

Tampa Bay
PRSA Gulf to Bay

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BRAINS ON FIRE

INTERNATIONAL
CONFERENCE
FEATURES

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PRSATAMPABAY.ORG #5 SEPT-OCT 2011

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 more than 160 members located throughout West Central Florida.



lunch at Mazzaro's counter

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The interactive content of our newsletters is best experienced with the latest version of Adobe Acrobat Reader.

Hilited copy indicates a live link.



President's Message

by Missy MacFarlane, APR

Countdown to October

The countdown to International Conference has begun! The PRSA 2011 International Conference will be held October 15th through 18th in Orlando. More than 150 experts will present 90-plus sessions in five tracks – Strategies, Tools and Techniques, Specialization, ROI and Leadership and Management – throughout three days.

What am I most excited about? Learning from Geno Church, Word of Mouth Inspiration Officer at Brains on Fire.

Church is presenting “**Bringing Sexy Back to Offline Marketing**” on Sunday afternoon, the first day of the conference. It was hard to choose between Church and Chris Brogan, *New York Times* bestselling co-author of “Trust Agents” and *Entrepreneur Magazine* columnist.

Brains on Fire has been a part of my Google Reader for the past three years, and it's commonly the first blog (sometimes the only one) I read in my PR category.

Read Church's posts at <http://www.brainsonfire.com/blog/index.php/>

about the cover – Serendipity is a great tool that masquerades as talent. Hiliting the International Conference was obvious. I searched Josh Hallet's massive flickr feed for a skyline, but instead found coverage of BOF's shop that led me to their flickr site, just beyond reach – ©All Rights Reserved. Missy's excited anticipation of the BOF session sent me back to Josh's feed. And that's how Geno Church wound up on the cover.

*Serendipity.
 – John Siebenthaler*

author/geno/ – it's obvious that I'll learn something during his session and be entertained.

From most points in Tampa Bay, the JW Marriott resort is less than 2 hours away. It's rare for PRSA Tampa Bay members to have such close proximity to our international public relations conference.

The last time Florida hosted the PRSA International Conference was 2005, only to have it cancelled due to Hurricane Wilma. It will likely be five years (or more) before another PRSA International Conference will be held in the state.

This year, PRSA Tampa Bay Chapter offered four \$500 scholarships for Tampa Bay Chapter members to attend the 2011 PRSA International Conference. The scholarships cover approximately half of the registration fee. During the conference, each of the recipients will be acting as a reporter to bring the conference back to chapter members.

Are you attending the International Conference? If so, head to our **LinkedIn group** and let us know which speaker or session you're most excited to hear or participate in.



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Newsletter

Editor Missy MacFarlane, APR
Art / Production John Siebenthaler

john@siebenthalercreative.com
siebenthalercreative.com
twitter: [@cafe_racer](https://twitter.com/cafe_racer)

Social Channels

Editor Dana Blickensderfer
Editor Jennifer Medeiros

Stay Connected

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[Signup here](#) for your own sub.

Got News? Get Ink Here

newsletter@prsatampabay.org

We welcome your PR themed member information — personnel changes, client news, awards, new business wins — that lets us keep our membership informed about chapter activities and the community informed about PRSA.

Chapter Web Site

Visit PRSATampaBay.org for the latest on events, chapter information, job listings and more.

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



September Meeting: Spiders, Bots & Crawlers — Oh My!

Why Search Engine Optimization Is An Essential PR Skill

by Missy MacFarlane

Every executive wants page one Google rank for his company, but how does search engine optimization impact PR?

Why does the team writing copy need to know how visitors find the website? Isn't it something for the IT or web design team to figure out?

On Wednesday, September 14, PRSA Tampa Bay welcomes Caitlin Kaluza of Schipul - The Web Marketing Company to present A PR Professional's Guide to SEO.

During this value-packed session she'll explain search engine optimization (SEO) and it's relevance to public relations. She'll teach attendees how to write copy that search crawlers can find and humans can understand, deliver web stat insight, and show us how to organically attract more people to our websites.

