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Cliff Roles MC's the FPRA/CWC Awards Gala on April 29  
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E-mail [susie@cfsarasota.org](mailto:susie@cfsarasota.org) to receive a PDF version of The PProfessional.

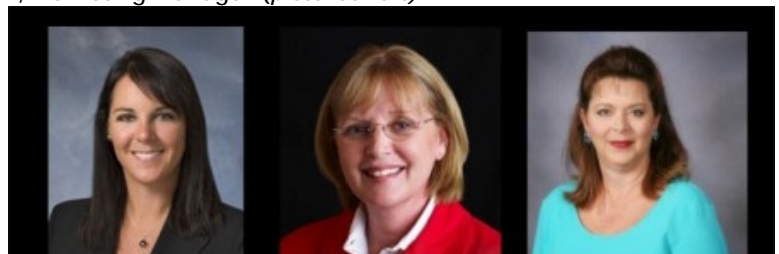
## Don't Miss The 2008 Strategic Planning Seminar!

On **Tuesday, May 20 from 8:30 a.m. to 12:30 p.m.** at the **Sarasota Yacht Club**, your CWC FPRA chapter is presenting a very special event just for you...**The 2008 Strategic Planning Seminar: Proactive Strategies for PR Success!** [REGISTER NOW!](#)

Our Special Events Committee has recruited a dynamic group of PR experts to arm you with effective strategies for Communications Planning, Branding and Crisis Communications. Discover how experts have navigated their companies and their careers through the PR challenges we all face and came out on top. We'll be hearing from some incredible people, including: Cindy Rodriguez, who managed media during the largest car accident in recent history; Mel Klein, whose 30-year career with FPL has included media and client communications during power outages and pressures of governmental regulation; and Jill Saunders, who as Director of Bear Relations for Build-A-Bear Workshop®, has helped propel the company's image--positioning it for its recent global expansion into the United Kingdom, Ireland and France.

The full slate of speakers includes:

- **Britta Schlager**, The Gemesis Corporation, Marketing Manager (*pictured left*)
- **Jill Saunders**, Build-A-Bear Workshop, Director of Bear Relations (*pictured center*)
- **Cindy Rodriguez**, Polk County Board of County Commissioners, Communications & Legislative Director (*pictured right*)
- **Ken Gullette**, University of South Florida, Director, Media Relations



- **Matt Holloman**, DeSoto County, Public Information Officer
- **Mel Klein**, Florida Power & Light, Area Manager & former Manager of Communications Services, Supervisor of Media Relations, Supervisor of Internal Communications

The Media Relations Seminar cost is just \$65 for FPRA members and \$75 for non-members, if you register before Friday, May 9th. After this date, the cost is \$75 for FPRA members and \$85 for non-members. The event fee includes all sessions from 8:00 a.m. to 12:30 p.m. as well as a full brunch catered by the Sarasota Yacht Club. To register, visit [www.cwcfpra.com](http://www.cwcfpra.com) or call 941.953.FPRA (3772).

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## Chapter Members Shine at FPRA/CWC Awards Gala

There was no shortage of shining stars at the FPRA/CWC Awards Gala on Tuesday, April 29 at the Meadows Country Club. Chapter Award recipients were honored for their PR prowess and professional achievements and Image Award winners proudly accepted recognition for their brilliantly planned and executed public relations projects.

Here are our Chapter Award winners pictured clockwise from left to right:

- **Member of the Year, Suzanne Dameron**, Partner, Aspire & Director of Emerging Communications, FPRA/CWC.
- **Rising Star, Lynn Hobeck-Bates**, Public Relations Manager, John and Mable Ringling Museum of Art; VP of Media Relations, FPRA/CWC
- **Rising Star, Emily Sperling**, Community Relations Manager, Economic Development Corporation of Sarasota County; VP of Professional Development, FPRA/CWC
- **Promoting the Profession, David Voss**, President, Voss and Associates
- **The Joseph J. Curley PR Lifetime Achievement Award, Tom Nunan**, APR
- **Business Partner of the Year, Scott Heaps**, Gravity Free Web Design
- **Ginnie Duffey-Troyer Professionalism Award, Chris Carroll**, APR, CPRC, Executive Director, FPRA; Managing Partner, KSC Public Relations (pictured with Ginnie Duffey-Troyer)



The Image Award competition highlighted some of the brightest and best PR projects in our area. Pictured left are the winners of: **The Grand All Image Award** (top), presented to **30 Days of Discovery Campaign** (a collaboration between Marie Selby Botanical Gardens, The John & Mable Ringling Museum of Art, Historic Spanish Point, Sarasota Convention and Visitor's Bureau, Mote Aquarium, Crowley Museum & Nature Center, G.WIZ and the South Florida Museum); **Grand Image Award** (bottom left), presented to the **John & Mable Ringling Museum of Art** for its Arts Orientation Video; and **Grand Image Award** (bottom right), presented to **Marie Selby Botanical Gardens and Serbin Printing** for the Marie Selby Gardens Media Kit.

