

**W**riters that call themselves bloggers will not be taken seriously by the law. Some believe this is because there are no rules when it comes to blogging.

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PRSATAMPABAY.ORG ISSUE 1 JAN–FEB 2012

The Tampa Bay Chapter of the Public Relations Society of America (PRSA) was chartered in 1964. One of the state's largest professional organizations for public relations practitioners, we represent the Sunshine District's nearly 200 members located throughout West Central Florida.



President-elect Noelle Anderson, APR and past-president Missy MacFarlane, APR help out at Metropolitan Ministries.

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Our interactive content works best with the latest version of Adobe Acrobat Reader. **Hilited copy** indicates a link that needs internet access.



## President's Message

by Angela Walters, MBA

Passion. Energy. Community. Media. POLITICO. Olympics. Sunshine 2012. What do these all have in common? It's what you can look forward to this year in PRSA Tampa Bay!

### January Meeting

Kicking off the year is Barb Kyes, co-founder of ActionCOACH. Kyes helps her audience create successful business practices rooted in their personal enthusiasms; learn five strategies for tremendous success in a program you won't want to miss.

### February Member Mixer

Get to know your fellow members at this free Member Mixer.

### March Media Breakfast

Get one-on-one face-time with local media decision-makers at our annual FPRA/PRSA Media Breakfast.

### POLITICO On Ethics

Why not talk about Ethics in Journalism and the Ever-Changing Media Landscape right after the media breakfast? Perfect fit. Kim Hart Johnson, POLITICO's senior technology reporter, provides valuable insight on how PR professionals can keep their heads above water and work their way up to the front page.

### Olympics PR – England Swings!

Who doesn't love an inside scoop? Hear what it took to secure, plan,

implement and execute the PR for the London 2012 Olympics Games. Robert Wright from Davies Tanner delivers a first-hand account on the games' communications plan.

### June Sunshine 2012 Conference

We play host to Florida's PRSA chapters for the annual Sunshine District Conference. It's a great opportunity to network, develop your skills and hear from industry thought leaders.

Keynoting Friday's luncheon is The Grossman Group's David Grossman, author of *You Can't NOT Communicate: Proven Solutions That Power the Fortune 100*. Check out the conference details at [www.sunshine2012.com](http://www.sunshine2012.com).

Are you exhausted yet? And that's just a preview of the first six months! See the [event schedule](#) for details.

I encourage you to attend an event and get engaged with your chapter. Your return on investment will be worthwhile, I promise. PRSA is the place to build your network and hone your skills.

I hope to strengthen our community by doing just that through enriching relationships between members, providing first-class programming and offering exceptional member benefits.

In closing, I would like to extend a heartfelt thank you to outgoing president Missy MacFarlane, APR for an outstanding year.

Last year chapter membership grew by 15 percent, a new chapter website and new social media channels were launched, and seven chapter members obtained accreditation – hats off to you and your leadership team!

Please feel free to contact me with any questions and/or ideas. You can find me on all the usual suspects, so [Tweet](#) me, [LinkedIn](#) me or plain ole [email](#) me.

Wishing you a joyful and prosperous 2012!



## Officers

President *Angela Walters, MBA*  
President-Elect *Noelle Anderson, APR*  
Treasurer *Lisa Braswell, APR*  
Secretary *Bobby Eagle*  
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## Stay Connected

Reading someone else's copy?  
[Signup here](#) for your own sub.

## Got News? Get Ink Here

[newsletter@prsatampabay.org](mailto:newsletter@prsatampabay.org)

Send us your PR themed member information — client news, personnel changes, new business wins, awards — so we can keep our membership informed about chapter activities and the community informed about PRSA.

## Chapter Web Site

Visit [PRSATampaBay.org](http://PRSATampaBay.org) for the latest on events, chapter information, job listings and more.

 Built with Adobe Creative Suite.  
Best enjoyed with [Adobe Reader](#).



photos©john siebenthaler

Chapter board members gathered in Tampa December 9 for an afternoon of brainstorming to map a course for membership during the coming year. Hosted by Social Editor Jennifer Medeiros at the Girl Scouts of West Central Florida, members identified major areas of concern to build on the momentum generated in 2011, including the upcoming Sunshine District Conference this June.