Based in Houston, Schipul is a web marketing and site design company that connects people to communities online and helps them grow

their audience. Ms. Kaluza's SEO tips have helped Schipul clients Southwest Airlines, The Houston Zoo, and IKEA Houston slice through the noise.

PRSA Tampa Bay Chapter will also recognize six chapter members who have just attained their new Accreditation.

Accreditation chair Karen Mess Frashier, APR will present the newly Accredited members with their APR pins in a presentation to follow the speaker.

This exceptional luncheon event will be held at The Centre Club in Westshore. Registration is only \$30 for members and students, \$40 for guests.

Don't wait until it's too late! Sign-up now – our August program sold out a week in advance! Register today at <http://prsatampabay.org/events/ctl/details/mid/1454/itemid/288.aspx> for this exciting date.



PRSSA Resume and Portfolio Review

Student Networking Opportunity Also On Schedule

Haley Rohrer, liaison for the PRSSA 2011 National Conference, invites Tampa Bay Chapter members and other PR professionals attending October's PRSA International Conference to volunteer for a quick and painless one-hour resume critique or speed networking session.

The PRSSA Conference coincides with PRSA annual event. Both are in Orlando, only a few minutes from each other.

Sessions include:

Resume/Portfolio Critique:

Saturday, October 15: 4-5 p.m.

Speed Networking #1: Sunday, October 16, 4:45-6 p.m.

Speed Networking #2: Monday, October 17: 3:45-4:45 p.m.

If you're going to the show and are curious about the current crop of new professionals who will be graduating soon, please sign up for a session at www.zoomerang.com/Survey/WEB22CQRQ5ZCED

This is a great opportunity to play a major role in the future of rising

young communications professionals.

If you have questions or need more information, contact Haley Rohrer, Conference Liaison, PRSSA 2011 National Conference Committee University of Florida, Alpha Chapter at haleyrohrer@gmail.com.

Don't Forget to Tweet

Hashtag and follow sign for the event are already getting a workout: #PRSAIcon and @PRSAIcon.

Conference Coverage

We'll carry full coverage of conference events in our Nov-Dec newsletter. Our social channels will also be covering the conference, including photo and video posts.

If you haven't liked us on facebook yet, here's your call to action to stay informed from a local perspective.

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 for up

to the minute news. We

also update on facebook,

LinkedIn and twitter to meet

our members needs for

staying connected.





2011 PRSA International Conference in Orlando...No Excuse Not to Attend

By Diane W. Jones, MPA, APR
Sunshine District Chair-Elect

If you have ever wanted to attend a PRSA International Conference, there has never been a better time than 2011. That's because this year's conference is in our own backyard – Orlando!

Join 3,000-plus Public Relations professionals in Orlando Oct. 15–18 and experience the best Professional Development sessions, influential speakers and networking opportunities in the industry — become inspired by visionaries in the city where dreams come true!

Close proximity makes for very low travel costs and early bird registration has been extended until September 2.

There are already some amazing speaker's lined up, such as CNN's award-winning special investigations correspondent Soledad O'Brien; personal spaceflight innovator Peter Diamandis, CEO of X Prize Foundation; and Chris Brogan, social media consultant, *New York Times* bestselling co-author of "Trust Agents," and Entrepreneur Magazine columnist.

Attendees have the opportunity to learn about many topics, such as "Spectacular Events on a Shoestring Budget" and "How to Pitch Overworked Journalists" from leaders in the communications field.

And there are numerous networking opportunities available to connect and reconnect with PR professionals from all over the world.

The **2011 International Conference** will focus on: Innovative strategies; Effective tactics and techniques; Specialization and practice areas and The Business Case for Public Relations™.

Discover bottom line boosting strategies, best practices and real-world advice that you can put to use immediately – with measurable results.

Want to enhance your management skills? Learn from some of the best on team leadership and creating a positive presence.

Whether you work with social media on a daily basis or are simply a casual participant, there are sessions to help you further your skills.

Hear senior executives and thought leaders discuss word-of-mouth marketing and what steps you should take to ensure your organization has a comprehensive social media policy.

