



**FLORIDA PUBLIC
RELATIONS
ASSOCIATION** *July 2008*

The Central West Coast Chapter

THE PProfessional

Rethinking Communication... we've grown!



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What is a common remark we hear from new CWC/FPRA attendees? "This is a professional organization where you actually learn together and not just socialize."

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

Don't Miss "Global Change Communications: Not for the Faint of Heart"

Thursday, July 10, 2008 * 11:30 a.m. - 1:00 p.m.

The Bird Key Yacht Club [NEW LOCATION!](#)

[REGISTER NOW!](#)



Managing change is a constant challenge for an organization. Whether it s a revised organizational structure, the introduction of new IT technology, entry into a new marketplace or a new company direction, change requires an organization to communicate with all stakeholders to maintain credibility and confidence through the transition. But one audience must come first: a company's employees. Increasingly, their behavior (what they say and do and their attitude) determines the reputation of an organization.

Managing change successfully increasingly depends on the ability to inform, involve and inspire employees, based on a proper understanding of what drives them and how they will react when faced with new challenges. But, how does a company successfully do so when its employees are positioned globally?

Join Lanette Hart, APR, CPRC, VP of Global Marketing & Corporate Affairs for Bank of America and FPRA state board president-elect, as she shares her experiences with recent international projects for the bank.

Cost: \$25 for FPRA members and non-members, a July special for "New Member Month!" To register, visit www.cwcfpra.com or call 941.953.FPRA (3772).

Generously sponsored by:



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President's Message

Dear CWC/FPRA members and friends

It is very rewarding to see ten months of efforts come together. We, the CWC/FPRA 2007-08 Board of Directors and I, embarked on a commitment to rethinking communication. We've had the experts come, share, and challenge us to look at new media and social websites to engage potential clients and partners; catch us up on blogs, podcats, and wikies; and remind us that we just can't do our jobs the old way if we want to make an impact!

As Cindy Gordon, VP of New Media at Universal, so clearly stated at the CWC/FPRA May Strategic Planning Event, PR as we know it is dead. SRQ's *The Journal* has had a series of articles on PR that were initiated from this special event. Have you read them? Cindy is quoted in the June 27 issue as saying, Tools of influence are no longer press releases and annual reports. They are new media like blogs, podcasts, chat rooms, and social networking sites like Facebook, Myspace, and YouTube. Those are the powerful mediums.



Dee Zulauf, APR
President, FPRA/CWC

We can respond by saying no, traditional public relations will never go away and keep trying to make connections the old way. Or we can challenge ourselves to learn more a little at a time, grasp the advantages, and evaluate the effect.

It is very gratifying to know that we not only influenced those who attended the CWC/FPRA professional development luncheons, but also the area media to take a closer look at our evolving profession!

What is the message? We must embrace the Internet! The Internet and Google have surpassed the global leadership position of Microsoft. We may not understand the full impact of global communication, but we can open our minds, take a deep breath, and keep moving forward.

Lanette Hart, APR, CPRC, vice president for global marketing & corporate affairs with Bank of America, and president-elect for the State Florida Public Relations Association, is our Thursday, July 10 presenter. In her presentation *Global Communications: Not for the Faint of Heart!* she will share her approach from her experiences and lessons learned. It will be a revelation!

We knew the shark of emergent communications was looming hopefully we have truly shrunk it down to a manageable size, much like the goldfish in the header.

Dee

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

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Sharpen Your Presentation & Writing Skills by Learning From the Best: Two Lunch N' Learns Not to Miss!

As the summer heats up, cool down and have lunch with your fellow public relations professionals as we learn from the best! Two fabulous Lunch N' Learns will take your presentation and writing abilities to new heights. Space is filling up fast. [Click here](#) or visit www.cwcfpra.com to register today!

- "Designing and Presenting An Effective PowerPoint Presentation" with Debby Steele of Marie Selby Botanical Gardens

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

Join us for the first of our summer Lunch n Learn series with Debby Steele, CWC/FPRA president-elect and director of marketing for Marie Selby Botanical Gardens as she shares "Designing and Presenting An Effective PowerPoint Presentation." Debby works with numerous executives in developing powerful visuals and wants to share her expertise with you! \$18, including a boxed lunch.



- **Writing Tools: 50 Essential Strategies for Every Writer with Roy Peter Clark of The Poynter Institute**
Monday, August 11 from 11:30 a.m. to 1:00 p.m. at Herald Tribune Media Group

Join Roy Peter Clark, vice president and senior scholar of the Poynter Institute as he guides us through a 90 minute workshop highlighting the most important principles and tips from his book, "Writing Tools: 50 Essential Strategies for Every Writer. \$18, including a boxed lunch.



Many thanks to Aspire Green Branding and Social Marketing for sponsoring this session and for making it possible!



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2008-09 CWC/FPRA Board of Directors to Be Installed at August 21 Luncheon



2008-09 CWC/FPRA Board of Directors Nominees: (front row, left-right) Debby Steele; Melissa Filipkowski; Susie Bowie (back row, left-right) Emily Sperling; Kyla Yeager; Suzanne Dameron; Matt Gentile; Julie Platt, APR; Sally Hill; Jessica Hays, APR; Lynn Hobeck Bates; Patti Halstead; Kate Barth; Laurel Corriveau; Dee Zulauf, APR

The new CWC/FPRA Board will be installed at the on **Thursday, August 21** 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! Be sure to RSVP beginning Monday, July 14.

