



# exposure

## TOMS Shoes Go A Long Way Thanks to DP/PC FPRA Chapter Members

By Shirley Whitney



In partnership with Florida Southern College, FPRA was again able to step up and help homeless children this time with shoes for the children at Lighthouse Ministries, Salvation Army-Center of Hope and Lake Wales Care Center. Twenty-five generous shoe sponsors contributed \$5,652.40 to purchase shoes for 92 children and 13 infant Payless shoes. Kudos goes out to MidFlorida Credit Union for their generous contribution of 50 pair of shoes and several of their MidFlorida friends. Because of this generosity FPRA was able to purchase 158 pair total and the extra will be donated to the shelters for future children. Lake Wales Care Center received 33 pair (9 extra); Lighthouse received 55 pair (11 extra), and Salvation Army received 57 pairs (12 extra). Lighthouse received 4 pair of infant shoes from Payless and Salvation Army received 9 infant shoes from Payless.

Florida Southern had nearly 15 students on hand to help the children “Style Their Sole” at Salvation Army and Lighthouse Ministries and Southeastern University and Vanguard School also provided 10 – 15 students each to help at the Lake Wales Care Center. Florida Southern College and Southeastern University provided all the art supplies for the event.

(cont'd on pg. 2)

## President's Message

by Cindy Rodriguez

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Greetings DP/PC Members,

It's Census time! That means it's time to “make it count” (pun intended) for the community! A lot is riding on the upcoming census and you can play a key role in spreading the word at your place of business as well as with friends and family. The Census count will determine where \$400 billion federal dollars (\$1,300 for every man, woman and child who's counted) will go each year – for the next TEN years! We need to be sure Florida and our own communities here in Polk get our fair share.



And, unfortunately, Florida had a relatively poor response in 2000, approximately a 63% response rate, and that's made us a donor state for the past decade – because we only received a percentage of what we needed for our actual population numbers. These federal funds are used for community needs like hospitals, job training centers, schools and more. The population numbers are also used to determine our representation in Congress, so truly EVERYONE is impacted by the Census.

(cont'd on pg. 5)

## TOMS Shoes - continued

Teresa O'Brien spoke to the entire FSC student body at convocation before Blake Mycoskie, Chief Shoe Giver for TOMS Shoes, made his presentation. Shirley Whitney gave a short presentation at Lighthouse along with a special presentation of the key to the city to Blake Mycoskie by Mayor Gow Fields. Other special guests were in attendance along with media.

Thanks to FPRA members that donated shoes and also "manned" the shelters.



Photos taken by Jordan Weiland Photography.

## Member News:

DP/PC FPRA Chapter Members welcome new additions to their families.



**Katy Martin** and her husband, Clint, welcomed their second child into the world on February 11. Carter David Martin was weighing 9 lbs, 5 oz. Congratulations to Katy and Clint, along with big sister, Lila.



**Daniel Jimenez** and his wife, JoAnna, welcomed Lucas Daniel. Born January 28, Lucas weighed 8 lbs, 8 oz. Congratulations to the Jimenez family.

## SweatMonkey.com – Bringing Local Students Together with Your Organization

As told by Scott Fore, Managing Director of Treetop Software Company, LLC, to the DP/PC FPRA Members at the February Monthly Meeting.

As business leaders we need to close the generational gaps, because the students today will be the ones helping us sell our products of tomorrow. How are our kids communicating today? When we're done for the day, our kids are still on the computer at night. If you can't figure out how to use your new cell phone, just give it to a nine-year old! When you consider that today's phones can do more than yesterday's computers, it's pretty clear how young people are communicating. Why is this important to us as business leaders? Think about the way the Internet is changing our lives and marketing patterns. Consider these statistics.

- It would take 412 years to view every video currently on Youtube.
- There are now 186 million websites on the Web.
- The number of text messages sent and received each day exceeds the population of the planet.
- Facebook has 300,000 images per second.
- Services that used to be fee-based are now online for free.
- The top 10 in-demand jobs in 2010 did not exist in 2004.

Like many of the Generation Z kids, my son, Callahan, had the tech knowledge, but realized he lacked the knowledge of how to get involved in the community. Community service credits are required for most school aged students, so with that in mind he organized a student advisory board comprised of 20 fellow students, and they created the concept for the SweatMonkey website. The basic requirements for the website: give students a safe online environment to develop service-learning, find opportunities for community service and volunteer opportunities, track their service hours, learn about local activities, look at media and find helpful resources.

Go to [www.sweatmonkey.com](http://www.sweatmonkey.com) to create your free account and post your events, activities, internships, and job openings. You will be able to connect with local students ready and willing to work with you. You will also be able to publicize your business/organization, upcoming events and other opportunities. And watch for some exciting improvements on the website this summer.

Scott has more than 35 years of experience in a broad range of management fields including distribution services, business start-up and development and manufacturing. He has business relationships with numerous Fortune 500 companies and has built international relationships with manufacturers, brokers and distribution systems throughout the U.S., Canada, and South America. Scott developed the online infrastructure for SweatMonkey and handles the daily functions through his company, Treetop Software.

