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MESSAGE FROM THE PRESIDENT

The Time is Right



We've heard it before - timing is everything. It's true in all aspects of life: real estate, relationships, money and career. In the past, some might have waited for the right time to come along. But today, we can't

afford to sit back and wait – we have to be proactive to create our own “great timing.” Given the chance, don't we want to feel like we have some control over destiny, especially our careers?

For some PRSA members, that might mean pursuing accreditation in public relations. Our chapter's APR Chairman Jeff Caponigro, APR, PRSA Fellow, recently hosted a mixer for those interested in learning more about becoming an APR. Attendance was stellar and several people have decided that the timing is right! Congratulations to our chapter's latest APRs, who will be announced shortly. For those still interested, it's not too late. Contact Jeff for more information – jcap@caponigro.com.

Now more than ever, it is the perfect time to invite others to join PRSA. Spread the word for the **FREE Membership Mixer on Wednesday, March 31 at 5:30 p.m. at the Centre Club in Tampa**. For starters, it's free! And attendees have the chance to win a voucher for an upcoming PRSA event or a free state wire distribution through MarketWire. It also introduces potential new members to existing members, shows the value and benefits of PRSA and brings our PR colleagues together. It could lead to a new job or a new professional connection.

The timing might be exactly right to get your career or networking back in gear. And these days, that is everything.

Nicole Andriso
President

MEMBER SPOTLIGHT

Patt Reed, APR



I've been a PRSA and Tampa Bay Chapter member since 1985. My boss had signed me up and told me to get involved. I took his advice to heart and have been actively engaged in chapter activities ever since.

The payoff has been fantastic. I've served on all the chapter committees at one time or another, have held a board seat and was even a chapter officer a time or two. But the best things I've received from my participation are the great professionals I've met and worked with, the networking opportunities, a couple of job interviews I received because I was a member, and the energy and support that comes from the organization. I would not have succeeded in my craft if it hadn't been for my association in the Tampa Bay Chapter.

You get out of a group what you put into it. Participation is the key. I encourage each of you to squeeze a little more time out of your day – attend a mixer, join in a professional development program, join a committee, consider board membership, be a mentor to a student. There's something for everyone. Join me at the Tampa Bay PRSA Mixer on March 31 at the Centre Club. Bring a friend and get involved. Come have fun with us. We're really a great group of PR people.

NEW MEMBERS

Welcome new members!

Matthew Ray Eaton, Public Relations/Marketing Coordinator

Mark Richard Gary

Wendy Harkness, Chief People Officer National Restaurant Development, Inc.

Erica Rogers Maxwell

Jamie McIver, Communications Consultant Tampa Bay Workforce Alliance

Heather M. Ripley, Public Relations Account Mgr CAP Brand Marketing

Elida Molina Rodriguez, Transitions Optical, Inc.

Brenda Piniella Rouse, Communications & Volunteer Manager The Spring of Tampa Bay, Inc.

Pamela Parham Sullins

Cassandra Thomas, Senior Communications Consultant Allstate Insurance Company

Melissa M. Thompson

A FREE NETWORKING EVENT FOR PR PROFESSIONALS

PRSA Tampa Bay invites all local public relations professionals to join us at the Centre Club on **March 31 from 5:30-8 p.m.** for an evening of networking, socializing and complimentary hors d'oeuvres and drinks.

At this **free** membership mixer, guests can connect with PRSA members and meet other area professionals while enjoying the elegant atmosphere of the Centre Club, on the top floor of the Intercontinental Hotel in the Westshore district of Tampa.

In addition, all guests will be eligible to win a voucher for an upcoming PRSA Tampa Bay educational/professional development program, as well as a free news release distribution from our event sponsor, MarketWire.

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.

When: Wednesday, March 31, 5:30 - 8 p.m.

Where: Centre Club, 123 South Westshore Blvd., Tampa, FL 33609

Directions: From Kennedy Boulevard, turn south into the parking garage for Urban Centre One/Intercontinental Hotel/Centre Club. Park on level 3 or above and take the Urban Centre One Elevator to the Centre Club (8th floor).

RSVP: To reserve your spot at this event, please contact Noelle Anderson at andersonnoelle@aol.com by **Friday, March 26.**

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APRIL PROGRAM

Survival Skills for Today's Communicators

Learn how to navigate today's career environment with industry leaders who will provide vital life lessons and career advice for communicators at any level of their career. In addition, hear a local Corporate Communications professional process for preparing and delivering difficult messages to employees, shareholders, and media.

When: Wednesday, April 28, 2010 (lunch program)

Where: Centre Club, 123 South Westshore Blvd., Tampa, FL 33609

Additional details coming soon!

SUNSHINE DISTRICT CONFERENCE

Mark your 2010 calendars to visit the Jupiter Beach Resort to unwind, network and get a stellar amount of great ideas for advancing your communications career. If you want to stroll on the beach while learning the best techniques, then be a PR Star at the 2010 Sunshine District Conference hosted by PRSA Palm Beach.

When: Thursday - Saturday, June 17 - 19, 2010
Where: Right on the beach - at the Jupiter Beach Resort, Jupiter, Fla.

You'll be steps away from the shoreline and the treasures of the ocean while learning from nationally-renown speakers and experts in the profession. Pack your business cards and bathing suits and prepare to "Be a PR Star."

For more information, and to register, visit www.PRSApalmBeach.org.

