



## PRSA Tampa Bay – December 2009 Newsletter

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## MESSAGE FROM THE PRESIDENT



Mary Haban  
President  
PRSA Tampa Bay

### A Year to Remember

In a year of change and challenge, we've discovered some of the best possible ways to give our members value. Free programs. Opportunities to network. Low cost seminars. Membership drives. A redesigned website. The Independent Practitioners Group. And the ever-popular APR boot camp run by PR veterans Jeff Caponigro, APR, Fellow PRSA, and Karen Mess Frashier, APR.

Whoever said delivering value amid a recession was impossible, hasn't been lucky enough to work side by side with the team of professionals I have come to know in my year as President of this amazing organization. As I close out my storybook term, I am grateful for the support every single member has given to me. To every one of my board members and committee chairs, I offer you my heartfelt thanks. Your dedication has made all the difference. To my colleague and supervisor, David Downing, thank you for allowing me the chance to serve. Your support was the key to my success.

And to my successor, Nicole Andriso, I wish you all the luck and happiness in your year at the helm. Enjoy the view – it goes by faster than you think.

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## HOLIDAY ULTIMATE MIXER

*The Ultimate Mixer*  
*coming together as one*

LOCATED AT  
**Jackson's**  
BISTRO

**DECEMBER 15, 2009**

**HAPPY HOUR DRINK SPECIALS**  
half off Domestic drafts, house wine & more  
happy hour is 5:30pm - 8pm

**COMPLIMENTARY APPETIZERS**  
**PARKING VALIDATED**  
(First 2 hours free)

**TOYS FOR TOTS**

**Donate a toy and pay no cover!**  
Marines will be on hand to receive donations.

601 S. HARBOUR ISLAND BLVD.  
TAMPA, FL 33602  
813.277.0112

BAY AREA IN MOTION AAF IABC AD2 FLORIDA ASSOCIATION OF PUBLIC RELATIONS LMA PRSA

The first one was a blast. The second one is now past. Now it's time for the third – and holiday's is the word. That's right folks, our first two Ultimate Mixer's were so successful, were ending the year with a final blowout. Join PRSA Tampa Bay, as we reunite with our friends from seven Bay Area professional organizations, to celebrate the holiday's in style.

Bring an unwrapped toy to donate to the Marine's Toys for Tots program.

Enjoy complimentary appetizers, ½ price drinks, and free parking for two hours.

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## NEW MEMBERS

*Welcome new members!*

**Marialuisa Curran**, Full Circle PR

**Alisha Dos Santos**, RFB Communications Group

**Margaret Halley Goldberg**, Seminole Hard Rock Hotel & Casino – Tampa

**Michelle M. Griffith**

**Helen L. Harris**

**Heather L. McKenzie**, ARCADIS-US

**Regina E. Rehfield**, PCL Civil Constructors, Inc.

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## TAMPA BAY DELEGATES HELP CRAFT NEW BYLAWS

PRSA Tampa Bay had a hand in the new set of bylaws that were adopted during the International Conference in San Diego on November 7<sup>th</sup>. Chapter President Mary Haban and Assembly Delegate Patt Reed, APR, traveled out West to represent Tampa Bay on a number of important topics. What transpired at the 10 hour debate was a brand new set of bylaws which reflect how chapters from all over the nation feel about this profession. The new set of bylaws will be available at [www.prsa.org](http://www.prsa.org) in the coming weeks.



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## 2009 CHAPTER AWARD WINNERS



Each year, PRSA Tampa Bay selects a few local organizations and individuals to honor with awards to laude the efforts of corporations and non-profit organizations that encourage and promote the development of public relations professionalism in our area. The annual awards also acknowledge individual chapter members that exemplify dedication to advancing the profession, serving our chapter and/or volunteering within the community.

The following were honored with awards at “Good to Great – Learn New Tactics to Successfully Target Your PR Strategy,” PRSA Tampa Bay’s professional development seminar on November 3:

### **2009 President's Award**

*Karen Mess Frashier, APR*

*Shani Jefferson*

*Patt Reed, APR*

*Angela Walters*

### **2009 Excellence in Chapter Service Award**

*Jeff Caponigro, APR, Fellow PRSA*

### **2009 Tampa Bay Chapter Excellence in Community Relations Award**

*Diane Jones, MPA, APR*

### **2009 Tampa Bay Chapter Corporate Public Relations Excellence Award**

*Publix Super Markets*

### **2009 Tampa Bay Chapter Nonprofit Public Relations Excellence Award**

*The ALS Association Florida Chapter*

### **2009 Sue Ellen Richardson "Rookie of the Year" Award**

*Lauren Murley*

### **2009 Tampa Bay Chapter Life Achievement Award**

*David Cotten, APR, Fellow PRSA*

The PRSA Tampa Bay Chapter congratulates these members and organizations that have made remarkable achievements in public relations and management practices, advancing the profession, meeting the needs of the community and strengthening our chapter.