# Student Member Profile: Allison Strazzulla

## Florida Southern College by Rebecca Paul



For the past several years Allison Strazzulla has reaped the rewards of her hard work in and out of the classroom. Currently a senior at Florida Southern College, Allison is devoted to her education and extra curricular activities. A champion equestrian rider, she also spends a great deal of time as her sorority Alpha Delta Pi's public relations chair. Incorporating her love for her sisterhood and her future. She also over-see's their philanthropy projects, advertisements and feeding their national organization with updates about their chapter.

This spring semester Allison was voted upon by her peers at FSC to become its newest FPRA President, and she already has some big plans for the chapter. The student chapter has already seen tremendous growth with Allison as its leader.

"I really would like to focus on recruitment and community service this next year. I want to make as many students as possible aware of whats going on in Florida public relations and other oppurtinities,"says Strazzulla.

When asked why she decided to pursue a career in public relations, she responded by simply saying "people." She expressed her desire to meet new people, especially those within the public relations field. "The ability to network is one of the most powerful tools we have," says Starzzulla, " and I plan on taking full advantage of it."

Allison talks about how her years of competing in riding competitions has taught her how to prioritize and to set goals for herself for the future. Right now she is in the process of working towards an internship with the Golf Channel. She has expressed that having been given the oppurtunity to participate in non-profits as a student has given her the desire to potentially pursue a career in that relm one day.

"Whereever I end up is fine, I love talking to people and I love being around them. I think that as long as that is still a factor in my career I will be alright."

Upon graduation Allison plans on pursuing her masters degree and traveling all over the world. However, she loves the Florida sun too much to stay away for long.

## Save the Dates: FPRA Events

**March 11** - Board Meeting  
8:30 a.m. - BB & T Bank in Bartow (2nd floor) All members are invited to attend

**March 17** - Chapter Meeting  
Lakeland Yacht Club  
11:30 p.m. - Networking  
12 p.m. - Lunch and Speaker  
RSVP to Teresa O' Brien at  
teresa.obrien@polk-fl.net

**April 16** - FPRA Roast 'n Toast Fundraising  
Event at Bartow Civic Center. 6 p.m.

Reception; 7 p.m. Dinner  
Honoree - Sheriff Grady Judd

**April 15**- Board Meeting  
8:30 a.m.- BB & T Bank in Bartow (2nd floor) All members are invited to attend

**April 21**- Chapter Meeting  
Lakeland Yacht Club  
11:30 p.m.- Networking  
12 p.m.- Lunch and Speaker  
RSVP to Jennifer Bush at  
jennifer.bush@publix.com

**May 13**- Board Meeting  
8:30 a.m.- BB & T Bank ( 2nd floor) All members are invited to attend

**May 19**- Chapter Meeting  
Lakeland Yacht Club

11:30 P.M.- Networking  
12 p.m.- Lunch and Speaker  
RSVP to Jennifer Bush at  
jennifer.bush@publix.com

**August 8 - August 11** - 2010 Annual State  
Conference in Naples, FL  
Theme: "The Big Picture - Bringing Public  
Strategy and Leadership Into Focus"  
[www.fpra.org](http://www.fpra.org)

For additional details about these events,  
visit the DP/PC FPRA Web site at  
[www.frapolk.org](http://www.frapolk.org)

Professional Member



The DP/PC Chapter of FPRA welcomes **Rebeca Mueller**, who is the new Internet and E-Marketing Coordinator at PolkCounty Tourism and Sports Marketing, where she develops online and social networking efforts to promote PCTSM. Rebeca has recently transferred her membership from the Tampa FPRA Chapter.

Rebeca who already has several years under her belt as a FPRA member and has proven to have great knowledge in regards to the local and state Image Awards.

Happy Anniversary!

The following members joined FPRA during the month of February:

**Jean Wright**, 1 year

**Nancy Martinez**, 5 years

**Carole McKenzie**, 8 years

**Susan Sartain**, 2 years



“As a public relations professional, I’ve found FPRA to be a good source of professional development for my role in this industry. FPRA helps me navigate various methods that can be used to enhance my company’s communication practices. I enjoy the monthly meeting topics and speakers, and I appreciate the education gained through attendance at the annual conference. All of the FPRA activities combine to help strengthen my daily practice. As an added bonus, my membership has helped to cultivate a number of lasting friendships with fellow practitioners.”

-**Nancy Martinez**, Watson Clinic

APR  
SAMPLE QUESTIONS

As you decide whether or not you are ready to take the APR test, quiz yourself with these sample questions. And if you are already an APR – have fun with these questions and see if you are still on top of your game!

1. An attitude is:

- A. A thought-out, reasoned choice.
- B. A predisposition to act.
- C. A response to a specific situation.
- D. A common interest among individuals.