Want to find out who won the six Image Awards, the Judges' Awards, and the Awards of Distinction? **We have posted all**

**of the winners and additional photos on the FPRA/CWC blog.** [Click here](http://cwcfprablog.typepad.com/weblog/2008/05/the-stars-were.html) or go to <http://cwcfprablog.typepad.com/weblog/2008/05/the-stars-were.html>.

Congratulations to all winners; **Peg Palmer**, Director of Image Awards; **Tom Nunan**, Chapter Awards Chair; and their Awards Committees for an incredible evening. Many thanks to **Cliff Roles**, our guest M.C., and to our event sponsors, **Joe Curley**, APR; **The Economic Development Corporation of Sarasota County**; and **Serbin Printing**.

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## President's Message



Dee Zulauf, APR  
President, FPRA/CWC

*Dear CWC/FPRA members and friends*

If you are truly interested in professional growth and personal reflection of your public relations talents and skills, it is essential for you to attend the *2008 CWC/FPRA Strategic Planning Seminar: Proactive Strategies for PR Success!*

Each presenter has a story to tell on how they developed strategies for crisis communications, branding and growing their businesses, and communicating with diverse audiences. Be sure to reserve by May 9 to receive the best pricing!

**Just to give you a heads up**, the Sarasota Yacht Club closes in July for a rebuild. Therefore, we will be moving our professional development luncheons to Bird Key Yacht Club for July 2008 through at least August 2009. Bird Key Yacht Club is only available to members and has a reciprocal agreement with the Sarasota Yacht Club. Thanks again to Joe Curley, APR, for his role in making this beautiful and relaxing, harbor-side facility our new location! It is always such a pleasure to travel across the bridge each

month and enjoy the natural treasures of our area! Watch for more details on our new monthly meeting dates and minimal cost increase.

**Your CWC/FPRA chapter is growing!** We have 5 new members for April! CWC/FPRA members are regarded as leaders in the business, non-profit, and independent PR practitioner worlds! We have grown through our many partnerships, collaborations, and presence in the community. You will see the chapter featured in the June, 3-page *Biz941 Report* called "**The Central West Coast Chapter of FPRA: Leading the way in today's evolving public relations and emerging communication technology environment!**" Watch for it! Special thanks to Susan Burns, Editor of *Biz941* and Fran Levinson, Associate Publisher!

[Please email](#) or call me or any CWC Board member, if you have any questions or comments about the Central West Coast Chapter of FPRA. The Board and I value your input and are always anxious for feedback!

See you at the **2008 CWC/FPRA Strategic Planning Seminar: Proactive Strategies for PR Success** on May 20 at the Sarasota Yacht Club, beginning at 8:00am!

Thanks!

Dee

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

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## Welcome New Members!

Five new members have joined the FPRA/CWC organization! Welcome to:

- **Ruth Lando**, Director of Communications, The Community Foundation of Sarasota County
- **David Rokita**, Principal, M Solutions
- **Lou Schultz**, Owner, Canvas Café
- **Meredith Woods**
- **Laura Young**, Director of Marketing, IMG

**If you haven't joined our dynamic, energetic and talented chapter, it's time to join FPRA today!** We provide exceptional professional development opportunities; networking with media, businesses and nonprofits; a supportive

## Contribute to This Year's Scholarship Fundraiser

This year's scholarship fundraiser, "FUNK-tion," benefits FPRA's education foundation, the Florida Public Relations Education Foundation. Funds raised at the auction are used for student scholarships, as well as to offset the cost of our members sitting for the APR exam.

The fundraiser will be held in conjunction with our [annual conference at the Gaylord Palms in August](#), and as this is the 70th anniversary of FPRA, we'll have a 70s-themed FUNK-tion. It will be a spectacular and memorable event, not only because of the entertainment we have planned, but also because of the caliber of the auction.

Items need not be terribly expensive or extravagant, although the more exciting and spectacular they are, the more money

network of talented PR professionals; and so much more.

For more information, contact Jake Keiser, VP of Membership, at [jake@keiserandco.com](mailto:jake@keiserandco.com).

they will raise. If you're not in the position to donate something personally, please use this opportunity to recruit an item from a vendor, client or business you frequent. Contact Kathleen M. Giery, APR, CPRC at (352) 733-0350 if you would like to contribute. [Click here to learn more about the conference!](#)

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## Phil Kotler Shares PR's Role In Corporate Social Responsibility

Legendary marketing expert Philip Kotler, S.C. Johnson & Son Distinguished Professor of International Marketing at the Kellogg School of Management, Northwestern University, joined FPRA as our April monthly luncheon guest to share his insights on the increasingly visible topic of PR and corporate social responsibility. "Companies are being increasingly rated for corporate social responsibility in various publications and literature," Kotler said. When planning or evaluating social responsibility programs, companies should consider the following:

A company should determine its civic positioning as well as its market positioning.

