco.com and find out how reasonably priced membership is right now on the state's prorated fee scale!

Please email or call me or any CWC/FPRA Board member, if you have any questions or comments. The Board and I value your input and are always anxious for feedback!

Dee

Dee Zulauf, APR
President, CWC/FPRA
Partner, EnviZage Public Relations & Project Management
941.586.1171

[Back to top](#)

Join FPRA!

Membership from now through July for ½ a year is only \$75 (+ a one time \$35 new member fee)! Become a member and experience the many benefits that FPRA provides.

For more information please contact our VP of Membership: Jake Keiser at Jake@KeiserandCo.com.

FPRA/CWC Shines in Media Spotlight

The CWC has had its fair share of the limelight this past month with a bevy of media spotlights. Kicking-off with a round of accolades for our **Image and Chapter Award winners** in local business and social columns of the **Sarasota Herald Tribune**, **Biz941**, the [Longboat Observer](#), the ever-popular **SRQ Page 1** and the **Pelican Press**, the spotlights continued to roll. A feature article in **Business Weekly** helped generate buzz for the May Seminar and follow-up interviews with seminar presenters proved that our professional development programs are top-notch. To top it off, [Biz941 featured the chapter in a four-page color feature article](#) touting the benefits and accomplishments of the chapter in the June 2008 issue.

[Back to top](#)

It's Almost FPRA Annual Conference Time: Great Professional Development, Networking, Disco Fun and More!

The Annual Conference, **August 3-6** at the **Gaylord Palms Resort and Convention Center** in Kissimmee, is the Florida Public Relations Association's premier professional development event. Each year members of FPRA, as well as other PR Professionals around the region, join together for 3 days of professional development. The annual conference is one of the most anticipated events of the year and brings together professionals with a common goal -- to enhance their career through professional development seminars, vendor presentations, and networking opportunities. By offering experts on a variety of industry-related topics, FPRA's goal for the conference is to present concepts and tactics that our members can immediately apply to their own jobs.

The grooviest **Scholarship Fundraiser** ever will be held Monday night, August 4--the **FPRA Disco Inferno!** Make sure you're there! **Register for the conference online at www.fpra.com.**

This year, the **Florida Public Relations Education Foundation** will offer **three full scholarships** to FPRA's Annual Conference. To apply, [complete the application](#) and return it to the State Office by **June 20, 2008**. Winners of the scholarships will be notified prior to the early registration deadline and in time to make reservations at the hotel. Visit www.fpra.org for more information. **And...your chapter is providing scholarships as well!** [Click here to download the FPRA/CWC application!](#)

Would you like to reach more than **200** of the state's top public relations professionals through Annual Conference Sponsorship? [Click here](#) or visit www.fpra.com to learn more.

[Back to top](#)

Sound Strategic Planning Secrets Revealed at May 20 Event

Over 85 attendees participated in the 2008 Strategic Planning Seminar to discover how leading professionals navigate everything from natural disasters to new media, global expansion to corporate social responsibility and new media to industry revolutions. Attendees left the event with the planning, branding and communications tactics to strategize their organization's success. The event was made possible thanks to our generous speakers, sponsors and the CWC FPRA special events committee and board.

Kicking off this dynamic seminar was **Jill Saunders** (*pictured below, courtesy of Stephen LeBlanc*) aka "**Director of Bear Relations**" for **Build-A-Bear Workshop** headquartered in St. Louis. **Jill's PR recommendations:**

- Create a multi-layered PR program.
- Events can make the news if you create a compelling event.
- Be proactive.
- Create memorable brand experiences.
- Go beyond the four walls of the store or the company.
- Connect with your community--give back.
- Know your customers and connect with them prepare key messages to address each audience.
- Interviews must have a Call-to-Action; get the guests involved in special events.



[Click here](#) to read the entire summary of Jill's presentation on FPRA/CWC Blog and to post your comments.

Did you know that YouTube has 50 million page views per day? Did you know that 9 new blogs are created every minute, there are 2.3 content updates every second, and 39% of online population reads blogs? [Click here](#) to read more from The New Media Roller Coaster Ride, presented by **Cindy Gordon, VP of New Media, Universal Orlando Resort.**



Britta Schlager (*pictured left, courtesy of Stephen LeBlanc*), **Marketing Manager of Gemesis**, gave a dynamic presentation of the rise of Gemesis from inception to its current place in the diamond market. Britta explained the company's strengths and how they are used to garner growing media attention. Gemesis has a reliable available product, manages distribution, has the potential for growth in a new category, is selling at an extremely popular price point, and

helps the retailer differentiate themselves from the competition. [Click here](#) to find out more about the Gemesis PR plan and the credibility national media attention brought to the company.

The **Crisis Communications panel** included very talented PR professionals who had weathered various crises during their tenures: **Mel Klein**, FPL, Area Manager & Former Communications Services Manager (*below, right*); **Cindy Rodriguez**, Polk County Board of County Commissioners, Communications Director (*below, center*); **Michael Walley**, SRQ International Airport, Director of Development and Community Relations (*below, left*). **Matt Holloman**, Desoto County, Public Information Officer, moderated the session.

Tips from the panel:

- You need people who understand what their role is.
- It is important to have a full time plan that is understood and enabled from all levels within the organization.
- Great internal communications with your team, so you are able to work together, to rely on your gut and do what's right, particularly when it comes to safety.
- You have to have a plan, but it is only a framework to begin. You must constantly ask the question, what if?
- Make sure everyone who needs to be represented at your press conference is there and give them enough room for flexibility.



There's so much more to read! [Check out the blog entry](#) and [post your comments](#) by [clicking here](#).