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## PROFESSIONAL DEVELOPMENT DAY PHOTOS



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## **PAIR WITH A PROFESSIONAL THANK YOU**

PRSA's 4<sup>th</sup> annual Pair with a Professional student matching program was held on September 30. Student's from USF's Public Relations sequence were paired with PRSA professionals for morning meetings. A total of 29 students were matched with 15 professionals.

A special thank you to the PRSA members who volunteered their time for this program:

Diane Jones, APR  
Michelle Foley  
Michael Reich  
Carissa Caricato  
Bruce Wawrzyniak  
John Dunn, APR  
Maria Brous  
Dena Gregory  
Gregg Laskoski, APR  
Katy Parsons  
Christine Turner, APR  
Michele Collete Kriz, APR  
Lynette Bohanan  
Mitch Lubitz  
Angela Walters

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## **LOCAL NON-PROFIT SEEKS PRO-BONO ASSISTANCE**

The SS American Victory ship, docked behind Tampa Bay's Florida Aquarium, is a national icon and one of only four remaining operational steamships built during the World War II era. Having seen action in WWII, Korea, and Vietnam, it is a unique piece of living history; one that serves as a memorial to those mariners who served during crucial periods of our modern history. It exemplifies what could be accomplished in the face of daunting odds, both then and now. The board of directors of the SS American Victory ([www.AmericanVictory.org](http://www.AmericanVictory.org)) is seeking a PR firm or single-person practitioner to help increase the awareness of the vessel as an important tourist attraction and to help preserve it as a working ship.

Since relocating to Tampa in 1996, many volunteers have dedicated their time to her restoration. The SS American Victory is now fundamentally restored, and sails on a regular basis serving as a key education resource to the local maritime community.

The ship serves as a memorial to those who served in the Merchant Marine and Naval Armed Guard. The SS American Victory also displays and stores many valuable maritime and naval artifacts that educate people on the crucial role the merchant marine have played.

If you have interest in helping with the SS American Victory's public relations (again, this is not a paid opportunity), please contact SS American Victory board member Walter Baker, managing director, Signium International/ Meridian at (813) 866-7600 or [wbaker@signium.com](mailto:wbaker@signium.com).

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## MEMBER NEWS



President-elect **Nicole Andriso** promoted the value of a PRSA membership, as well as gave a PR 101 course at a Rotary International meeting last month. The day-long seminar was geared to local Rotarians who serve as their chapter public relations chairman. Following a presentation from Andriso, the Rotarians heard from other public relations professionals and social media experts, including Gil Thelen, former publisher of the Tampa Tribune.

**Nancy Johnson** is now the Supervisor of Strategic Media and Marketing Development at Moffitt Cancer Center. In her new role, Nancy will lead the multimedia team that produces videos to promote the Moffitt brand and advance the strategic objectives of the cancer center. She served as Media Developer at Moffitt, using the media expertise she gained as a television journalist. Nancy received her Bachelor's degree from Northwestern University and will soon graduate from the Executive MBA program at The University of North Carolina at Chapel Hill.



**Robyn Walters** has joined ChappellRoberts as an assistant media planner. Walters, a graduate of the University of Central Florida, holds a bachelor's degree in advertising/public relations and psychology. She is currently the public relations chair for Ad2 Tampa Bay's board of directors.



**Jean Wurdeman** has joined ChappellRoberts as the local advertising agency's chief financial officer (CFO). A graduate of California University of Pennsylvania, Wurdeman has been involved with several civic organizations, including Tampa Prep, Joshua House, the Tampa Bay Performing Arts Center, Meals on Wheels and the Guardian ad Litem program.

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Be sure to visit the Tampa Bay Chapter PRSA Web site at [www.prsatampabay.org/](http://www.prsatampabay.org/) for upcoming events, information about the chapter, available jobs in the Tampa Bay area and more. We're always looking for chapter member news for the newsletter. If you have changed jobs, been promoted, moved offices or have some other news or photos to share, please email announcements to Angela Walters at [newsletter@prsatampabay.org](mailto:newsletter@prsatampabay.org). Comments and questions about the newsletter also may be directed to Angela.

**Special Note:** If your email address or contact information has changed, please visit [www.prsa.org](http://www.prsa.org) and update the national database on Membernet. The Tampa PRSA chapter does not maintain a local database.