



PRSA Tampa Bay – March/April 2009 Newsletter

In this Issue:

- March Program
- Message from the President
- New Members
- Member Spotlight
- PRville 2009
- PRville 2009 Scholarships
- APR News
- Member News

MARCH PROGRAM

A Free Networking Event Where You'll See More Than New Faces

PRSA Tampa Bay invites all local public relations professionals to join us at the Salvador Dalí Museum on **Wednesday, March 11th** for an evening of networking, socializing, complimentary hors d'oeuvres, drinks and art - **and the chance to win a PRSA membership for a year!**

This **free** membership mixer will allow guests to connect with PRSA members and meet other area professionals, while enjoying art from one of the museum's exhibits. The evening will commence with an optional complimentary tour of the museum.

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.

Two Chance-Drawings for Free PRSA Membership

All non-members who attend will be entered in a chance-drawing to win a **one-year membership in PRSA, including membership in the Tampa Bay Chapter.**

PRSA national members who are not members of the Tampa Bay Chapter will also be entered in a chance drawing to win a **free Tampa Bay Chapter membership for one year.**

Event Details

When: Wednesday, March 11
5:30 - 7 p.m.
Museum tour starts at 7:00 p.m.

Where: Salvador Dalí Museum
1000 3rd St. South
St. Petersburg, FL 33701
Free parking available in the lot next to the museum

RSVP: To reserve your spot at this event, please contact Noelle Anderson at nderson@shrinenet.org or (813) 281-7167 by **Friday, March 6.**

MESSAGE FROM THE PRESIDENT



Mary Haban
President
PRSA Tampa Bay

Win a Free Membership

Value. It seems to be the buzz-word more and more professionals are looking for before investing in a membership of any type. This month, PRSA Tampa Bay will award one lucky person a full year of membership - at no cost. What's the catch you ask? There isn't one. It's just one of the brand new ways we're reaching out to prospective members.

During the March 11 membership mixer at the renowned Salvador Dali Museum in downtown St. Pete, we will offer current and prospective members the chance to network, sip wine, and enjoy the incredible works of this legendary artist. Did I mention the event is FREE?

By providing our members with opportunities to connect, exchange ideas, and having a little fun along the way, we provide a real value. I hope you'll invite someone who's been thinking of joining PRSA to this amazing event - it could be the start of something great.

NEW MEMBERS

Welcome new members!

Tajiana Ancora-Brown, Florida Veterinary Specialists

Wendy S. Bourland, GTE Federal Credit Union

Christy Gordan

Rebecca Perez, Environmental PR Group

Andrea Michele Vest

MEMBER SPOTLIGHT



Lauren Murley Member Since September 2008

If you've seen PRSA Tampa Bay in the news recently, you may have seen the work of **Lauren Murley**. Lauren serves on this year's Communications Committee and focuses on gaining media coverage for the chapter and its member events. She coordinated media interviews for Brian McCarthy during our Super Bowl event in January, which resulted in media coverage for the chapter from Bay News 9, as well as from the *St. Petersburg Times*.

Lauren is Account Manager/ Media Relations for Caponigro Public Relations in downtown Tampa. She implements and manages public relations programs for several Caponigro PR clients and she works with Jeff Caponigro, APR, Fellow PRSA, who is this year's Accreditation Committee Chair for PRSA Tampa Bay.

Lauren earned her Bachelor of Arts degree in public relations from the University of South Florida. While at USF, Lauren was an active member of PRSSA and participated as a member of PRSSA's Bateman Case Study Competition. As Media Relations Director for USF's Bateman team, Lauren gained experience conducting a PR campaign for General Motors to promote car and seatbelt safety. She is returning to USF this week to participate as a guest speaker for the UF/ USF PRSSA Regional Activity.

If anyone has anything they would like the Communications Committee to consider promoting, Lauren would be happy to hear from you. She can be reached at murley@caponigro.com.

PRville 2009



Looking for a professional development opportunity close to home with world-class speakers? Look no further than [PRville](#) 2009 – the Sunshine District Conference in Jacksonville, June 18-20. Two days of professional development. Two days of networking. Two days in the biggest little ville in Florida. All at reasonable rates.

You don't want to miss the **2009 Sunshine District Conference**.

When: Thursday through Saturday, June 18-20, 2009

Where: Downtown Jacksonville at the Omni Jacksonville Hotel

Why: Keep up with trends and timely know-how for best practices in public relations.

Early bird registration is available through March 31. Mark your calendar to attend [PRville](#) to unwind, network and get a shot of great ideas for advancing your communications career.

PRville 2009 SCHOLARSHIPS

Win Free Registration to the 2009 PRSA Sunshine District Conference

Here's another reason to attend the PRSA Sunshine District Conference in Jacksonville, Florida - a chance to win a scholarship to this amazing event. PRSA Tampa Bay will award three scholarships (valued at \$249.00 each) to cover the cost of registration for the conference.

For conference details and the lineup of speakers, visit <http://www.prville2009.com/>

To apply for one of the three scholarships, email PRSA President Mary Haban at Mary@Floridasbeach.com for more details. All entries must be received by Friday, March 20, 2009.

APR NEWS

IT'S NOT TOO LATE TO COMMIT TO 2009 ACCREDITATION

Perhaps you've been thinking that you would really like to become Accredited this year, but weren't able to attend the February 4 "APR Mixer" or pursue it further alone. If that sounds like you, it isn't too late to contact Accreditation Committee Chair **Jeff Caponigro, APR, Fellow** (jcap@caponigro.com or **813.228.9300 ext. 204**) to notify him right way of your interest.

Candidates for this year will complete their Readiness Review questionnaires by March 15 and the Readiness Reviews will occur in early April. For those moving on from there, five or six preparatory sessions will be conducted by the Accreditation Committee in May and early June – with candidates taking the exam at their convenience by the end of June.

Please contact Jeff Caponigro without delay, if you still would like to consider pursuing Accreditation in 2009.

MEMBER NEWS

Hayworth Creative Public Relations is now the agency of record for the InterContinental Tampa. Touting all of the amenities that the InterContinental name commands, the hotel offers 17,000 square feet of flexible meeting space, wireless high-speed internet throughout the entire hotel, state-of-the-art fitness center, full-service concierge program, as well as a rooftop pool with spectacular views of the bay and city. The hotel also offers dining at the renowned Shula's Steak House, an extensive cocktail menu and appetizers at Shula's No Name Lounge, as well as gourmet Illy coffee at Caffé. www.intercontampa.com. For more information, please contact **Kelly Prieto, APR** at kelly@hayworthcreative.com.

For the past three months, **James Raulerson**, Principal of Center Circle Communications, has obtained media coverage for his client Michael Pinson, CEO of Pinson Communications. Mr. Pinson's Oldsmar company has been featured on ABC Action News, 10 Connects, and FOX 13 as the Business of the Month. In addition Mr. Pinson's political commentary and expertise has been featured in the *Tampa Tribune*, the *St. Petersburg Times*, 10 Connects, and Newschannel 8.

Patt Reed, APR has joined Colonial Life as an employee benefits consultant representing voluntary employee benefits to employer groups, insurance brokers and individuals. With an extensive background in healthcare, Patt has provided marketing and public relations support to UnitedHealthcare, Wellcare and several stand-alone preferred provider organizations. Patt has also run her own agency serving small business owners and light industry. Patt is a board member of the Tampa Bay PRSA chapter and an assembly delegate to the 2009 National Convention.

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.