Check out 2012 [President Angela Walters Prezi](#) backgrounder.

# PRSA Tampa Bay At Night

Chapter Hosts Rooftop Social to Celebrate the Holidays



photo@john siebenhater

Chapter service doesn't mean no fun. Past, present and future presidents and officers picked a balmy December evening to relax on Tampa's Fly Bar rooftop lounge for a year ending gathering to celebrate goals set and surpassed.

## Social Fresh Media Training Returns To Tampa

Chapter Members Can Claim A 20% Discount

Social Fresh EAST returns to Tampa February 6-7 for two knowledge packed days of advanced social media training. Nationally recognized social media thought leaders for this premier event include:

- Scott Monty, Ford Motor Co.
- Jay Baer, strategy firm Convince and Convert
- Josh Karpf, PepsiCo
- Shauna Causey, Nordstrom
- Jesse Catlin, eMarketer
- Adrian Parker, RadioShack
- Matt Knell, AOL
- Chris Penn, Marketing Over Coffee Podcast

Social Fresh EAST is a tightly focused single track of the best SocMe speakers in the country. In two content packed days you'll learn advanced techniques for leveraging social media to generate revenue and produce real business results.

Sessions include:

- Google+ lessons from Ford
- Social lessons from Nordstrom
- Rejuvenating a brand with social from RadioShack
- Social media lead generation
- Social listening beyond PR
- 2012 social media trends
- Lessons from top 500 online retailers
- Fragmentation of social networks
- Social media innovation from Pepsi

Social Fresh EAST offers two great days of intense industry networking and exclusive after parties.

Chapter members, watch your email for a 20% discount promo code. Details at <http://socialfresh-conference.com/event/east-2012/>

*Surf On Over —  
And Find Out What's New*



You'll find all the resources and information you need about the latest member info, meeting details, chapter projects, event or job postings on our official web site. Just click on [prsatampabay.org](http://prsatampabay.org) for up to the minute news. We also update on facebook, LinkedIn, twitter, YouTube and flickr to meet our members needs for staying connected.



# Why Can't We Get Blogger Relations Right?

by Jennifer Lane

Following an [article](#) by David Carr from the New York Times about Crystal Cox, a blogger and real estate agent in Montana, who was, “nailed with a \$2.5 million defamation award after a judge refused to give her standing as a journalist,” I decided to explore bloggers’ role in the new online world.

I asked bloggers around the nation what they thought about blogging, blogger relations and the business of blogging. Bloggers are writers, hands-down, but what the writer calls him or herself and the niche he or she is in, colors their opinions. I found this was largely due to the type of content written online.

*What are bloggers these days?*

Wendy Townley, campaign manager and author of [Nerdy Thirty](#) said, “The best bloggers take their profession (or hobby) seriously, especially when writing about sensitive issues. Reputable bloggers get both sides of the story. They do their homework.” As a blogger, are we supposed to share both sides to a story or can a blog be enhanced to provide good business?

Others agree that journalism is just not journalism anymore. “I don’t consider bloggers journalists but I don’t mean that as an insult to either party,” said Heather Tweedy, Communications Specialist and author of her own blog, [Always something to do... in Omaha](#). “Bloggers vary from consummate professionals to hobbyists with big egos to match their big followings. Thus working with them can be a bit tricky.”

If content is meant to be “business-worthy” how do professionals create relationships with bloggers who provide real content that is favorable for business? The real answer was most apparent with the science and healthcare bloggers I read

and follow on my [twitter](#). When I read most of those bloggers, they have posts done from a technical perspective but have been relatively “condensed” into laymen’s terms.

Respected blogger and scientist who calls herself Scicurious and author of the blog [Neurotic Physiology](#), feels that “journalists” and “PR professionals” have helped her in many ways, as she has helped them. “As a practicing scientist, I find that PR and journalists treat me as an equal, even though I am not a professional journalist by training. I have never had a journalist or PR person treat me as anything other than a professional, and though both sides are willing to critique, criticism has always been constructive.”