Maximize your chances of public relations success by sharpening your knowledge of measurement and understanding benchmarks.

Entertainment industry presenters will offer tips and tools on planning your next event. Hone your diversity skills with topics like global com-

munications and reaching Hispanic audiences.

Creating a news worthy and reputable brand is still a challenge for many pros. Find out what influences consumers and how to positively impact your bottom line.

It's one heck of a party! Your PRSA Tampa Bay Chapter Board is looking at ways to financially assist several members who would like to attend – stay tuned for that announcement.

In the meantime, check out the www.prsa.org website for the latest information on the conference. Look forward to seeing you there!

PRSA International Conference Needs You...As A Sponsor!

Here's why becoming a sponsor of the International Conference in Orlando in October might be just right for your business.

This conference truly is the gold-standard for our industry, and if your business or organization could benefit from reaching the 3,000 senior leaders and influencers representing Fortune 500 corporations and major agencies who will be attending, then sponsorship might be right for you.

There are several sponsorship opportunities. If you are interested in learning more, please contact Diane W. Jones at diane@djpublicrelations.com for more information.

PRSA Proposes \$30 Dues Increase

Measure Will Be Debated At October International Conference

by Cindy Sharpe, APR - Assembly Delegate, Tampa Bay Chapter

The PRSA National Board of Directors has voted to ask the 2011 Leadership Assembly to approve a \$30 increase in the cost of basic PRSA membership dues, to \$255 from \$225, effective Jan. 1, 2012. According to PRSA bylaws, the Leadership Assembly has the authority to approve the membership dues structure, as proposed by the National Board.

The Leadership Assembly, with Cindy Sharpe, APR and Patt Reed, APR, as your Tampa Bay Chapter Assembly Delegates, will be in Orlando in October deliberating and ultimately voting on this issue.

This proposal was influenced by the work of PRSA's Business Model Task Force, which audited PRSA's financial condition and conducted a comprehensive review of financial, membership and sponsorship trends, comparative data from other industry associations, and the evolution of PRSA's product and service offerings.

The Task Force recommended to the National Board of Directors a \$50 dues increase; however, the National Board decided to ask the Assembly for a \$30 increase. The Task Force and the National Board believes the dues increase is necessary to ensure PRSA's financial health into the future.

Some of the National Board's rationale for asking its Assembly to vote on a dues increase includes these reasons:

It's been 10 years since PRSA last increased its annual membership dues.

The Board believes that annual operating costs will soon outpace revenue growth.

Membership dues would be priced at more than \$270 today, had the

cost been tied to increases in the Consumer Price Index since 2002.

PRSA wants to continue to meet its financial goal of returning 1 percent of its annual operating budget to its financial reserves.

Membership dues, which account for approximately 50 percent of PRSA's revenue, have remained steady, but other revenue streams, such as professional development and Jobcenter, have declined in recent years due to the downturn in the economy and other market conditions.

.....

If the increase is ratified PRSA webinars will be free to members, a nearly \$2,000 annual benefit for members who view just one webinar per month.

.....

Cost-control measures — which in recent years have included cost and operational efficiencies, elimination of underperforming products and services, staff reductions, a pay freeze, reducing Board travel and cutting sales and marketing expenditures — have eliminated \$1.5 million in operating expenses from the PRSA budget. Further cuts risk compromising PRSA's ability to deliver its current range of member benefits.

Funds from the proposed dues increase will be used to update existing benefits and create new ones; explore new products and services;

create additional programming for senior professionals; enhance delivery systems by creating a mobile version of the PRSA website; introduce eLearning and create more digital publications; and otherwise modernize key infrastructure.

In addition, PRSA just announced that if the dues increase is ratified by the Leadership Assembly, PRSA will be able to offer every PRSA webinar free to all members. This represents a nearly \$2,000 annual savings for members who participate in one webinar per month.

