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**MESSAGE FROM THE PRESIDENT**

**Investing in Yourself**



My Dad always taught me to invest in things that appreciate in value, and lease things that depreciate. This is naturally true with cars and homes, but it's also true when it comes to you and your future. If the goal is to increase your own

personal value, you should invest in things that will help you reach your goal, especially when it comes to your career.

On **Tuesday, May 25**, “**Brand Aid – First Aid for Your Personal Brand**” is an amazing opportunity to invest in your future. Just like a Band-Aid, the tactics you’ll learn in this workshop will be powerful and stick with you long after you leave. It’s an intensive half-day workshop where you’ll interact with speakers, get valuable advice and actually begin working on making your personal brand better than ever. The speakers – truly some of the best in the business – will give you tactics that you can use the moment you step out of the workshop.

On **Wednesday, June 16**, PRSA will once again join forces with FPRA to bring together the annual **Media Panel**. Meet reporters, editors, producers, writers and bloggers from throughout the Bay area – and learn how to connect with them in our ever-changing media world. Register early – this event is always a huge draw and seats are limited.

Another great way to invest in your future, specifically your PRSA future, is to apply for the 2010 Sunshine District Scholarship. The **Sunshine District Conference** will be held in beautiful **Jupiter Beach, Thursday-Saturday, June 17-19**. Our chapter is proud to offer these scholarships to interested members as an investment in the future of our chapter. Please visit [www.prsatampabay.org](http://www.prsatampabay.org) to apply.

If you make the right investments now, your career will continue to appreciate in years to come. My Dad would be proud.

Nicole Andriso  
President

## NEW MEMBERS

*Welcome new members!*

*Vanessa Enid Sabatier  
Sherri Janson Stenman*

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## BRAND AID: FIRST AID FOR YOUR PERSONAL BRAND

# PRSA Tampa Bay Presents **BRAND-AID** **FIRST AID FOR YOUR PERSONAL BRAND**

As PR professionals and communicators, we are constantly working on behalf of our client's or company's brand, but are we ever actually considering how we are perceived as communicators by our clients, co-workers and/or top decision-makers in the organizations for which we represent? Everything we do delivers a message; are you considering the messages you send every single day—in the office, on the job hunt or within your social-media networks?

Learn skills and tactics that you can use immediately to prove your value and make sure you're sending the right message with every interaction.

Join us for a fun, interactive half-day workshop where you will learn from experts in the field about how to prove your value, become indispensable in your career and sharpen skills you can implement into your life as soon as you walk out the door. You can't afford to waste another moment without the powerful tools this workshop will bring to your career.

### **Workshop sessions include:**

#### **"Defining Your Brand Using Social Media" presented by Josh Hallett, director, Voce Connect at Voce Communications**

Josh Hallett's claim as an Original Social Media evangelista is undisputed. A blog pioneer ([www.hyku.com](http://www.hyku.com)), he's developed highly innovative and original design concepts that concentrate and leverage the varied content sources available today.

As the online communications paradigm expands to include new social platforms like Facebook, twitter, MySpace and LinkedIn, so will the investment in time and talent required to manage these powerful sites. How you utilize and interpret measurement metrics can make all the difference in whether or not your social media ends up being an asset or a liability.

With over a decade of intense online communications experience as one of the country's leading voices of authority, Josh Hallett knows what it takes to create and manage effective strategies for companies like Disney, Sony, Yahoo and eBay.

**"The Invincibles: Bullet-Proofing Your Career"** presented by **Jenny Schade, president of JRS Consulting**

During interviews with more than 1,000 employees while guiding companies through turbulent change, Shade has noticed an interesting phenomenon: certain employees are not only surviving the chaos, but thriving. This group, "The Invincibles," are essentially bullet-proofing their careers against the extreme changes experienced today in organizations worldwide. Taken as a whole, the interviews offer keen insights into how employees can thrive in the face of turbulence.

During this hands-on training session, you'll learn how to apply five key essentials for bullet-proofing your career:

- Soul search
- Identify your true value
- Market yourself as an expert who adds value
- Understand your customers' business situation
- Step out of your comfort zone

This workshop session will help you emerge from the current challenging economic times with a new vitality and poised for success.

**"Presentation Skills"** facilitated by **Annetta Wilson, president of Annetta Wilson Media Training & Success Coaching**

Everything you do delivers a message. How do you know if you're sending the wrong one? What are the signs that you're turning people off and they're tuning you out?

