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Your FPRA/CWC Chapter Wins Chapter of the Year! State FPRA Conference Highlights, Our Shining Winners

An incredible year of professional development, powerful partnerships, communications, community service and media relations is wrapping up. The state FPRA organization has awarded our very own Central West Coast chapter with the coveted Chapter of the Year Award! What better way to affirm our very successful year.

If you missed the state FPRA conference, you can read summaries of the keynote and breakout sessions, visit the shining moments from state-wide Golden Image competition winners, enjoy hallway interviews with presenters and much more...all on [FPRA's conference blog](#).

Two Golden Image Awards were presented to our Central West Coast chapter members! **Debby Steele** (right), incoming FPRA/CWC president and director of marketing and communications at **Marie Selby Botanical Gardens**, won a Golden Image Award for the Marie Selby Botanical Garden's e-newsletter in Division B, Printed Tools of Public Relations, Category 7, Newsletter Four Color.



Kate Barth (left), incoming FPRA/CWC vice president of image awards and **KSC Advertising & Public Relations** account executive, picked up a Golden Image for the River Strand Golf and Country Club's Tennis Membership Direct Mail Piece in Division B, Printed Tools of Public Relations, Category 13, Other.

Colleen Thayer, APR, Legislative Affairs Representative at **Southwest Florida Water Management District**, and **David Rathke** won an Award of Distinction and a Judges' Award for the West-Central Florida Water Restoration Action Plan in Division A Public Relations Programs, Category 8: Public Affairs. Together with Pati Twardosky and Karen Kobil, Colleen also

won an Award of Distinction in Category 4: Brochure, Four Color for the West-Central Florida Water Restoration Action Plan Brochure.

Lynn Hobeck-Bates, FPRA/CWC vice president of media relations and public relations manager for Ringling Museum of Art, was presented with an Award of Distinction for **The John and Mable Ringling Museum of Art's Orientation Video**, Division C: Audio and Visual Tools of Public Relations, Category 6, Film or Video Institutional. **Suncoast Communities Blood Bank** also received an Award of Distinction in the same category for its video "We Can't Operate Without You." Congratulations to **Rhonda Peters, Burt Kempner and Alice Rau**.

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Don't Miss State FPRA President Suzanne Sparling, APR & Your Chance to Give Back On Thursday, August 21

11:30 a.m. - 1:00 p.m. * The Bird Key Yacht Club [NEW LOCATION!](#)

[REGISTER NOW!](#)

Your new CWC/FPRA Board will be installed at the **Thursday, August 21** FPRA/CWC professional development luncheon at Bird Key Yacht Club. Suzanne Sparling, APR, state FPRA president, will be officiating and sharing some of her most memorable experiences from this past year. The state and chapter board years begin September 1 and run through August 31.



The installation ceremony includes the traditional "passing of the gavel," where all past presidents are encouraged to attend, say a few words about the chapter during their tenure, and congratulate the incoming CWC chapter president. ([Click here for a list of CWC/FPRA presidents from 1984-2008.](#)) The current president also provides a farewell and recognition of the achievements of this year's CWC/FPRA board. This is an annual professional development luncheon that is full of pride and celebration!

At this luncheon, we'll also be collecting art supplies for **Footprints Children's Services**, a program of **Tidewell Hospice and Palliative Care** that 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. Don't miss out on this chance to make a difference.

Many thanks to our luncheon sponsor:

[The Suncoast Workforce Board](#)

Cost: \$25 for FPRA members, \$30 for non-members if advance registration is received. To register, visit www.cwcfpra.com or call 941.953.FPRA (3772).

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The 2008 Nonprofit Marketing & PR Forum

Get Noticed- How to Build Relationships with the Right Audiences at the Right Time

The annual gathering of nonprofit communications, public relations and marketing professionals is here! The 2008 Nonprofit Marketing & PR Forum, a joint production of FPRA/CWC and The Community Foundation of Sarasota County's Nonprofit Resource Center, is Wednesday, September 10. The 5 hour event includes two exciting keynote addresses by national experts in message development and social media, your choice of two interactive breakout sessions, continental breakfast and lunch.

How do you break through the clutter of millions of messages bombarding your clients, audiences, donors or stakeholders every day? **Patricia Courtois** (right), partner at national advertising and PR firm Eric Mower & Associates, will open the event with **Who's Number One? Framing Your Messages for the Right Audience**. Truly understanding a day in the life of your most valuable audience is the first step in developing communications that connect emotionally and drive business or organizational success. Getting started is often the hardest part but investing time up front to gain insight on the psychographics of your audiences will ensure your precious marketing dollars are spent wisely. Learn how in Patricia's opening address.



