



## PRSA Tampa Bay –July/Aug 2009 Newsletter

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### A FREE NETWORKING EVENT AT TAMPA BAY'S HOTTEST NEW "VENUE"



PRSA Tampa Bay invites all local public relations professionals to join us at The Venue on **August 12 from 5:30-8 p.m.** for an evening of networking, socializing and complimentary hors d'oeuvres. All guests will receive one drink ticket and be eligible to win a voucher for an upcoming PRSA Tampa Bay educational/professional development program, courtesy of PRSA Tampa Bay.

This **free** membership mixer will allow guests to connect with PRSA members and meet other area professionals, while enjoying the lavish atmosphere of Tampa Bay's newest leader in entertainment and culinary elegance – The Venue.

The event will also celebrate the recognition of newly accredited members. PRSA Tampa Bay has enjoyed a successful year with a power-charged Accreditation program, led by Committee Chair Jeff Caponigro, APR, Fellow and Karen Mess Frashier, APR. Those from the chapter who passed the Accreditation exam and achieved Accreditation will be recognized at the event. Please plan to offer your congratulations to the newly Accredited members and use the opportunity to ask how you can participate in the Accreditation process in the year ahead.

PRSA Tampa Bay members, you can support the chapter by bringing your non-member colleagues as guests to this great event and by sharing this information with those who may be interested.

## **Event Details**

**When:** Wednesday, August 12  
5:30 - 8 p.m.

**Where:** Club V at The Venue  
2675 Ulmerton Road  
St. Petersburg, FL 33762

**RSVP:** To reserve your spot at this event, please contact Marie Cirelli at [cirellimarie@yahoo.com](mailto:cirellimarie@yahoo.com) or (727) 893-6815 by **Friday, August 7.**

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## **MESSAGE FROM THE PRESIDENT**



**Mary Haban**  
President  
PRSA Tampa Bay

### **The Power of Networking**

Facebook. Twitter. Email. While they may be the latest and greatest ways to get your message across, they're no match for making that same connection – in person. Sure, email may be quick and easy. But it can't convey that smile, or even come close to helping you forge a long lasting relationship with a key player in the professional arena. During the months of August and September, PRSA Tampa Bay invites you to step away from the keyboard and step into two networking events that could change the way you feel about communicating. Details for both mixers are listed in this newsletter. In the meantime, feel free to reach out to me with your feedback, questions or simply to say hello. I can be reached at 727-464-7379 and welcome your personal call.

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## **NEW MEMBERS**

***Welcome new members!***

***Joshua Ryan Hall***, Visit St. Pete/Clearwater

***Tara Michelle Hustedde***, Pure Public Relations and Marketing, Inc.

***Joseph King***

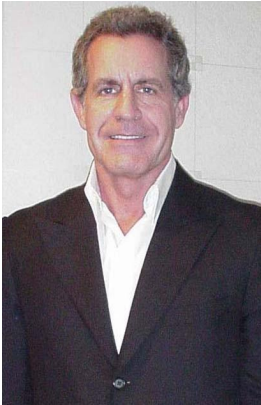
***Richard Thilo Meade***, Link-Systems International, Inc.

***Lessie Catherine Poyner***

***Edward A. Stillo***, National Multimedia Mgr.

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## MEMBER SPOTLIGHT



A new face in our chapter is getting familiar to many quickly, thanks to his efforts in leading the Accreditation program that saw more members pursuing Accreditation than at any time in our chapter's history.

If that isn't enough, he also is chairing the Nominations/Elections process for this year.

He is **Jeff Caponigro**, president and CEO, **Caponigro Public Relations Inc.**, a firm he established in 1995 in the Detroit area. His firm remains among the largest and most respected in Michigan, but Jeff has spent most of his time in the last two years working to build his firm's presence in Tampa Bay. His office is located in the Bank of America Plaza building downtown.

He opened up the Tampa Bay office when one of his clients from Michigan decided to establish a new bank in Tampa Bay, known today as **HomeBanc**. Other Florida-based clients have been added to his firm's roster since then and he is excited about the future in Tampa Bay.

"I love everything about the area here and feel very good about the future. I especially have enjoyed getting to know the PRSA members in the chapter and look forward to meeting more members in the years ahead," said Jeff, who is both Accredited and a PRSA Fellow (inducted in 2002).

He has been in the public relations agency business for more than 25 years, and was the CEO of another public relations firm for seven years before he established his own company.

He is the author of one of the most popular books written on the subject of crisis communications and planning, called *The Crisis Counselor: A step-by-step guide to managing a business crisis*. The book is published in five languages and used around the world. More can be read about it at **[www.CrisisCounselor.com](http://www.CrisisCounselor.com)**.

He is a Journalism and English graduate of Central Michigan University (CMU), where he was recently on its Board of Trustees and was Chairman of the Board for two years. This November, Jeff will be inducted into CMU's Journalism Hall of Fame.

Jeff is a graduate of Leadership Tampa Bay and a current board member of the Tampa Bay Partnership.

In his spare time, he is a fitness buff (weight training, boxing/martial arts and enjoys spinning classes) and is a low-handicap golfer.

More about Jeff can be read at **[www.PRinFlorida.com](http://www.PRinFlorida.com)**, **[www.Caponigro.com](http://www.Caponigro.com)** and **[www.AbetterSpeaker.com](http://www.AbetterSpeaker.com)**.

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## PRville 2009



### *Making the Trek to PRville*

Public relations pros from across the State of Florida converged on Jacksonville for the Annual Sunshine District Conference. And not to be outdone, the PRSA Tampa Bay Chapter showed up in full force. The 2-day event, held June 18-20, brought together a stellar lineup of speakers, including the ever-popular Peter Shankman, founder of HARO, and a panel of pr experts personally involved in the US Air crash in the Hudson. If you haven't had the chance to attend, please put it on your to-do list for next year. You'll be glad you did. And just an FYI, our chapter hosts this conference in 2011, so stay tuned.



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## SEPTEMBER ULTIMATE MIXER – PART 2

If you missed our last Ultimate Mixer back in April – now's your chance to get in on the game. PRSA Tampa Bay is gearing up for part 2 of this amazing networking event. Join us this September as we join forces with seven Bay area professional organizations for what's been called, the Bay area's largest happy hour/networking event. Come enjoy free hordourves and drink specials. Parking will be free for two hours. Please visit [www.prsatampabay.org](http://www.prsatampabay.org) to learn more.

### **Event Details**

**When:** Thursday, September 10, 2009  
5:30 - 8 p.m.

**Where:** Jackson's Bistro  
601 S. Harbour Island Blvd.  
Tampa, FL 33602

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## MEDIA BREAKFAST

Top-notch media. Intelligent discussion. Power networking. Members of Tampa Bay PRSA and FPRA got the chance to do just that at their joint program in June. The event, which brought out 10 key power players in the fields of television, newspaper, on-line, blogging, and sole practitioners, allowed attendees some one-on-one face time with the decision makers. Based on the success of this program, looks like this tradition will continue for years to come.



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## MEMBER NEWS

Scott Carpenter, president, ***Carpenter Public Relations***, was the main speaker at the Florida Public Relations Association June luncheon in Sarasota. He presented "Protecting Your Brand in the Digital Playground Known As Social Media" to the 50 people in attendance at the Bird Key Yacht Club.

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.