A detailed "Question and Answer" document on the proposed dues increase can be found at <http://www.prsa.org/AboutPRSA/Governance/LeadershipAssembly/2011/DuesIncreaseQA/>

Your Tampa Bay Chapter Board of Directors will be discussing and deliberating this important issue in the coming months. The Tampa Board will vote on this issue at its September board meeting, giving direction to its Assembly Delegates on how to vote at the October Assembly Meeting.

Your Assembly Delegates and Tampa Board members would appreciate any feedback, comments, suggestions and questions from you, our Tampa Bay Chapter members.

Send your feedback to Cindy Sharpe, APR, at c.sharpePR@verizon.net. I will share your comments directly with Tampa Board members. You can also express your thoughts on our chapter's Twitter, Facebook or LinkedIn pages.

Please take a few moments to communicate your thoughts on this issue. I look forward to your feedback.

PRSA Tampa Bay Meets



All A-Buzz in August: Sell Out Event Hears Silver Anvil Pro

by Noelle Anderson, APR



PRSA Tampa Bay hosted a sold-out lunch program for 45 Tampa Bay PR professionals at Seasons 52 on August 17.

“From Buzz to Behavior Change” featured Silver Anvil winner Lena Davies, a Vice President in Hill & Knowlton’s Tampa office, who spoke about how her team uses social marketing to go beyond just creating buzz to really change public opinion and behavior.

For those who missed it, key take-aways from Lena’s presentation include:

“Social marketing” is a long-term and measurable process that motivates behavior change. It is not “social media,” and it is not a cure-all.

Social marketing best practices include:

- Being clear about a specific behavior you want to change
- Don’t try to do too much with a message or campaign

- Evaluate barriers deterring the audience
- Help your audience remember to act
- Test your program
- Continually measure and adjust as needed

Use the “Silver Anvil Test”:
Research, Planning, Execution, Results

Lena gave real-life examples of how she and her team put the above tips into play for client Keep America Beautiful’s “Littering is Wrong Too” campaign.



Seasons 52 in Tampa provided the ambiance for the sold out event.

The full presentation, provided by Hill & Knowlton and Keep America Beautiful, for informational purposes only and not for duplication, is available on PRSA Tampa Bay’s website. For inquiries, please contact Lena Davie at Lena.Davie@hilland-knowlton.com.

November Annual Meeting to Feature Tampa Bay & Co. EVP

by Patt Reed, APR

Save the date for PRSA Tampa Bay’s annual awards meeting! The November 3 breakfast event at the Tampa Marriott Westshore features Steve Hayes, Executive Vice President of Tampa Bay & Company.

As the executive vice president of Tampa Bay & Company, Steve is responsible for assisting the CEO in the development of all strategic priorities as well as working with the leadership team for achieving the Tampa Bay & Company’s mission of “economic development through tourism.”

Steve was recognized by Advertising Age as one of the “Top 100 Marketers” in 1999 for the development of an innovative marketing approach for generating summer leisure travel business.

As one example of his accomplishments, Steve directed destination marketing efforts to partner with AAA Auto Club South on a year long advertising program that increased hotel revenue by 67% over the previous year and hotel room nights by 48%.

As part of the program, the results of the Chapter officer and Board elections will be announced. Several members will also be recognized for their efforts to improve the Chapter, PR profession and overall community.



New! EZ Cast Your Vote

Chapter Awards Nominations Open

by Patt Reed, APR

The PRSA Tampa Bay Chapter is seeking input from affiliates on members that have made remarkable achievements in public relations and management practices, advancing the profession, meeting the needs of the community and strengthening our chapter.

Please participate in recognizing those individuals by completing our new nominating survey form at <https://www.surveymonkey.com/s/prsatb2011awards>.

Please complete your nominations by October 10. A PDF version of the nomination form can be downloaded and returned to Patt Reed, APR, 14143 Fennsbury Dr., Tampa, FL 33624, or email to pattreed@earthlink.net.

Deadline for all nominations is Monday, October 10, 2011 at 5:00 p.m.

Patt Reed, APR, is our Awards chair and can answer your questions at (813)389-0430.

APR Classes in January

by Karen Frashier, APR

The chapter's 2012 accreditation Readiness Reviews and exam prep class will kick off in January with a mixer.