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.

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Register Today for the 70th Annual Conference

The FPRA Annual Conference is right around the corner...**August 3-6** at the [Gaylord Palms Resort and Convention Center](#) in Kissimmee! It's the Florida Public Relations Association's premier professional development event. Tomorrow, July 3, is the last day to make your room reservations at the discounted FPRA rate.

The FPRA 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. [Click here to download the conference brochure.](#)

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.org soon to receive the discounted registration rate.

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

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30 Days of Blogging, PR "Practitioners," FPRA/AAF Panel Discussion, And More: 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](#):**

- **30 Days of Blogging.**

What is it really like doing PR for a nonprofit? What about PR on a global scale? What about for a corporation? 30 Days of Blogging is coming! 30 different professionals present a slice of their life during a 24 hour spread .

You can promote your company by being one of them. [Click Here for more information on our CWC Blog initiative.](#)

- **Can t We Drop This Practitioner Jazz? by Tom Nunan, APR**

The scene: the CEO s office of a major Fortune 500 Corporation. The CEO has received some bad news and he says to his administrative assistant: Hey, Sally, get our Public Relations Practitioner in here ASAP! Don t think so. Granted Random House Webster s Dictionary define practitioner as a person engaged in practicing a profession or occupation, but, aren t we diluting or even masking what we really are and strive to be: public relations professionals? [Click here to read Tom's entire posting.](#)

- **Eighty-five public relations, advertising, and communication professionals heard this expert panel at the June 17 CWC/FPRA and AAF-Suncoast collaboration.**

If you missed it, [click here](#) to read a comprehensive summary of each panelist's intriguing and sometimes humorous responses. Be sure to add your point of view by clicking the COMMENT button at the end of the summation. The presenters will respond!



A special thanks to the AAF-Suncoast members for joining forces to make this professional development luncheon informative and fun!

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.

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FPRA Membership: The Best Deal in Town. Join Today!

Welcome new FPRA/CWC chapter members! We're looking forward to your active participation in this forward-

thinking, innovative and talented chapter.

- **Priscilla Kuehnel, Marketing Coordinator, IMG Academies**
- **Ray Pilon, Director of Governmental Affairs, Peace River Manasota Water Supply Authority**
- **Crystal Pruitt, Communications Manager, Sarasota County**

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 for only \$75 (+\$35 one time application fee)! This half year membership allows you to sample all the benefits membership provides including:

- **EXCEPTIONAL PROFESSIONAL DEVELOPMENT** including monthly interactive luncheons!
- **NETWORKING** Want to interact monthly with PR and business leaders? Looking for assistance, an opinion or a good referral? Our members have access to hundreds of professional contacts that are only a phone call or email away!
- **ACCREDITATION/CERTIFICATION** As a member you have the opportunity to document your professional knowledge and skills through standardized testing programs while receiving the support and assistance of your peers!
- **LEADERSHIP OPPORTUNITIES** we are managed by our members and welcome all members to join a variety of local or state committees and/or board positions.
- **PROFESSIONAL RECOGNITION** The Golden Image Awards competition recognizes professionals who have executed outstanding public relations tools or programs. Our local Image Awards competition is another excellent way to obtain professional kudos for your hard work!
- **ANNUAL CONFERENCE...** Join in our largest and most anticipated event of the year! This is a great opportunity to see nationally recognized speakers, participate in learning activities, professional networking and attend the Golden Image Awards Banquet!
- **PROFESSIONAL RESOURCES** FPRA publishes a variety of member-only resources to help improve professional knowledge and support. Our membership directory, white papers and articles have proven invaluable to our membership!
- **JOB BANK** Looking for a job? Need to post a position? Members can post and access openings on the FPRA website in the members-only section.
- **COUNSELOR S NETWORK** For seasoned professionals, FPRA s Counselor s Network offers advanced educational opportunities. A special track is offered at the state conference to give additional interaction and networking opportunities.

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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PProfessional Kudos & News

Congratulations to **Yen Reed**, Public Relations Specialist, Willis A. Smith Construction, who was selected by the Greater Sarasota Chamber of Commerce as the Young Professional of the Year.

Jennifer Moss, APR, CWC past president and current VP of membership for FPRA at the state level, has been nominated for her 5th term on the Executive Committee as VP of Finance. The election will take place at the FPRA Annual Meeting during the opening session of the Annual Conference on August 4. If elected, Jennifer will be installed later that day at the President's Luncheon.

Emily Sperling, community relations manager at the Economic Development Corporation of Sarasota County and FPRA/CWC VP of professional development, was featured as one of the top 25 People to Watch in Biz 941. Congratulations, Emily!

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.**

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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.

- Manatee Community College, Web Portal Specialist
- Barry University, Communications Coordinator
- Asolo Repertory Theatre, Marketing Director
- Asolo Repertory Theatre, Marketing Manager

Go to www.cwcfpra.com for more information or to RSVP for the Thursday, July 10, Professional Development at the Bird Key Yacht Club!

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