



PRSA Tampa Bay –May/June 2009 Newsletter

In this Issue:

- Professional Development Day
- Message from the President
- New Members
- Member Spotlight
- Mark Your Calendars – Media Roundtable
- The Walter e. Griscti and John Cassato Scholarship Recipients
- PRSA Offers Financial Hardship Plan
- PRSA Offers Financial Hardship Plan
- Job site
- PRville 2009
- PRSA Tampa Bay Now on Twitter
- Member News

PROFESSIONAL DEVELOPMENT DAY – May 12th

Tuesday, May 12, 2009, 9:00 a.m. – 1:30 p.m.

Media General (Tampa Tribune, WFLA-TV and TBO.com), 202 S. Parker Street, Tampa

Attend “Changing World, Evolving Tactics” and learn from industry leaders from Publix GreenWise Market, IKEA, Southwest Airlines as well as Kerry Sanders, correspondent for NBC News.

“Building the Publix GreenWise Market Brand”

Shannon Patten, Media & Community Relations Manager, Publix Super Markets

Before going green was on the top of people’s minds, Publix Super Markets began building the Publix GreenWise Markets brand. Shannon Patten will discuss why the brand was established and how it’s proven successful with Publix’s loyal customer base.

“IKEA: Thinking Inside the Box”

Debra Faulk, Public Relations Specialist, IKEA Tampa

Like the way IKEA’s flat product packaging demonstrates a flair for fun and functional, their public relations strategies are just as clever. Less than one week following the international home furnishing company’s May 6th opening of their Tampa store, IKEA Tampa Public Relations Specialist Debra Kent Faulk will share some of IKEA’s most unique and successful PR tactics.

“Nuts About Online Communication”

Christi Day, Online Spokesperson and Emerging Media Specialist, Southwest Airlines
Southwest Airlines, one of the nation's most transparent and forward-thinking airlines, has embraced blogging, podcasts, online video and social media to connect with its customers, build awareness of its brand, empower its brand ambassadors and reinforce its unique culture. Christi Day will share how Southwest has gone from early adopter to award-winning in its use of these tools.

Special guest Kerry Sanders*, Correspondent for NBC News, will present in the afternoon session.

*confirmed but subject to breaking news

EVENT SCHEDULE:

Networking / registration: 9:00 – 9:30 a.m.

Shannon Patten, Greenwise: 9:45 – 10:30 a.m.

Debra Faulk, IKEA: 10:30 – 11:15 a.m.

Networking / lunch registration: 11:15 – 11:45 a.m.

Christi Day, Southwest Airlines: Noon – 12:45 p.m.

Kerry Sanders, NBC News: 12:45 – 1:30 p.m.

COST:

Full day (9:00 a.m. - 1:30 p.m.):

PRSA Members + students: \$40 Nonmembers: \$50

Lunch + afternoon session (11:15 a.m. - 1:30 p.m.):

PRSA Members + students: \$30 Nonmembers: \$40

RSVP: Please RSVP by Friday, May 8 to Nicole Andriso at neandriso@gmail.com or call (813) 431-1727. [Click here to RSVP online](#)

PLEASE NOTE: No shows will be invoiced and no refunds can be given after Friday, May 8, 2009. Due to limited seating, we cannot guarantee those who register at the door on event day will be accommodated. Please RSVP to ensure your attendance.

ABOUT THE PRESENTERS:



Shannon Patten, Media & Community Relations Manager, Publix Super Markets
Since 1995, Shannon has worked in a variety of store and support positions at Publix. She's served as a Media & Community Affairs Manager for three years where she's currently responsible for media relations and charitable donations for central, southwestern and western Florida.



Debra Faulk, Public Relations Specialist, IKEA

Debra Kent Faulk has more than 20 years experience in retail promotions, public-private partnerships, and social marketing. Prior to joining IKEA Tampa as public relations specialist, Debra served as a consultant to a variety of nonprofit clients and governmental agencies, including United Way of Tampa Bay and the City of Tampa. As a retail marketing agent, Debra's development of a two-year public information collaborative for Westshore Plaza between the mall, City of Tampa, special interest groups, and 12 neighborhood associations resulted in unanimous City Council approval for a contentious rezoning of the one-million-square-foot Tampa shopping center.