In this case, bloggers are more than just writers, they are providing a new way for people who don’t understand technically written papers to learn about the subject matter, which is an important part of public relations.

*Where do bloggers go from here?*

So has online content taken us to a place where the difference between a legally acceptable and a non-legally acceptable writer must be defined? I think the place of a blogger will be even more difficult to define in the future but if blogging remains respected and profitable in niche areas, blogging will take on a whole new perspective and more freedom, where everyone can learn a little more about things that can’t always be explained in technical papers.

This also leads to the legal discussion; “investigative bloggers,” in Carr’s article, have given bloggers throughout a bad name. Writers that call themselves bloggers will not be taken seriously by the law. Some believe this is because there

are no rules when it comes to blogging.

“There used to be filters when writing and even though sometimes as a past reporter I wanted to rant about a subject, editors became filters and made changes in that writing to legitimize and base my writing more on facts,” said John Dunn, director of communications at Tampa General Hospital. In the future, the only “blogging” that can be considered “journalism” will have to be from a published, monitored and reputable online source and who knows how long that will take to assemble and become “serious journalism”.

As for journalists who want to flaunt their freedom of speech, “it doesn’t mean you can yell ‘fire’ in a crowded theater,” Dunn said. “After years of being a newspaper reporter, it is more important that your writing be based on facts.”

“Too bad there’s no algorithm to measure truth,” wrote Carr in the last lines of his article. In the future of blogging, reputation and affiliating organization will be the key measure of truth, at least as far as the U.S. courts are concerned.

To join this discussion, go to the [Tampa Bay PRSA page](#).



Ms. Lane is PRSA Tampa Bay’s new Assistant Editor. She joined our chapter from her home in Kansas City, MO where

she currently interns for HNTB. A University of Nebraska graduate, she was PRSSA’s 2010 winner of the National Organ Donor competition.

# PRSA Tampa Bay Member Spotlight



*Betty Carlin – member since 1996*

Always remember those who've helped you and honor them by helping others. That's been my mantra throughout my professional career.

I landed my first public relations job out of college as a result of a referral from the PRSA Tampa Bay job bank. That was my first exposure to PRSA and my high opinion of the value of the local chapter has only grown over time.

After working for several years in Bradenton, I took a job back in Tampa and began reconnecting with former colleagues who encouraged me to get involved with PRSA. I've served on a number of committees and was fortunate to be able to serve the chapter as Secretary, two-terms as Treasurer and six years on the Board.

I also had the wonderful experience of co-chairing the 2003 Sunshine District Conference with Stacey Williams and meeting public relations professionals from across the state.

During my career, I've had the opportunity to work in public relations from a number of perspectives including agency, corporate and now, not for profit. Over the years, I've come to depend upon PRSA Tampa Bay's rich network of public

relations professionals for advice, support and friendship.

With expanding work responsibilities and raising children, I became less active with the chapter over the last couple years but continued to benefit from the relationships I made through PRSA.

Last fall, I decided it was time to once again give back to the chapter that has given me so much throughout my professional career and ran for an open position on the Board.

I am thrilled to be back involved and look forward to helping others in the way many PRSA members have helped me.



*Karen L. Allen*

I'm always seeking ways to overcome my fears, and I must admit that the day I attended my first PRSA event in 2010 was an intimidating and enlightening experience. I arrived at PRSA's Tampa Bay Gives Back at Metropolitan Ministries not knowing what to expect. What better way to feel connected to other professionals than to give back to the community?

I quickly discovered that unlike many professional associations, the memberships' focus wasn't only on self serving strategic initiatives where we walk into a room to find

out what someone can do for you. Instead, PRSA is centered on elevating people to meet their full potential and helping others throughout the process.

On the first night, I met a dedicated group of professionals that were willing to bring me into the fold without hesitation or an alternate agenda. From better programs, job leads or just encouragement, PRSA works hard to make its members feel connected in all aspects of life.

My professional journey has taken me down many uncharted paths, and I am grateful for every opportunity.

What started out as a career in print and broadcast journalism eventually led to multi-media and internal communication strategies for the military. So when my career path led me to the public relations sector in a corporate setting, I knew that even as a seasoned professional, I would need guidance from PR pros to be successful.

