



PRSA Tampa Bay – January/February 2010 Newsletter

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MESSAGE FROM THE PRESIDENT



Happy New Year!

Welcome to the beginning of another great year in the Tampa Bay Chapter of PRSA! I am proud and excited to lead the organization and get 2010 moving. Before I begin, I'd like to thank our 2009 outgoing president Mary Haban and her executive board for their dedication, leadership and direction during a challenging time. In 2009, our chapter saw increases in membership, revenue and involvement. I am fortunate to take over the organization at such a positive and exciting time in our history.

For many in our profession and many of our colleagues in Tampa Bay, 2009 was a tough year. Personally, it was a year of change, growth and learning for me as I was part of the "unemployed" population in 2009. Because of this experience, I look at the world very differently than I did before. Before I do anything, I look for the value.

Our theme for 2010 is "Putting the Value back in PRSA." Before people put their time, energy and money into anything, they consider its long-term value. A membership in PRSA is no different. Potential members want to be reassured, and members want to be reminded, that their PRSA membership has value: networking value, monetary value, time value. These are more important now than ever before. The PRSA Tampa Bay executive board knows that before any decisions are made this year, we must keep in mind whether it will be valuable to members and potential members.

I hope every PRSA Tampa Bay member feels confident that they are getting the most out of their membership in 2010! I am always open to suggestions and comments - neandriso@gmail.com.

Nicole Andriso
President

NEW MEMBERS

Welcome new members!

Mark Bubriski, Director of Media Relations, FPL Group

Regina Rehfield, Communications/Marketing Specialist, PCL Civil Constructors, Inc.

FEBRUARY PROGRAM

SAVE THE DATE: From Pitch to Pulitzer Prize... and Oprah!

Learn the heartbreaking, miraculous story of “The Girl in the Window” and how one public relations professional’s goal of creating awareness for adoption ended with a journalist’s Pulitzer Prize-winning story that attracted the interest of Oprah Winfrey. Get in-depth knowledge of how a little risk-taking and savvy media relations turned a local story about a feral child into a national awareness campaign for adoption.

Speakers:

Carolyn Eastman
Director of Communications of The Children’s Board

Lane DeGregory
St. Petersburg Times Staff Writer and Pulitzer Prize Winner

When:

February 23, 2010
8:00 a.m. – 9:30 a.m.

Location:

The Children’s Board
1002 East Palm Avenue
Tampa, FL 33605

For more information and to register, visit PRSATampaBay.org.

MEMBER NEWS

Bob Batchelor would like to thank the many PRSA professionals who supported USF students the last handful of years that he served as Academic Advisor for the group. He is leaving USF to teach in the School of Journalism and Mass Communication at Kent State University in Kent, Ohio. At Kent, Bob will be directing the M.A. program in PR and helping establish a completely online M.A. degree program in PR. His new e-mail address is rbatche@kent.edu.

ChappellRoberts has confirmed a deal to move its offices to Centro Ybor this spring. As a result of a growing staff, the agency has been seeking additional space in Ybor City for about a year. The full-service advertising agency, which has been located in Ybor nearly five years, has 26 full-time employees.

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.