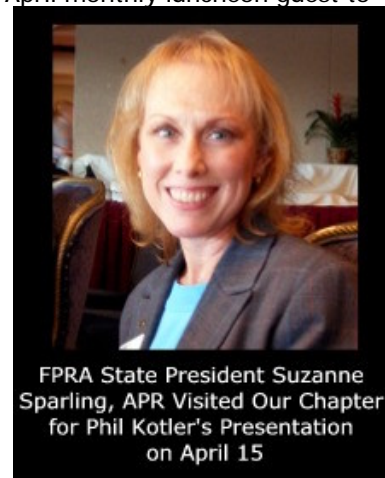
Simply giving money to philanthropy doesn't give you core a purpose or goals.

Social responsibility can be carried out for selfish and selfless reasons, but it does guarantee a healthy society.

Companies that are oriented toward a shareholder theory is going to involve a change in company culture to start embracing corporate social responsibility.

Companies should consider setting up a CSR group and an ethics group to make sure that wherever it's operating in the world, it's operating ethically.

Companies should include a section in annual report about what the company is doing in terms of social responsibility.



FPRA State President Suzanne Sparling, APR Visited Our Chapter for Phil Kotler's Presentation on April 15

Most importantly, Kotler reminded us all that your actions flow into the rest of the world. [Click here to read the full summary of Kotler's presentation on the CWC FPRA Blog.](#)

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## Have You Purchased CWC's Essential PR Resources?

The **2007- 2008 FPRA/CWC Media Directory** is your comprehensive guide to local media contacts in an easy-to-use format and design. All-you-need-to-know about Web. 2.0, including definitions, popular Web 2.0 sites, blogger relations 101 and tips on how to get started creating your own Web 2.0 content and are also included.

Additional features include updates to local and regional newspaper, magazine, television and radio media contacts and media relations tips, including a CD with the contacts in Excel format. The cost is \$50, with a 20% discount available for FPRA members. [Click here](#) or e-mail [Lynn.Hobeck@ringling.org](mailto:Lynn.Hobeck@ringling.org) for the order form.

If you missed the outstanding Media Relations Breakfast in November or want to capture any details you missed in the high-energy event, a **two-DVD, professionally produced copy of the 2007 Media Relations Seminar** can be yours for only \$10. Email Amanda Eyer at [ae@largeinc.com](mailto:ae@largeinc.com).

## 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](#):

- [The Stars Were Out at FPRA/CWC's Awards Gala](#)
- [What the heck is Web 2.0, Social Media & Social Networking?](#)
- [PR's Role in Corporate Social Responsibility](#)
- [Communications Director to Save Ford](#)
- [FLICKRing to Fame](#)



Contact FPRA/CWC Director of Emerging Communications Suzanne Dameron at [suzanne@aspirepr.biz](mailto:suzanne@aspirepr.biz) if you'd like to get involved in the Emerging Communications team. No experience is necessary. Participation is a great way to learn with us and take away knowledge to apply to your own business or organization. For more information, visit <http://cwcfrablog.typepad.com>.

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**Put It In Ink.** So many events, so little choice but to go and soak in the great networking and professional development! Plan early. Be there. Make a commitment to your growth in the PR profession. Mark these dates in ink:



**June Professional Development Luncheon**

Tuesday, June 17, 2008 • 11:30 a.m. - 1:00 p.m.

**July Professional Development Luncheon**

Tuesday, July 15, 2008 • 11:30 a.m. - 1:00 p.m.

Unless otherwise noted, FPRA/CWC professional development luncheons are \$20 for members and \$25 for non-members, IF reservations are made by the Friday preceding the meeting. If reservations are not made by this time, the cost is \$30 per person (member or non-member).

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### Media Research Hub Accepting Applications for Small Grants

The Media Research Hub Collaborative Grants program is accepting applications for grants of up to \$7,500 each for research that supports public-interest efforts to change the media/telecommunications infrastructure, practices, policies, or content. The grants are intended for short-term, advocacy-centered research, usable by advocacy partners within the next four to twelve months. The Media Research Hub is part of the Social Science Research Council's Necessary Knowledge for a Democratic Public Sphere program, which works to ensure that debates about media and communications technologies are shaped by high-quality research and a rich understanding of the public interest. The application deadline is September 8, 2008.

Proposals must be submitted by a U.S.-based nonprofit advocacy, organizing, or community group working on media and/or telecommunications issues (groups with nonprofit fiscal sponsorship are also eligible); and structured as a partnership with an academic researcher based at a university, college, or other research institution. This can include advanced graduate students. There are no citizenship requirements for participants in these projects.

Visit the <http://mediaresearchhub.ssrc.org> for complete grant program information.

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### Professional Kudos & News

Hello...is anyone out there? Did you know that your company or organization can send its 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](mailto:susie@cfsarasota.org).**

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### 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](mailto:jmoats@gravityfree.com). [Click here](#) to learn more about a position below.

- Director of Communications, VISIT FLORIDA (Tallahassee)
- Marketing Coordinator, Circus Sarasota

**Go to [www.cwcfpra.com](http://www.cwcfpra.com) for more information or to RSVP for the 2008 CWC/FPRA Strategic Planning Seminar at the Sarasota Yacht Club!**

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