Volunteering with the organization has been rewarding because it's given me the opportunity to witness the hard work, dedication and passion it takes to provide our members with outstanding mentors and development programs. I'm proud to work with a wonderful group of professionals who are willing to do whatever it takes to develop leaders within the community.

I am now the Web Content Manager for U.S. Central Command on MacDill Air Force Base. As a ConStrat employee, I'm responsible for all public relations internet media management related to USCENTCOM web communications.





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Immediate past-president Missy MacFarlane, APR led PRSA Tampa Bay volunteers in delivering a helping Christmas hand.

## **PRSA Volunteers Spread Holiday Cheer at Metropolitan Ministries**

*December 15 Day of Service a Success*

*By Michelle Bauer*

Thanks to all of our PRSA Tampa Bay members who participated in our annual Day of Service at Metropolitan Ministries. More than 15 of us gathered along with scores of other volunteers from local companies such as Tribridge and Capital One to assist with such tasks as grocery shopping, toy selection, car loading and parking.

With the need so great at this time of year, the staff at Metropolitan Ministries was immensely grateful for

the support of the donor community and those like us who helped ensure that the massive logistical operation under the big tent ran smoothly.

Several members of the volunteer team as well as those who could not get away from the office to serve convened later that evening at Fly Bar on Franklin Street. A great time was had by all as we toasted our good fortune in 2011 and looked forward to another great year in 2012!

# PRSA MEETING SCHEDULE

Month	Topic	Speaker	Time	Location
January 27th	<i>Re-Energizing Your PR Passion</i>	<i>Barbara Kyes, Action COACH</i>	<i>Breakfast 8:00 – 11:30 a.m.</i>	<i>Brio Tuscan Grille</i>
February 21st	<i>Member Mixer</i>	<i>Speed Networking</i>	<i>Evening 6:00 – 8:00 p.m.</i>	<i>Brio Tuscan Grille</i>
March 7th	<i>Media Roundtable with FPRA</i>	<i>Roundtable</i>	<i>Breakfast 7:30 – 10:00 a.m.</i>	<i>Brio Tuscan Grille</i>
April 13th	<i>Ethics in Journalism and the Ever-Changing Media Landscape</i>	<i>Kim Hart Johnson, POLITICO</i>	<i>Lunch 11:30 – 1:00 p.m.</i>	<i>Brio Tuscan Grille</i>
May 10th	<i>Olympics PR</i>	<i>Robert Wright, Davies Tanner</i>	<i>Breakfast 8:00 – 11:30 a.m.</i>	<i>Brio Tuscan Grille</i>
June 21-23	<i>Sunshine 2012</i>	<i>District Conference Speakers</i>	<i>June 21- 23</i>	<i>Poynter Institute for Media Studies</i>



## PRSA Silver and Bronze Anvil Award Applications

Silver Anvil Award entries can be submitted online by the Feb. 10 “early deadline” to save \$75 on the entry fee. The final deadline for entries is Feb. 24. Participants should first review the Silver Anvil Award Call for Entries guidelines.

Tips for preparing entries are available online by searching previous entries, listening to podcast interviews with Silver Anvil finalists, or viewing highlights of the PRSA Professional Development workshop, “Anvil Thinking: The Route to Award-Winning Work.”

The video offers hints for submitting an attention-getting entry by reviewing the secrets of a successful entry, including using research to develop clear objectives, creating a winning strategy and providing clear benchmarks for evaluation.

PRSA also is accepting entries for the Bronze Anvil Awards, which recognize superior performance in the design and execution of individual tactics within broader public relations campaigns. Submit entries by the “early deadline” of March 16 to save \$50 on the entry fee. The final deadline for entries is March 30. Review the Bronze Anvil Award Call for Entries guideline and the “Anvil Thinking” video for tips on submitting a winning entry.

## Writers In Paradise 2012

The 8th Annual WIP kicks off January 14. It’s too late to register, but free readings are open to the public every evening during the week-long campus event.