How other people perceive you is a major factor in your success or failure. Your reputation and relationships are on the line every time you're on the phone or in front of someone. In this interactive workshop, you'll discover:

- How to position yourself as an expert
- How to make a 1-minute presentation with NO preparation!
- The 4 'languages' of communication
- Body language do's and don'ts
- How to handle aggressive or negative audiences

Plus, you'll have a template to follow for every presentation you make from now on

**Event details:**

**Date:** Tuesday, May 25, 2010, 8:30 a.m. to 2 p.m.

**Location:** Chester H. Ferguson Law Center, 1610 North Tampa Street, downtown Tampa

**Costs:** PRSA Members & PRSSA Students: \$35; Non-Members: \$45

**Registration:** To register and pay in advance, please visit [www.prsatampabay.org](http://www.prsatampabay.org). To register for this event and pay with cash or check at the door, please contact Nicole Andriso at [neandriso@gmail.com](mailto:neandriso@gmail.com) .

*Note: Those that register but do not attend the event will be charged. Cancellations must be received 48 hours prior to the event.*

Sponsored by:



Breakfast provided by:



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## NEW CHAPTER APRs

Congratulations to your new Chapter APRs!

**Noelle Anderson, APR**  
**Marialuisa Curran, APR**  
**Michelle Griffith, APR**  
**Mary Haban, APR**  
**Brooke Maynard, APR**



## MARCH MEMBERSHIP MIXER A SUCCESS

PRSA Tampa Bay invited 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 connected with PRSA members and met other area professionals. Guests were eligible to win a voucher for an upcoming PRSA Tampa Bay educational/professional development program, and a free state-wide news release distribution from the event sponsor, MarketWire.

Approximately 70 people attended, half of which were non-members. New APRs were also announced and presented their APR pins and chapter scholarships.

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## 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](http://www.PRSAPalmBeach.org).

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## PRSA LOGO UPDATE

The PRSA national has updated the organization's familiar "PRSA" logo for the first time in six years. The simplified design presents a more modern image for the organization, while also creating process and cost efficiencies.



Now monochromatic, the previous shade of blue, Pantone® 534, has been replaced with a slightly lighter color of blue, Pantone® 647. The serif font of Franklin Gothic remains the same; however, the font weight for the "S" and "A" has been reduced, to emphasize the "P" and "R" and restore the contrast between "PR" and "SA."

William M. Murray, CAE, president and COO of PRSA, said the new logo is more contemporary and reflective of PRSA's progressive new attitude. More information and the updated Branding Guidelines are available online at <http://www.prsa.org/AboutPRSA/BrandGuidelinesLogos>.

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## PRSA TAMPA BAY AWARDS TWO USF SCHOLARSHIPS

Two deserving students at the University of South Florida will receive help from PRSA Tampa Bay to continue their public relations education. On April 30, the chapter awarded the John Cassato Scholarship to Divya Sukumar and the Walter E. Griscti Scholarship to Ryan Hines. Each scholarship is worth \$1,000.

Both students are active in PRSSA, with Ryan recently elected as the incoming president. Previously president of the USF Surf Club, Ryan has completed a marketing internship with Quicksilver, a national surfing accessories retailer, as well as with a public relations agency. Divya also has completed an internship at a public relations agency and currently works as the Marketing and Public Relations Coordinator for the USF Jim Walter Partnership Center in the School of Social Work.

"I really have come a long way, and it is great to have the support of our local professionals," Ryan said. "I wouldn't have had the opportunities to excel without the help of PRSA and its student chapter at USF."

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## CHAPTER SEEKS WEBMASTER

PRSA Tampa Bay is seeking a volunteer or two to manage the chapter website, PRSATampaBay.org, and online job board. Experience in using CMS to manage website content is preferred. Basic knowledge of website design and HTML code is helpful, but not essential. If interested, please contact President-Elect Missy Hurley at [Missy@BayviewPR.com](mailto:Missy@BayviewPR.com).

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## MEMBER NEWS

President-Elect **Missy Hurley, Jesse Landis, APR,** and **Kyle Parks** recently launched **Bayview Public Relations**, a new public relations agency based in Tampa. The firm provides top-tier PR services, involving media relations, strategic messaging, media/message coaching, crisis communication, social media, and content development. For more information, please visit [www.BayviewPR.com](http://www.BayviewPR.com).

**Noelle Anderson, APR,** is excited to announce the launch of her own firm, **True Blue Communications**. The firm's mission is to provide effective, top-quality public relations and related communications services and counsel designed to help clients form real, positive relationships with their publics that directly impact organizational goals and objectives. For more information, please visit [www.truebluetampa.com](http://www.truebluetampa.com) or e-mail Noelle at [Noelle@truebluetampa.com](mailto:Noelle@truebluetampa.com).

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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 Bay PRSA chapter does not maintain a local database.