Your breakout session choices cover a wide range of communications topics selected to represent the diversity of your nonprofit public relations and marketing needs:

- Put Blogging to Work for Your Nonprofit for Timely Conversations, Stronger Relationships and Broader Visibility
- From PR to Management: Moving Up with Dynamic Communications
- Membership & Volunteer Recruitment Through Creative Marketing
- What It Takes to Get the Story: Building Relationships with the Media



Nancy Schwartz (left), author of the national nonprofit marketing and public relations blog GettingAttention.org, will headline the event. In her afternoon keynote, **Nonprofits on the Social Media Journey: Choosing the Path to Productive Experimentation and Stronger Audience Connections**, Schwartz will delve into nonprofit s role in Web 2.0.

Nancy E. Schwartz helps nonprofits succeed through effective marketing and communications. She draws on many years of diverse experience, on staff and as a consultant, with organizations as varied as the Corporation for Supportive Housing, National Association of Mothers Centers, New Jersey Foundation for the Aging Organic Exchange and the Robert Wood Johnson Foundation and many of its national programs.

2008 Nonprofit Marketing & PR Forum Quick Facts

- **DATE/TIME:** Wednesday, September 10, 2008 from 8:30 a.m. to 2:00 p.m.
- **LOCATION:** Girl Scouts of Gulfcoast Florida's Gulfcoast Event & Conference Center
4740 Cattlemen Road, Sarasota
- **COST:** Only \$50 if registration is received by August 30; \$60 after August 30.
Lunch & afternoon keynote only \$25
- **REGISTRATION:** [Click here](#) or e-mail sharna@cfsarasota.org.

Registration includes continental breakfast, lunch, the morning keynote with Patricia Courtois, your choice of 2 breakout sessions, and the afternoon keynote with Nancy Schwartz!

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President's Message

Dear CWC Members



Our apologies for getting the August e-newsletter out a week late, but thirty of us were caught up in the excitement and professional development of the 70th Anniversary FPRA Conference at The Gaylord Palms Resort & Convention Center in Kissimmee, Florida. It was an impressive event! Check it out at the FPRA/BLOG, <http://fprablog.com/>. Use the SEARCH feature to find specific presenters or photos. There are also several contributions on the CWC/BLOG, 30-days of Blogging (<http://cwcfprablog.typepad.com/>), that are related to the conference, its activities and special moments.

Speaking of special moments, August 4 will go down as one of the best for the Central West Coast Chapter! When you have a great year, you aspire to wanting to be recognized as the chapter of the year, but the competition is very tough. It was an extreme moment of pride and accomplishment, when State FPRA President, Suzanne Sparling, APR, at the Presidents Luncheon on Monday, announced the CWC as the **OUTSTANDING CHAPTER OF THE YEAR!** You can see a photo of the moment in the header above. The chapter also won the state chapter award for Communications.

The state president selects the chapter of the year based on a variety of superior merits, as reflected in the chapter management reports compiled and submitted annually by the presidents of the 15 public relations chapters from around the state. The reports include a summary of the chapter s achievements, professional development activities, member recruitment and retention endeavors, internal and external communication efforts, leadership development, awards and recognition, financial and administrative stability, community service & involvement, and special projects. You may also remember that the state president made a visit to the Central West Coast chapter in April and meets with all chapter presidents and president-elects quarterly.

It has been a very successful year for the chapter. Our list of major accomplishments include

- Increasing the average attendance at monthly professional development luncheons by 6% and the Media

Relations Seminar by 30%.

- Attracting an amazing variety of local, state, national and international experts to share their knowledge; create engaging, in-depth discussions on the evolving communications and PR environment; and encourage change.
- Establishing a presence for the chapter in the digital world by creating new media communications and launching the very successful CWC/Blog.
- Meeting membership benchmarks and being one of the top three chapters in the state in membership retention and growth. We currently have 120 members the largest membership ever for CWC!
- Engaging 5 people into the APR accreditation process which provides an excellent opportunity for PR professionals to demonstrate their proficiency in public relations, obtain credentials that signify a high professional level of experience and competence, and advance the profession by adhering to high ethical standards.
- Obtaining a major media opportunity that elevated the chapter's status in the business community by being the feature of **Biz941's** June Report. We also sparked a two-week series on the evolving public relations field in **The SRQ Journal** after this year's May Strategic Planning Event, Proactive Strategies for PR Success.
- Garnering printed media pre- or post-coverage for all four of our special and collaborative events and 100% of the monthly professional development luncheons.
- Acquiring regular exposure in the popular daily business e-newsletters and website
- Creating very visual communications with a wide variety of compelling photos.
- Acquiring a brand-new website with easy-to-use management tools to support chapter activities and future needs, which will launch later this month! (The design is already on the CWC/Blog.)
- Increasing Image Award entries by 73% and Image and Chapter Awards Gala attendance by 75%.
- Exceeding the goal of having a balanced budget, increasing our income 17%, and decreasing expenses 10%. The CWC is a very financially stable chapter.
- Partnering with over 50 businesses that provided sponsorships or in-kind services in support of the CWC professional development activities.