Following her work with Westshore Plaza, Debra was recruited to serve as executive director of the Mayor's Beautification Program, a nonprofit organization focusing on the improvement of public green spaces.



Debra has been honored by the Internal Revenue Service for Community Service Leadership in recognition and appreciation of outstanding effort, dedication, and personal contributions in building stronger workplaces and communities. She received the Award of Distinction from the Florida Public Relations Association for a free tax preparation public information program, and has been recognized by the Florida Advertising Federation and International Council of Shopping Centers for a variety of projects

Christi Day, Online Spokesperson and Emerging Media Specialist, Southwest Airlines
Specializing in Emerging Media and web 2.0, Christi Day serves as an online Spokesperson for Southwest Airlines, the nation's largest airline in terms of domestic Customers boarded. Christi consistently works to keep Southwest Airlines in the forefront of the new media world when it comes to messaging and trends.

In addition to her online media relations duties, Christi works as the "voice" behind the Southwest Airlines Twitter account (@Southwestair) and as a moderator and blogger on Nuts About Southwest. She intimately understands the reach of the media and has been the author of several successful story placements creating positive buzz for Southwest Airlines.

Prior to joining the Emerging Media Team at Southwest Airlines, Christi worked in Public Relations at STA Travel and for the Fort Worth Chamber of Commerce.



*Kerry Sanders, Correspondent, NBC News**

NBC's Miami-based correspondent since 1996, Kerry Sanders covers breaking news and feature news mainly in the South and throughout Latin America and contributes regularly to "NBC Nightly News with Brian Williams," "Today," MSNBC and occasionally to "Dateline NBC."

With more than 20 years experience providing in-the-field-reports during hurricanes, he was a member of the NBC Nightly News reporting team that was awarded the George Foster Peabody Award and Columbia-duPont Award for coverage of Hurricane Andrew and its aftermath. He was also part of the team receiving the RTNDA Edward R. Murrow Award for coverage of Hurricane Katrina.

He was one of NBC's embedded reporters during the Iraq war and in 2000, he won the Overseas Press Club Award for his coverage in Kosovo. Sanders received the National Headliner Award for his coverage of the Persian Gulf War, reporting from Saudi Arabia and Kuwait. He was awarded another Columbia-duPont and a Wolfson Media Award for his reporting from Haiti as a military coup rocked the country.

Prior to NBC, Sanders was a reporter at WTVJ-TV, the NBC-owned station in Miami. While at WTVJ, Sanders was a regular contributor for "Today" Before settling in Miami, he worked at Tampa's CBS affiliate WTVT-TV, Jacksonville's ABC affiliate and Fort Myers' CBS affiliate. Long interested in foreign affairs and broadcasting, Sanders began his career as a 20-year-old in Lima, Peru as a newsreader for Radio del Pacifico.

*confirmed but subject to breaking news

SPONSORED BY:



MESSAGE FROM THE PRESIDENT



Mary Haban
President
PRSA Tampa Bay

Two Chances to Sharpen Your Skills

In today's competitive work environment, it seems everyone is in search of that "*certain something*" that will differentiate them from the pack. And that's precisely why PRSA Tampa Bay is offering two chances to fine tune your skills. On May 12th – get set for a professional development day – unlike any other. Big names like IKEA, Southwest Airlines, Publix and the Today Show will headline this event at the Media General complex in Tampa. To register visit www.prsatampabay.org and reserve your space. Then in June, PRSA Tampa Bay joins forces with FPRA, for a Media Roundtable that 's sure to deliver. Through relevant programming, networking, and professional development opportunities, we are positioning this organization as one that not only provides, but delivers, a first-class product to our members. If there is a topic you'd like to see at a future PRSA program, please let me know. I look forward to seeing you at one of our next events.

NEW MEMBERS

Welcome new members!