**Writers In Paradise** is a literary treasure held right in our own backyard, offering an excellent opportunity to see, meet, read and hear contemporary authors at the top of their game.

Taught each January at Eckerd College since its founding by best selling author, screenwriter and part-time resident Dennis LeHane (*Shutter Island, Mystic River, The Given Day, Gone Baby Gone*), the conference recruits top genre writers from around the country to serve as faculty to the workshop’s students.

It’s a rare chance to knock the dust off those basic professional skills that tend to get rusty when they’re not regularly challenged.

## Welcome New Chapter Members

The Tampa Bay Chapter would like to welcome the following new members who joined during November and December.

Christopher Delgado

*CJD Consulting Group, Inc.*

Ali Glisson

*City of Tampa*

Laura Palmisano

*Sims Crane & Equipment*

## PRSA APR On YouTube

Did you know? There are over eleven hours of [video on the APR process](#) available for free viewing on PRSA National's YouTube site.

## February Meeting – Fall In Love With Networking

Meeting the right business contacts can be a little like dating. It takes several long conversations over food but only a few seconds to determine if the person is the right match for you.

So why not cut through the clutter and apply the same principals associated with speed dating to business?

Join the PRSA Tampa Bay Chapter just a week shy of Valentine's Day for a Speed Networking event designed to help you meet business contacts you'll love.

The Feb. 21 event will be held at Brio Tuscan Grille at International Plaza from 6 to 8 p.m. Participants will be able to rotate the room and meet up to 60 new business contacts while enjoying great hors d'oeuvres and a free drink compliments of PRSA.

This exclusive event is free to PRSA Tampa Bay Chapter members. Non-members may register at \$15. Reservations can be made online through the chapter website. Space is limited to 60 people.

## FREE Professional Development for Members

*by Geri A. Evans, APR, Sunshine District Board Member*

Have you signed up yet? Will you be one of the thousands of PRSA members who will take advantage of the 50 free webinars that will be offered FREE to members only? Check out [www.prsa.org](http://www.prsa.org) under the Learning tab to find the professional development sessions that will help you grow.

January 19th is the first FREE session: Digital Media and Today's Digital News Release: Making It Easy for Journalists to Pick Up Your Story. There are two other addition-

al sessions in January. How to Grow Word-of-Mouth Movements: People are the Killer App on January 26 and Creating the Online Newsroom on January 31. Nonmembers will pay \$200. Surely it's time for nonmembers to join PRSA and your Chapter!

You can easily register by signing into your MyPRSA account and scrolling down under your information on the righthand side of the page. You'll see the link to the webinars.

## Media Roundtable with FPRA Tampa Bay

The Media Roundtable, one of the year's most popular Tampa Bay area PR events, provides a unique opportunity to build relationships with and talk directly with local media contacts about how to work with them to generate press coverage. Jointly organized by the local chapters of PRSA and FPRA, the Media Roundtable is also a great chance to network with dozens of PR colleagues from both organizations.

The annual Media Roundtable program gives public relations professionals a rare chance to talk in person with typically hard-to-reach media contacts. Attendees talk with media professionals in person about how best to work with them – and increase chances of generating press coverage for companies and clients.

The format is fast moving and high energy, and provides plenty of insight that public relations professionals can take back to the office and use in working with the media. Each roundtable will have a media contact, and attendees at a specific roundtable will have about 10 minutes to introduce themselves, ask questions and build relationships. There's a reason it is such a popular program: For PR professionals, it provides solid value.

When: Wednesday, March 7, 2012

Registration/Breakfast: 7:30 - 8 a.m.

Program: 8 - 10 a.m.

Where: Brio Tuscan Grill  
International Plaza, Tampa

Cost: Through Friday, Feb. 24:

PRSA / FPRA

Members & Students: \$40

Guests: \$50

After February 24th:

\$60 for all attendees

Please RSVP by Friday, March 2nd to Lisa Braswell or register online at [www.prsatampabay.org](http://www.prsatampabay.org).

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STRATEGIES

## Faith Based Grant Workshop February 23

Pathways to Growth workshop offers strategies for winning grants, creating an effective marketing and public relations message, maximizing social networking. Keynote speaker is Family First founder Mark Merrill. Early bird (\$99) registration at [www.grantpathways.com](http://www.grantpathways.com) by January 18.