If you're considering APR candidacy, please review the Universal Accreditation Board website here <http://www.praccreditation.org> or contact Karen Frashier, APR.

If you're an APR who would enjoy serving on the committee, please contact Karen Frashier, APR.

Karen Frashier, APR, chairs PRSA Tampa Bay's Accreditation Committee. She can be reached at kmf@advocatemarketingpr.com.

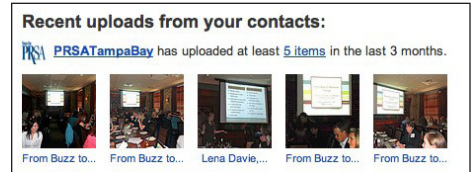
Chapter Social Media Thriving

Participation Metrics Up In All Areas

The chapter continues to break new ground in developing social media resources to connect with our audience wherever they like to hang out.

Our tier one channels: LinkedIn, facebook and twitter – are seeing increased use as members get comfortable with online interaction. Secondary resources include YouTube, Flickr and Intersect.

The moderated facebook URL for PRSA Tampa Bay Chapter is [facebook.com/PRSATampaBay](https://www.facebook.com/PRSATampaBay). Please comment and discuss there.



Both PRSA Tampa Bay's YouTube and flickr channels have recently added new content, with more to come. [Clik pic to link.](#)



Sunshine District Conference

by Angela Walters

This year's International Conference excitement leads directly into our regional Sunshine District conference in St. Petersburg next June.

While the International Conference draws 3,000 PR professionals from throughout the country, our conference focuses on topics, trends and industries that matter most to Florida public relations practitioners.

Contact Angela Walters at waltersangelam@gmail.com to learn more about the District Conference.

Welcome New Members!

by Marie Cirelli

Welcome to these new members who joined our chapter in July and August.

Jennette Harshman
Director of Event Services
Ironman World
Headquarters

Justin Herndon
Senior Communications
Consultant
Allstate Insurance Company

Brad Hilderbrand

Michael Hinman
Account Executive
Environmental PR Group

Susan McGrath-Smith
Corporate Communications Officer
Bermuda Electric Light Co. Lmtd.

Jenna Stock
Media Relations Intern
Busch Gardens Tampa Bay

Jessica Wyland
PR & Communications Professional

Receive a free chapter membership when you join PRSA in October! PRSA will waive the chapter affiliation fee for professionals joining as full members. Interested? [Contact Marie Cirelli](#) for details.

SCI-FI STALKS TAMPA STREETS!

HISTeria Takes Over Tampa Bay History Center

Locals Battle Alien Invasion With Smart-Alecky Irreverence

by Missy MacFarlane, APR



HISTERIA
TRY ON YOUR DARK SIDE

PRESENTED BY:
CIGAR CITY BREWING MADURO BROWN ALE

**SATURDAY
OCTOBER 22ND
8PM - MIDNIGHT**

EXPLORE YOUR DARK SIDE DURING HISTERIA
TAMPA'S PREMIER HALLOWEEN PARTY!

FEATURING:

- CAFE DUFRAIN
- CAFE HEY
- COLUMBIA RESTAURANT
- DATZ DELICATESSEN
- ELLA'S FOLK ART CAFE
- OISHI
- SPLITSVILLE

Hosted by THE TAMPA BAY HISTORY CENTER and Presented by CIGAR CITY BREWING
Tickets Include: FOOD from some of TAMPA'S BEST RESTAURANTS, Free VALET PARKING,
Complimentary DRINK TICKET, and Admission to THE HISTORY CENTER'S NEWEST EXHIBIT:
OUT OF THIS WORLD: EXTRAORDINARY COSTUMES from FILM and TELEVISION.

Sponsored by:

CIGAR CITY BREWING
St. Petersburg Times
tbt TAMPA BAY TIMES
OUT OF THIS WORLD
TAMPA BAY HISTORY CENTER
HisteriaEvent.org

PRSA Tampa Bay members Missy MacFarlane, APR of Bayview Public Relations and Travis Claytor, APR of Tampa Bay & Company are helping Tampa Bay History Center to plan its second annual Halloween fundraiser, HISTeria.