Eric Cardenas

Kristy Nicole Croom, Rasmussen College

Tracie Marie Finley, United State Postal Services

Marianna Elizabeth Hewitt

David Suarez, Mercury Insurance Group

Kevin J. Yurasek, University of South Florida

MEMBER SPOTLIGHT



Marie Cirelli may be new to the Tampa Bay Chapter, but not to PRSA. She joined the Tampa Bay Chapter in August after relocating from Miami, where she was an active member of PRSA.

Marie's involvement in the Miami Chapter included serving as treasurer and co-chair of the public service committee. One of her biggest accomplishments for the chapter involved hosting two workshops which paired chapter members with local nonprofit organizations in need of public relations help. The workshops gained media attention and resulted in new memberships from many of the participating nonprofits.

Currently Marie serves as a board member of the Tampa Bay Chapter and co-chair of the membership committee with Noelle Anderson. She works for Bayfront Medical Center in St. Petersburg, where she handles internal communications for the health system's 2,400 employees.

During college, Marie served as president of the Flagler College PRSSA chapter and co-founded a student-run public relations agency.

Marie is available to help new and current members maximize their membership and assist prospective members learn more about the chapter. Contact Marie at marie.cirelli@bayfront.org or 727-893-6815.

MARK YOUR CALENDARS – MEDIA ROUNDTABLE

PRSA & FPRA will present the 2009 Media Roundtable Event – Wednesday, June 24. Newspapers, TV, bloggers, social media, internet --- all media outlets will be on hand to answer your questions and provide insight into working with the rapidly changing face of media. More details to come.

THE WALTER E. GRISCTI AND JOHN CASSATO SCHOLARSHIP RECIPIENTS

The Tampa Bay Chapter of PRSA presented two scholarships for 2009 at the USF School of Mass Communications Awards Banquet on April 24th. Diane Jones, APR, Chairman of the Student Scholarship Committee, was in attendance at the banquet to present the scholarships to two outstanding students.

The Walter E. Griscti Scholarship was awarded to Dana Blickensderfer, a junior who is an active member of PRSSA, having most recently served as the Director of Regional Activities for the chapter. Dana is also currently an Events/Marketing intern for ALSAC St. Jude Children's Research.

The John Cassato Scholarship was awarded to Emma Hauser, who is also a junior at USF and an active member of PRSSA, most recently serving as the Director of Finances. Emma has had the opportunity to intern at both Busch Entertainment Corporation and the Moffitt Cancer Center.

Congratulations to both of these outstanding students.

PRSA OFFERS FINANCIAL HARDSHIP PLAN

PRSA is pleased to offer a **financial hardship plan** to our members who are unemployed or temporarily disabled. The plan will be launched in the next couple of weeks once we make the necessary adjustments to our accounting programs and get feedback from Chapters on their decision to participate. The terms of the plan are stated below. We will communicate details of the plan on dues invoices and in e-mail messages reminding members about their renewal.

We would like to ask Chapters to also consider offering a hardship rate to their renewing members per the terms listed below. There is no obligation to do so, but we will maintain a list of Chapters that are reducing their dues, and will charge members who opt for the plan accordingly.

To participate, respond to Eileen Lintao, member services manager, with your Chapter name, and the hardship rate for your regular Chapter dues. (Associate members are not eligible because they have not been members for five or more years.) **We appreciate your response by March 31.** You also may contact Eileen for questions about the program at Eileen.Lintao@prsa.org or (212) 460-1453.

Terms of the Hardship Plan:

1. The financial hardship plan is available to anyone who has been a member of PRSA for a total of five or more years and is unemployed. Those working part time — regardless of whether or not they are practicing public relations — are not eligible.
2. Temporarily disabled members, including those on maternity leave, also are eligible for the plan provided they meet the terms of service stated in #1.
3. The hardship dues rate for regular National members is \$115, a savings of \$110 from the full dues of \$225. We will advise members that “Some Chapters also have reduced their dues as part of this plan; ask us about your Chapter.” Professional Interest Sections and Fellows dues have NOT been reduced.
4. Dues must be paid in full. The hardship rate cannot be combined with the Quarterly Payment Program. This is a one time offer — in other words, any individual may only apply to have their dues reduced under the hardship plan once over their lifetime.
5. Members who renew with the hardship plan will still receive all PRSA member benefits.
6. To apply for the hardship plan, members will simply be asked to complete and sign a short application on which they attest that they are unemployed or temporarily disabled.

