



PRSA Tampa Bay - Jan/Feb 2009 Newsletter

In this Issue:

- Message from the President
- January program
- Check out our NEW Website
- APR Information Session/Mixer
- PRSA Tampa Bay group on LinkedIn
- Member News

MESSAGE FROM THE PRESIDENT



Mary Haban
President
PRSA Tampa Bay

Are you ready for some Football? The excitement is building as Super Bowl XLIII makes its way to Tampa Bay. I couldn't think of a better way to kick off 2009 than with an action-packed program that's sure to rev up your public relations efforts. If you've been thinking about getting involved in the PRSA Tampa Bay Chapter, but haven't found the time, now's your chance to get in the game. Please join me and the other members of the PRSA Tampa Bay Chapter for a one-time event featuring, Mr. Brian McCarthy, Vice President of Communications for the National Football League. You can register right now for this limited seating event by visiting www.prsatampabay.org/.

This is the start of a new and exciting time for the public relations profession... a year that will bring a variety of ways to interact with your colleagues and other PR pros.

Please accept my personal invitation to get involved in this amazing organization. You'll be glad you did.

SUPER BOWL SMACKDOWN

Super Bowl Smackdown featuring Brian McCarthy, Vice President of Communications for the NFL (breakfast event).



What does it take to lead the Public Relations efforts of the most popular sporting event in the World? Find out as the Vice President of Communications for the National Football League gives you his own play by play for Super Bowl success. With the big game just weeks away, and

thousands of media converging on Tampa Bay, hear how he and his team have come together to form the ultimate media blitz huddle - and how your company can do the same.



Brian McCarthy,
Vice President of Communications
for the NFL

About Brian McCarthy:

Brian McCarthy is the NFL's vice president of communications. McCarthy, who joined the NFL in 1994, will be working at his 15th Super Bowl this year. The NFL's communications department focuses on issue management, football information, business communications, international publicity, event media services, community relations and government affairs. McCarthy serves as a league spokesman on a variety of off-the-field related issues, including Super Bowl matters. Prior to joining the NFL, McCarthy worked for four years as a sports writer and editor at a number of newspapers in upstate New York.

This is an exclusive event - you won't want to miss. [RSVP today](#) -- there is limited seating for this event. No shows will be charged.

When:

Monday, January 26, 2009

8:30 a.m. Registration and breakfast buffet

9:00 a.m. Presentation

Where:

Westin Harbour Island
725 South Harbour Island Blvd
Tampa, Florida 33602

Cost:

PRSA Members: **\$35.00**

[Buy Now](#)



Non-Members & Guests - **\$50.00**

[Buy Now](#)



NEW WEB SITE

Check out our NEW Web site!

It's here! After a full year of work, our new and improved chapter Web site has made its debut. Our talented webmaster, Shani Jefferson, will be charged with the task of keeping our members online and informed. So take a moment and check it out. Visit www.prsatampabay.org/. Our new site will feature a variety of programs, mixers, and opportunities to hone your pr skills. And feel free to let Shani know if she can assist you in navigating the site by emailing her at webmaster@prsatampabay.org.

APR INFORMATION SESSION/MIXER



Jeff Caponigro, APR, PRSA Fellow
APR Committee Chair

MAKE 2009 THE YEAR TO BECOME ACCREDITED IN PUBLIC RELATIONS!

Thinking through some New Year resolutions? Is working toward accreditation on your list? More than 130 Chapter members have not yet earned their accreditation. This year we will focus on helping more PRSA Tampa Bay Members earn this elite status.

Give your career the boost it needs by attending a **FREE special cocktail reception/mixer** to learn more about the Accreditation process and how you can earn yours.

When: Wednesday, February 4, 2009 5:30 p.m.

Where: Tampa Club (Bank of America Plaza Building, 101 E. Kennedy Blvd.)

Free parking in the Bank of America Plaza Building parking deck

RSVP to Jeff Caponigro at jcap@cajonigro.com or call (813) 228-9300 ext. 204. **This event is FREE to all attendees.**

Anyone interested in learning more about accreditation should plan to attend. In addition, we would like to invite the 35 members of the Chapter who are already accredited. Your advice and encouragement will be important to those aspiring to earn their accreditation.

PRSA TAMPA BAY GROUP ON LINKEDIN

Did you know that the PRSA Tampa Bay Chapter has a group page on LinkedIn? Yep, we sure do!

So get on LinkedIn and chat away with your fellow PR professionals. You can access the site by searching Tampa Bay PRSA under the Groups section.

MEMBER NEWS

Nancy Hanewinckel, a longtime corporate communicator in the bay area formerly with Jack Eckerd Co. and TECO Energy, will join Humana on January 5th as the health benefits company's new Southeast regional Media Relations Consultant.

Bringing help, hope and healing to people facing serious life challenges is the mission of the **Crisis Center of Tampa Bay** recently launched its renovated Web site reflecting the new logo, visual identity and increased collaboration of services.

Be sure to visit the Tampa Bay Chapter PRSA Web site at 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. 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 and update the national database on Membernet. The Tampa PRSA chapter does not maintain a local database. If you need help navigating