## Member News



### RNC Preview Draws Worldwide Media

by Mary Haban, APR



Mary Haban, APR, senior manager of public relations, and Josh Hall, public relations manager, work the Visit St. Pete/Clearwater table at the RNC media walk-through event.

More than 450 media from across the globe attended the Republican National Convention Fall Media Walk-Through in early December 2012. PRSA Tampa Bay members

Mary Haban and Josh Hall were on-site at the media preview to represent Visit St. Pete/Clearwater, Pinellas County's convention and visitors bureau.

RNC officials spoke about logistical support for the August gathering, before the media headed to the nearby Tampa Convention Center – which will serve as a media center – followed by an evening reception.

Representatives from some of the country's most influential media outlets, including USA Today, NPR, ABC News, NBC News, Los Angeles Times and a host of others, stopped by the VSPC table. Haban and Hall fielded questions from reporters interested in learning more about the St. Pete/Clearwater area.

In addition to a Visitor Guide – given to each media member when they registered – writers received story ideas on things to do and see

in St. Pete/Clearwater before and after the convention.

Officials estimate that 13,000 to 15,000 members of the media will be in attendance, making it the single largest media event in the world outside of the Olympic Games.



The Republican National Convention (RNC) will take place August 27-30. For more information about the role of Visit St. Pete/Clearwater with the Convention, see <http://cvbeat.com/2011/12/12/rnc-preview-draws-worldwide-media/>

### Humana Promotes Two In Media Relations



PRSA Tampa Bay member Mitch Lubitz (left) was recently promoted by health benefits company Humana to a new role as East Region Media Relations Leader. Previously, Mitch was Southeast Media Relations Manager for Humana, based

in Tampa, and he's now assumed expanded regional and national communication responsibilities for the Fortune 100 health care company.

Mitch has been with Humana for more than seven years, and prior to that, he served in senior communication roles with Bank of America and TECO Energy, both in Tampa. Mitch is a longtime PRSA Tampa Bay member and volunteer, and he's also

been a chapter president and regional leader for the Tampa Bay chapter of the International Association of Business Communicators. Mitch is a 2005 graduate of Leadership Tampa Bay.

Past PRSA Tampa Bay member Nancy Hanewinkel recently joined health benefits company as its East Region Media Relations Manager. Nancy has been a media and public relations consultant and employee with Humana for more than five years in the Tampa Bay market, and she's now taken on regional communication responsibilities for the Fortune 100 company.

Prior to her work with Humana, Nancy held a variety of senior communication positions with TECO Energy and Jack Eckerd Corp., and has been a past board member with the Tampa Bay chapter of the International Association of Business Communicators. Nancy is a graduate of The Tampa Connection.



## Chapter Social Channels Getting Attention



*As we continue to explore and expand our social footprint, our audience reach is growing. Chapter volunteers are working hard to build content across the board: visual (YouTube, Facebook) and messaging on LinkedIn, Twitter and facebook are drawing audience. Join the convo at the chapter web home page.*

## Network Invasion Launches 2012 Gala Event

Celebrate Emerge Tampa Bay's "A Night At The Oscars" Invasion 2012 with Tampa Bay's emerging leaders and young professionals at the Ritz Ybor on Friday, January 20, 7:30 to 11 p.m.

Invasion is the premier young professional's event of the year, offering valuable networking opportunities with the Tampa Bay's future leaders and celebrating the accomplishments of 2011 while looking ahead to the goals of 2012.

Don't forget to dress your best for your walk down the Red Carpet! Strut your stuff for the paparazzi during Emerge Tampa Bay's Invasion 2012.

Networking attendees enjoy entertainment, drinks, delectable food, a photo booth, dancing, and more.



Register for Invasion 2012 at [www.EmergeTampa.org/Invasion.html](http://www.EmergeTampa.org/Invasion.html)

## sunshine 2012 is coming to Tampa Bay

June 21-23

[sunshine2012.com](http://sunshine2012.com)