On Saturday, October 22, from 8 p.m. to midnight, costumed revelers are invited to explore "the dark side of history" at the Tampa Bay History Center.

Tickets include admission to "Out of This World: Extraordinary Costumes from Film and Television."

The special exhibit will feature more than 30 costumes and related objects from science fiction films and television programs such as *Star Wars*, *Blade Runner*, *Terminator*, *Star Trek*, *Battlestar Galactica* and *Batman*.

Attendees are encouraged to follow a Hollywood theme in selecting a costume for the event.

Cigar City Brewing is a presenting sponsor and its craft beers will be available throughout the event. Cafe Dufrain, Datz Deli, Cafe Hey, Oishi and Columbia Cafe are confirmed participants.

HISTeria helps the History Center to remain one of Tampa's premier cultural assets. Proceeds from HISTeria will enable the History Center to continue to provide educational programming for schoolchildren and engaging exhibitions for our community.

For more information and tickets, visit HISTeriaEvent.org.

Proceeds from HISTeria enable the History Center to continue to provide educational programming for schoolchildren and engaging exhibitions for our community.

QuickSTART – What I Learned

It's not just for newbies

by Patt Reed, APR

As a long time board member, I've heard about QuickSTART for years. Figured it didn't apply to me. Passed up many opportunities to participate. BOY, was I wrong! QuickSTART is great and for everyone regardless of PR practice level.

Here's what you get at QuickSTART: new energy and a broader view of the the Florida's public relations community and communications.

You get the opportunity to meet professionals from all over the state – new business/personal resources; an appreciation of what other chapters are working through and how you can learn best practices for our chapter; fun. We're all too serious. I said FUN!

Put next August on your calendars – it's QuickSTART time. Watch for scholarships to cover registration fees from the District and get ready to be energized. It's the best day and a half you'll spend in August.

Thanks to this year's QuickStart organizers, Diane Jones, APR, Tampa Chapter and Bryan Campbell, APR, North Florida Chapter. A special thanks to Georgiana Gonzales-Robiou, APR, this year's Sunshine District president. It was a blast.

*Patt Reed, APR, Assembly Delegate
Tampa Chapter Member since 1985*

My favorite thing about QuickStart was meeting and getting to know two of our newest Tampa Bay Chapter members. I had to go all the way to Orlando to meet two people from Tampa! But it was well worth it!

*Diane Jones, APR Co-Chair of QuickStart
PRSA Tampa Bay Board member and
Chair-Elect for PRSA Sunshine District
Chapter member since 1996*

I learned a lot of great - and useful - things at QuickStart, but one of the biggest things I took away was a sense of pride for our district. Although everyone who attended was at a different point in his/her PR career, it was evident that everyone was truly passionate and willing to go above and beyond for their chapters, district and PRSA. What a true inspiration. Go, Sunshine District!

*Jennifer Medeiros PRSA Tampa Bay
webmaster Chapter member since 2010*

I learned (from another Tampa Bay Chapter member, no less), PRSA members get a discount on car insurance from Geico!

*Noelle Anderson, APR PRSA Tampa Bay
Secretary Chapter member since 2005*

Since this was my first experience with QuickStart and pursuing a leadership role within PRSA Tampa Bay, just about everything was new to me, and all of it was valuable.

I think the most important thing that I learned, however, was that no matter what your interests are, there are ways to get involved and play an important role in the PR industry.

It's not just getting in line for President, serving as treasurer, or even heading up a committee. There are leadership roles everywhere and they are all important.

Of all the things that continue to change in our industry, there's one constant that will never change – you have to get involved if you're going to make a difference, and PRSA provides everyone with a way to do that.

*Travis Claytor, APR Member since 2005
Chapter member since 2007*

I gained best practices and resources to improve my committee activities with the TB chapter.

*Patt Reed, APR PRSA Tampa Bay
Assembly Delegate Chapter member
since 1985*

I learned that there is always a way to make time for PRSA and it can be fun. Just because I get involved, doesn't mean I have to spend every waking minute doing things for PRSA.