PRSA NATIONAL CHAIR AND CEO TO VISIT SOUTH FLORIDA

PRSA Miami and the FIU School of Journalism and Mass Communication welcome **PRSA National Chair and CEO Gary McCormick** on Thursday, April 8, in South Florida to discuss **"The Changing Role of the Public Relations Professional"**

When: Thursday, April 8, 2010
Where: Gulfstream Park (Ten Palms Restaurant)- 901 S. Federal Highway, Hallandale, FL 33009
Time: 7:30 a.m. – 9:45 a.m.
Cost: \$20 for members if you pre-register on line by April 5th
\$25 for non-members/walk-up attendees.
\$15 for students and PRSSA members of FIU's William C. Adams Chapter
Continental breakfast will be available. Free parking.

More about Gary McCormick: As the Director of Partnership Development for HGTV, Gary McCormick is responsible for identifying opportunities for off channel exposure for leading home and lifestyle cable network and its on-air talent. Before moving to HGTV, McCormick served as the Director of Public Relations for DIY Network and Fine Living TV Network, where he directed the networks' media relations and special events, including DIY's national partnership with Habitat for Humanity.

Active in the Public Relations Society of America since 1985, he currently serves as the Chair and CEO for the 22,000 member professional association. McCormick also serves on the board of directors for Plank Center for Public Relations Leadership at the University of Alabama, the Advisory Council for Public Relations at the University of Florida, served as the president of the PRSA Foundation in 2006 and 2007, and has been a co-chair of the Champions for PRSSA since 2005. He has been recognized for his contributions to public relations education as the 2006 Honored of the Educators Academy David Ferguson Award.

NEW MILITARY-SPECIFIC APR DESIGNATION: APR+M

The organization that administers the Examination for Accreditation in Public Relations (APR) and coordinates all activities related to the designation, Universal Accreditation Board (UAB), and PRSA are working toward a new military-specific accreditation. APR+M designation will recognize military service members who have demonstrated fluency in both the bodies of knowledge necessary for public relations and military service communication.

The examination process will include an additional set of specialized standards for military public affairs. Those eligible for the mark would include active and reserve military personnel, Department of Defense civilians, and contractors whose primary responsibilities lie in the military communications field.

Many steps are underway by the UAB to develop all components of the APR+M designation. As plans are finalized, PRSA chapters, military personnel and other UAB organizations will receive communications through the rollout plans in the first and second quarters of 2010.

The proposed mark is the first function-specific accreditation to be considered under the PRSA's Accredited in Public Relations (APR) program. As details of the new mark are finalized, exploration of other targeted marks may follow.

HELP FOR UNEMPLOYED PRSA MEMBERS

PRSA national is offering two programs providing financial options for members: hardship dues and quarterly payment plans.

Starting April 1, those that have been members for three or more years and are currently unemployed or temporarily disabled may qualify for the [Hardship Program](#), which allows members to renew one year of national membership at \$115, a savings of \$110. Members who renew with the hardship plan will still receive all PRSA member benefits.

Members who recently lapsed and who meet these criteria may apply for the plan, and members that recently renewed at the full dues rate and meet these criteria may request a refund of \$110. Professional Interest Sections and Fellows dues have not been reduced.

In addition, current PRSA members have the option pay their National and Professional Interest Section dues in four quarterly payments. The first payment will include the \$10 service fee and full Chapter dues.

For more information or to participate in either program, contact PRSA Member Services at (212) 460-1400 or membership@prsa.org.

FREE PUBLIC RELATIONS COMMUNITY EVENT

PBS NewsHour and WEDU-TV are holding a panel discussion called [Changing Media Landscape](#). PBS NewsHour correspondent Gwen Ifill will moderate. All PRSA members are invited to attend this FREE event. Seats are limited, so please visit www.wedu.org/newshour to reserve your seat.

When: Tuesday, April 13
Where: Poynter Institute for Media Studies, St. Petersburg
Time: 8:00 a.m. buffet breakfast;
8:30 a.m. – 10:00 a.m. panel discussion

Information at our fingertips has forever changed the way we receive news. And in Florida where the jobless rate is higher than the national average and the real estate market has experienced greater decline, area media outlets have either closed their doors or significantly altered the way they report the news. Do these drastic changes pose ethical questions when shareholders are expecting positive bottom line results?

MEMBER NEWS

Grace Carlson, APR is southwest Florida's newest "green associate." Owner of the eco-PR consulting firm, Carlson Studio Marketing (CSM), Carlson is now accredited as a LEED GA. The credential for LEED Green Associate is designed for professionals who "possess the knowledge and skill to understand and support green design, construction and operations," according to the GBCI, which administers the credentialing process for the U.S. Green Building Council.

Nicole Andriso is proud to announce the start of her own communications consulting business, NEA Group. The firm's first order of business is executing the Tampa May Classic 5K Run and 1 Mile Fun Run on Saturday, May 1, in Hyde Park Village. Visit www.mayclassic.com for more information and to register for the run. In its seventh year, the May Classic is the third largest 5K in Tampa Bay and benefits the Child Abuse Council and St. John Greek Orthodox Day School.

ChappellRoberts, in partnership with Common Language, will host the second annual Florida Boomer Lifestyle Conference on April 15, 2010 at Ruth Eckerd Hall in Clearwater. The Conference will explore trends that are shaping how baby boomers are reinventing their lives personally, professionally, physically and spiritually – and what those trends mean for companies marketing to them. To learn more and register online, visit www.floridaboomerlifestyle.com.

Lisa Braswell, APR is the new Marketing and Publicity Director at the Franciscan Center in Tampa. The center is a beautiful spiritual retreat on the Hillsborough River in Riverside Heights, and Braswell's overall goal is to get the word out about what a wonderful little jewel it is! For when you want to "get away from it all," it is available for group meetings and retreats as well as individual reflection.

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.