How it Works

Members wishing to take advantage of the hardship plan should contact a Member Services representative at membership@prsa.org or (212) 460-1400. We will send them the short application which states the terms of the plan, asks the member to indicate whether they are unemployed or temporarily disabled, and asks them to sign it, indicating their understanding of the plan and attesting that they qualify for it. Members may then pay their adjusted dues by mail, fax or phone; they cannot renew online if they are opting for the hardship plan.

PRSA JOB SITE

The new PRSA job site is up and there are a few changes. First, anyone posting a job needs to register on the web site **as a business**. **You must include the company name on the registration form in order to post the job.** To register, scroll down to lower left corner, click “register,” and follow directions. You will be prompted to input your user name and password before posting the job.

You only have to register once, but you will need your user name and password every time you post a job.

Once registered, go to Jobs, use menu drop-down to “Post Jobs” and follow directions. There is a “continue” prompt to go to the next screen. After pasting the job information into the form, you will be taken to PayPal to enter credit card information.

Once the job chair receives notification of the job posting and the payment, the job is approved and posted. This requires some human/volunteer intervention, so it may take a day or two for the job to post on the site. If you don't see your job posted after 2 business days, please email me at helen@kingknight.com.

PRSA members can post jobs for \$25 per job. And, they receive a free posting for an unpaid internship position once a year.

The job posting price for non-members is \$50 for all jobs.

Thank you for using the job site.

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.

PRSA TAMPA BAY ON TWITTER

Did you know that the PRSA Tampa Bay Chapter is now on Twitter? Follow us at www.twitter.com/PRSA_Tampa_Bay!

MEMBER NEWS



Patrick Owings, APR, has been promoted to senior account executive at ChappellRoberts. As a senior account executive, Owings will leverage his 12 years of experience to provide strategic direction in branding, marketing and advertising for a variety of clients. Owings joined ChappellRoberts (formerly Roberts Communications) in 2004 as an account executive. He is a member of the Tampa Bay Chapter of the Public Relations Society of America (PRSA) and the Tampa Bay Advertising Federation (AdFed).

On Saturday, May 2, more than 1,000 runners participated in the GunnAllen May Classic 5K Run and 1-mile Fun Run in Hyde Park Village. The event was successfully managed by **Nicole Andriso**, President of the NEA Group and president-elect of the Tampa Bay PRSA Chapter. The annual run and post-race block party benefited St. John Greek Orthodox Day School and the Child Abuse Council. Visit www.mayclassic.com for more details and photos from the run.

Center Circle Communications lead by Past Chapter President James Raulerson, continues a spring of success. New client Rhino Cubes, mobile entertainment, was featured recently on News Channel 8. In additionally, Raulerson was contracted to manage events for Rhino Cubes. Another Center Circle client, Wags Grooming & Doggie Daycare of St. Petersburg, was featured in the Sunday Business Section of the St. Petersburg Times and in TBT.

Creative Tampa Bay is pleased to announce that Mary Furlong, author and president and CEO of Mary Furlong & Associates and *Turning Silver into Gold: How to Profit in the New Boomer Marketplace*, will speak at the inaugural Florida Boomer Lifestyle Conference www.floridaboomerlifestyle.com to be held May 12 at the Tampa Convention Center. Furlong's talk will center on five huge market opportunities that will increase dramatically over the next several years for businesses targeting consumers 45-65 years of age.

Grace Unlimited, a full-service marketing & public relations agency, and Carlson Studio Architecture, a sustainable architecture design firm, have established a new strategic alliance which will enable both professional service companies to expand service offerings to clients and build synergy between their brands.

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. If you need help navigating