Kudos to the **FPRA/CWC Special Events Committee** for bringing this incredible opportunity to life: Amanda Eyer, atLarge, Inc.; Aimee Choinard, New College of Florida; Sally Hill, Suncoast Workforce Board; Alicia King, Clarke Eric Mower and Associates; Yen Reed, Willis A. Smith Construction, Inc.; Kyla Yaeger, SunTrust Bank.

And many thanks to our event sponsors, whose support was an invaluable part of the event:



[Back to top](#)

Put It In Ink. Plan early. Be there. Make a commitment to your growth in the PR profession. Mark these dates in ink:

July Professional Development Luncheon

Tuesday, July 15
11:30 a.m.-1:00 p.m.

NEW LOCATION! *Bird Key Yacht Club*

Check Out the Latest on Blog CWC!

FPRA/CWC's blog presents an interactive forum for you to read about current issues in public relations and social media and to post your comments. Check out the new entries on [FPRA/CWC's blog](#):

- [Oh Yes, They Are Online...And They're Checking Out Your Organization](#)
- ["Universal" Truths About Social Media with Cindy Gordon](#)
- [Setting Your Course Before the Storm, A Crisis Communications Panel](#)
- [Making Diamond, Making News--Gemesis](#)
- [Building on the Build-A-Bear Workshop Brand](#)

August Lunch N' Learn
Monday, August 11
1:00 a.m. - 1:00 p.m.

Our blog site stats indicate that around 80 people checked into the blog the day before and after the May event! Around 300 visitors from the Tampa Bay area and beyond checked out the blog that week! Contact FPRA/CWC Director of Emerging Communications Suzanne Dameron at suzanne@aspirepr.biz if you'd like to get involved in the Emerging Communications team.

[Back to top](#)

FPRA/CWC "Kids' Stuff" Community Service Activity

Footprints Children's Services, a program of Tidewell Hospice and Palliative Care, positively impacts the well-being of children and their families who are dealing with advanced illness either their own or that of a loved one.

What we do is find ways to have fun with the kids all the time, says Virginia Bibler, a music therapist for Footprints. You can help by contributing supplies or monetary donations to purchase art supplies for positive memory-making activities and games for social interaction for children who are bedridden. **Bring your donation of art supplies to the August FPRA professional development luncheon.** Each opportunity to spend quality time together is a great gift that makes a big difference during this challenging time.

Footprints Wish List Includes:

- Laptops for bedridden children and youth to use to play games
- Computer and video games; such as Rock Band for Xbox or Play Station systems
- Art supplies acrylic paints, paintbrushes, colored pencils, sketch pads and art activity kits from Michaels or Target
- Props for parties and celebrations
- Monetary donations to purchase needed games and art supplies



Photo: A Princess Party donated to Footprints program for their patients and families by [Once Upon a Time Princess Parties in Sarasota](#). Some princess costumes were donated by [CostumeHub.com, Inc.](#), based in Irvine, CA,

Don't miss out on this chance to make a difference in the lives of children and their families dealing with illness.

[Back to top](#)

PRofessional Kudos & News

TideWell Hospice and Palliative Care's series of television ads recently earned the **bronze award in the American Advertising Federation awards contest**. The ads were created by a team that included TideWell's Public Relations Department, in conjunction with the local advertising firm AdWorks.

Clarke / Eric Mower and Associates recently welcomed **Bonnie Merrill Limbach** as a senior counselor for the agency's public relations and public affairs practice in its Sarasota office. In her new role, Limbach, who has almost 30 years of experience in communications and journalism, will be responsible for the agency's public affairs, crisis communications, community relations and media training. With reputation management becoming increasingly more important, Bonnie's career experience in public affairs and crisis communications will be an incredible asset to the agency, and most importantly, to our clients, said Patricia Courtois, agency partner.

Roxanne Joffe, President of Sarasota-based **CAP (formally CAP Creative) Brand Marketing and Public Relations** firm, is the recipient of the **2008 Frank G. Berlin Woman Entrepreneurial Excellence Award**. The award, presented by the Greater Sarasota Chamber of Commerce (GSCC), is one of eight given annually to Chamber members who meet the strictest criteria and interview processes.

Kudos to **Gravity Free Web Design's Jessica Moats** and **Dennis White** for facilitating a three hour workshop for nonprofits on "E-Newsletters" at the **Community Foundation of Sarasota County's Nonprofit Resource Center**.

Community Coalition on Homelessness in Bradenton is seeking a board member with public relations

experience. Interested? Learn more about the organization online at www.cchomeless.com or contact Executive Director Adell Erozer at aerozer@cchomeless.com.

Send your PR news to The PProfessional so that our entire chapter can learn about your PR accomplishments, new hires and new clients! Don't forget to include us when you transmit related news releases. We're here to support you, and we want to hear from you! **E-mail relevant kudos for yourself, your organization and your fellow FPRA members to susie@cfsarasota.org.**

[Back to top](#)

Job Openings

Want to post an open PR related position in The PProfessional and on the CWC/FPRA website? E-mail a brief position description with contact information to jmoats@gravityfree.com. [Click here](#) to learn more about a position below.

- Website Experience Manager/ Website Editor, Sarasota County Arts Council
- Director of Communications, VISIT FLORIDA (Tallahassee)
- Marketing Coordinator, Circus Sarasota

Go to www.cwcfpra.com for more information or to RSVP for the June 17 AAF-FPRA collaborative luncheon at the Sarasota Yacht Club!

This document was created with Win2PDF available at <http://www.daneprairie.com>.
The unregistered version of Win2PDF is for evaluation or non-commercial use only.