For me, the greatest experience this year was working with a great team of PR professionals, sharing perspectives and knowledge, grounding ourselves in ethical standards, developing camaraderie with other chapters, and establishing regular communications with the State Executive Committee! The Central West Coast Chapter 2007-2008 Board members, Debby Steele, Tom Nunan, APR, Jake Keiser, Coleen Miller, Emily Sperling, Lynn Hobeck Bates, Amanda Eyer, Suzanne Dameron, Peg Palmer, Kerry Conboy, Susan Blake, Susie Bowie, Jessica Moats, Julie Platt, APR, and Yen Reed, worked very hard to offer the member services, professional development, and networking that you deserve. The annual survey results and comments were very positive and encouraging, indicating that we had not disappointed you.

So many of the past-presidents provided support and the foundation for the CWC to become the #1 chapter in the state for 2008! Thank you for your kind words and encouragement. As you know, being president is a daunting task.

I would also like to thank my husband, Charlie, for his support and patience. No one knows better than he does just how much time is devoted to being the president of the Central West Coast chapter and how ready we are to pass the gavel to the incoming president and board!!

Thanks to all of you for your involvement in making this the best chapter in the state for 2008!! You have inspired me to always push harder and improve!

With heartfelt sincerity,

Dee

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

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**30 Days of Blogging
 Explores "A Day in the
 Life Of" Local & State PR
 Professionals**

Welcome, New FPRA Members!

We welcome new FPRA/CWC chapter members! We're looking forward to your active participation in this forward-thinking, innovative and talented chapter.

- Aaryn Corbett

What is it really like doing PR for a nonprofit? PR on a global scale? What about for a corporation? In our 30 Days of Blogging initiative, 30 different professionals have presented a slice of their life during their hectic work days. [Click here to read the intriguing pieces written by local and state PR professionals.](#)

Many thanks to the "30 Days" participants and to VP of Emerging Communications Suzanne Dameron for dreaming up this incredible initiative and for making it all happen.

- Britta Schlager, Gemesis
- Paula Murray, freelance writer
- Heather Ripley, marketing/pr coordinator, Clockwork Home Services
- Sheila Weiss, Voss & Associates

There s no time like today to start taking advantage of all the benefits of FPRA membership! Join the Florida Public Relations Association Central West Coast chapter and enhance your career with exceptional professional development opportunities, networking with a group of talented and outgoing professionals, get invaluable support in your pursuit of your accreditation in public relations (APR), and much more. Since 1938, FPRA has served as a resource for professional communicators! **Join us today by contacting Jake Keiser at jake@keiserandco.com.**

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PRofessional Kudos & News

Veronica Brandon Miller has founded a new firm, **VBM Advancement**. The company will specialize in cause marketing, providing resources for nonprofits and corporate executives to help build effective partnerships enhancing mission and business goals.

Laurie Colton, formerly communications director for Habitat for Humanity Sarasota is now the marketing director at **Venice Theatre**.

Martha Wells, VP of Communications at Mote Marine Aquarium, and **Susie Bowie**, Communications Associate at The Community Foundation of Sarasota County's Nonprofit Resource Center, are co-facilitating the three hour workshop PR 101 for nonprofit organizations on August 14 at the Community Foundation.

Correction: In the July issue of The PProfessional, we reported Yen Reed as the recipient of the Greater Sarasota Chamber of Commerce's Young Professional of the Year award. We congratulate Yen for being in the group of finalists! The award was presented to Andrew Foley. Congratulations!

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 jhays@sparrc.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. [Click here](#) to learn more about a position below.

- Campaign Manager, Pines of Sarasota Foundation
- Press Secretary, Florida Department of Environmental Protection
- Public Relations Manager, Florida West Coast Symphony
- Public Relations & Communications Manager, Coldwell Banker Residential Real Estate
- Webmaster, Saint Stephen's Episcopal School

Go to www.cwcfpra.com for more information or to RSVP for the Thursday, August 21 Professional Development at the Bird Key Yacht Club!

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