2. Which statement is true?

- A. If you hire a research firm to conduct intercept interviews on behalf of your company, it would be considered secondary research because you did not do it yourself.
- B. Analysis of an organization’s archives can be considered either primary or secondary research.
- C. You find a consumer-attitude study done by the company three years ago and before you got there in some old files. It is secondary research by definition because it was done at a previous time.
- D. An analysis of newspaper clippings is always secondary research because it is a study of things from the past.

3. Because styles of communication are different in different countries, global companies usually find challenges in communicating effectively with employees based on differences in which area?

- A. Time
- B. Values
- C. Feedback mechanisms
- D. Openness and frequency

4. Which of the following identifies the needs and wants, provides products to meet them and deals with customers?

- A. Advertising
- B. Lobbying
- C. Marketing
- D. Public Relations
- E. Public Affairs

Job Bank

Looking for a great public relations, communications, or marketing job opportunity? Visit our web site for the latest postings. Many of the top companies in the area post their jobs with us. Job listings are updated frequently, so please check back often while on your job hunt. To see the latest job postings,

[Click Here](#)



# President's Message

(cont'd from pg. 1)

Census forms will arrive in homes Mid-March and they're simpler than ever -- just ten questions that will take about ten minutes to complete for each person in your household. We need to count EVERYONE – U.S. citizens as well as undocumented residents. Why? Because even undocumented residents utilize government-provided services, hospital emergency rooms and more, and of course, there's a cost associated with that. So, we need to get our full fair share of those federal dollars. The Census results are completely confidential and will not be reported to Immigrations officials. That's important in order to reach the undocumented population which is typically under-reported.

Start spreading the word about the importance of the U.S. Census. Plan to include something in your company newsletter and/or start an awareness campaign at work or even at your church, because, YOU can make a big difference! And, this is one time we REALLY need to "make it count"!

Now, on to a couple of other important items...I don't know about you, but I'm more than ready to shake off this crazy cold weather and jump into spring. But, I'm excited by more than the promise of warmer temps because we have fantastic things in store over the next couple of months for members, media partners and the community.

If you haven't already done so, mark your calendars now for April 16th and the Chapter's Roast and Toast fundraiser honoring Sheriff Grady Judd and catered by the Texas Cattle Company. The event, entitled "A Star is Sworn," includes an all-star cast of media partners and is shaping up quite nicely. It promises to be a fun night filled with just the right mix of laughter and tribute! Kudos are definitely in order for Donna Wood and the fantastic team of chapter members who are working to make this event hugely successful. In addition to raising funds for our chapter, a portion of the event's profits will be donated to Sheriff Judd's designated charity, the Sheriff's Youth Villa. Be sure to get your tickets early as we expect a sell-out! And, THAT's how we're making it count with Roast and Toast.

And, just around the corner, you'll have an opportunity to enter your great projects in the Local Image award competition. This year, we're partnering with the Tampa FPRA chapter and will soon announce the location and time for the joint awards celebration. We expect it to be an evening event that offers an opportunity to network with Tampa members while we recognize our own local image winners for program excellence. Of course, in addition to the joint celebration, we'll also recognize our chapter winners at the April luncheon.

So start thinking about what project(s) you will enter. Then, make it count for yourself, as a public relations professional, by taking advantage of this opportunity to gain valuable feedback from the judges – feedback you can use to take your entry successfully to the next level – the Golden Image Awards at Annual Conference! Remember, everybody loves a winner – especially your boss and your organization! So, get in the game, and make it count!

This month we also see the successful culmination of much hard work and the result of yet another series of partnerships with community organizations in the TOMS Shoes "Style Your Sole" campaign. Our Community Involvement tag team of Teresa O'Brien and Shirley Whitney just cannot be stopped! Thanks to their dedication and the contributions of several other members, we ended the campaign at almost 200% of goal – providing much-needed shoes for children at the Salvation Army, Lighthouse Ministries and the Lake Wales Care Center. Two hundred percent of goal...now, that's really making it count! Way to go, team!

Finally, I'd like to thank those of you who participated in our member survey to determine what luncheon and professional development topics YOU want. And, as always, I assure you that we're working to bring you meaningful programs based on what you've told us you'd like to see and hear.

Census, Roast and Toast, Local Image Awards, TOMS Shoes and more! The Dick Pope Polk County Chapter is setting the standard for professional engagement and development.

With Warm Regards,

Cindy Rodriguez



## Note From Your Interim Editor: Rebecca Paul

Greetings FPRA Members,

First, allow me to say that it is my pleasure to fill in as the interim editor of our newsletter, as Katy Martin is enjoying time with her new son Carter. I am currently interning under her at Polk County Tourism and Sports Marketing and am so excited to be given this opportunity. The information that this newsletter provides every month has not only deepened my knowledge of public relations, but has assisted in the guidance and growth of the Southeastern University student chapter, for which I am the President.

I hope that everyone will enjoy and find this newsletter valuable. Can't wait to see how the next one turns out.

Yours Respectfully,  
Rebecca Paul