*Tanya Meyers Chapter member since
2010*



What I was pleasantly surprised to learn is that there were quite a few attendees at QuickStart who were interested in assuming the role of Assembly Delegate in the future; I had a full breakout session. These PRSA members were eager to learn more about the position and it was exciting to see their level of interest, because the position of Assembly Delegate is a great “stepping stone” for future District and National leadership positions.

*Cindy Sharpe, APR PRSA Tampa Bay
Assembly Delegate Chapter member
since 1987*

London Shop Opens New Tourism Office In St. Pete

Public Relations for Travel and Business Tourism

by Robert Wright



Davies Tanner
www.daviestanner.com
(727) 851 9120
UK: +44 (0)1892 617901

London based travel and tourism PR firm Davies Tanner, with offices in Edinburgh and Barcelona, will open its first US office in St. Petersburg this fall.

Davies Tanner is one of Europe's largest Travel & Tourism PR Agencies and counts hotels, major conference venues, tourist boards

Calling All Sponsors

Here's your opportunity to reach a select, qualified audience of public relations professionals. Take advantage of our generous sponsorship levels to extend your brand and distribute your message in print, online and at events.

PRSA Tampa Bay has a limited number of sponsor slots available at the following levels. Members, recommend an event sponsor for this year's remaining programs.

Gold Level Sponsor: \$1,500

- Two monthly luncheon sponsorships
- Two free luncheon reservations for each event
- Web banner placement on chapter Web site home page for one year
- Professional Development Conference sponsorship
- Advertisement in bimonthly chapter newsletter, sent to more than 160 members, for one year (total of six)

and CVB's, convention centers, sporting venues and trade shows as clients.

A UK PR Week Top 100 Agency, Davies Tanner is also working on a number of projects related to the forthcoming London 2012 Olympic and Paralympic Games.

Robert Wright, Managing Director of Davies Tanner's and current Chair of the PRCA's (Public Relations Consultants Association) Travel & Tourism Group, will head the office.

Davies Tanner sister agency, Electric Suitcase, provides digital communication to the travel & tourism industry.

- Opportunity to address attendees (up to five minutes) at two luncheons

Silver Level Sponsor: \$1,000

- One monthly luncheon sponsorship, with two complimentary registrations
- Web banner placement on chapter Web site for six months
- Professional Development Conference sponsorship
- Advertisement in bimonthly chapter newsletter, sent to more than 160 members, for six months (total of three)
- Opportunity to address attendees (up to five minutes) at one luncheon

Bronze Level Sponsor: \$500

- One monthly luncheon sponsorship
- One advertisement placement in bimonthly chapter newsletter, sent to more than 160 members

Contact Dena Gregory at 863-688-7407, ext. 52943 for more information.

Davies Tanner looks forward to participating in Tampa Bay's PR community and actively supporting the work of PRSA.

Find us on twitter, facebook and LinkedIn to join our conversation.

Robert Wright is Managing Director at Davies Tanner. He can be reached at Robert.Wright@daviestanner.com.

Local Chair Assists National Conference Diversity Session

Sponsors Needed For Event Mixer



Marissa Segundo, Chair of the PRSA Tampa Bay Diversity committee, is lending her talents to other PRSA chapters and more than

eight professional organizations in organizing a Diversity Mixer during October's International Conference.

Ms. Segundo is working with Kim Bardakian of PRSA San Francisco and Ashley Cisnero of PRSA Orlando in planning Saturday's mixer from 6 p.m. - 9 p.m.

Admission is free — light appetizers will be served and Tampa Bay members are encouraged to attend in support of our diversity goals.

Last year's first Unity Mixer was attended by hundreds at the conference held in Washington, D.C. Help is still needed to sign up raffle prize sponsors (i.e. gift certificates or prizes like hotel stays, trips, etc.). Participating companies or clients will receive name recognition on stage at the event.

If you or your client can help, please e-mail Ms. Segundo at msegundo@Largo.com.