



exposure

Sun n Fun Taking Flight Once Again

By: Rebecca Paul

It's that time of year once again for the Sun 'n Fun Fly-in, this year celebrates the 36th year of gathering some of the worlds finest aviation machines, pilots, products and spectators. Tuesday, April 13 is set for opening day for this years 2010 Fly-in, it is estimated that 150,000 to 170,000 visitors from North America and more than 80 other countries will be in attendance at the event, including media from newspaper, online forums and aviation magazines from around the world coming to cover it. Making it the largest convention in the state of Florida and producing an estimated \$27-\$31 million revenue into the Lakeland area and surrounding cities. This year Sun 'n Fun will also be showcasing the United States Air Force "Thinderbirds" jet demonstration team.

This Fly-in has a tremendous effect on Polk County Tourism, giving us an economic boost every April. This year, taking place from April 13-18, it has become more than a "spring break for pilots and friends", it has become a world renown tradition.



President's Message

by Cindy Rodriguez

Greetings DPPC Members,

Something really big is just around the corner. Something that will have the entire County buzzing. Something that will involve our media partners. Something that will give back to the community. Something that will have you laughing so hard you'll cry...something NOT TO BE MISSED!

If you haven't figured it out by now, it's the chapter's revival of our local "Roast and Toast" fundraiser tradition. This year, we are very pleased to honor Polk's Sheriff (who some have called "America's Sheriff"), Grady Judd at "A Star is Sworn"!

THE event of the year, catered by the ever popular Texas Cattle Company, takes place on Thursday, April 16 at the Bartow Civic Center and will feature a fun-filled night of light hearted banter and good-natured jabs.



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We're Here the Rest of the Year: Changing Perception for Lakeland Linder Regional Airport

By Rachel Bulman

On Thursday, March 17, Gene Conrad introduced himself to a room full of PR professionals at our March monthly meeting at the Lakeland Yacht Club.

As the new Airport Director for Lakeland Linder Regional Airport, he used this opportunity to show us what he plans to do in his new position.

Conrad's father was himself an airport director for 30 years and passed the aviation bug on to him. His first job was with Port Columbus International Airport, and later, joined his father at Dayton International Airport as an Airport Duty Supervisor, inspecting runways and making sure certain operations were going as planned. Conrad later became the Acting Manager Marketing & Public Relations which moved him into the PR industry.

In July of 2007, he was thrown into the PR industry – “baptism by fire” as some would call it – after an air show crash at the Dayton Air Show claimed the life of a stunt flyer.

“Here I am on the phone with Nick Sanchez from CNN as fire trucks are rushing to help put out the flames of the crash,” Conrad said. “I got started quick.”

In April of 2008, he left Dayton International Airport and joined Branson Airport as Deputy Director of Marketing and Air Service Development. Branson earned bragging rights as the first privately funded airport in the country and hosted over 60,000 people at their 1st Annual Airshow in May of 2009.

“Everyone in the aviation industry knows each other,” Conrad said as he explained how he came to hear about the position at Lakeland Linder Airport and made the trip for an interview with community stakeholders and Doug Thomas, Lakeland City Manager.

At only 34 years old, Conrad silenced hesitations about his age with a thoughtful story about his passion for aviation that started when he was a teenager.

“Doug likes to tell this story over and over again,” he said. “When I was 13 or 14 years old, I would take aerial shots of the Oshkosh and Sun ‘n Fun air shows and count how many planes were there. People would tell me that Sun ‘n Fun was going to be as big as Oshkosh, and I didn’t believe it so I would always count the planes. Oshkosh had more planes, but I was impressed with both events and I became very familiar with Lakeland Linder Regional Airport from all of my counting sessions.”

Conrad told us about his long-term commitment to Lakeland and our airport complimenting Lakeland as a family-oriented city that’s perfect for his wife and son who will turn three in June.

“I know that there are many challenges and quite a bit of bad press about Lakeland Linder,” Conrad explained, “but we are in a great position to change perception. We’ve decided that rebranding isn’t the way to go but better yet, a new marketing initiative.”

As we all know, good public relations is all about perception and Conrad plans to push Lakeland Linder Regional Airport in the right direction – a positive perception through a grassroots initiative.

“Did you know that we have over 150 tenants and over 700+ employees on our airport? We are going to do an economic impact study and a master plan update,” he said. “We are an airport that is ripe for growth and an economic driver for the community.”

Conrad further explained how he needs lots of friends in the PR industry to help him spread the word about his plans for the future.

“We only have 13 people on our staff and no budget to hire a public relations member, but I know that just by being here today and continue to go to lunches like this will help to change that perspective.”

Other “Did You Know” facts about Lakeland Linder Airport:

-1 million square feet of facilities located at the airport

-2 Runways – 9/27 8,500 feet long and 5/23 5,000 feet long

-The airport can handle some of the largest aircraft in the world

-On site 24/7 crash fire rescue

-Air Traffic Control Tower open daily from 6:00 AM to 10:00 PM

-Lakeland Linder Regional Airport has over 95,000 takeoffs and landings every year

Member Profile: Sheree Saulter

by Rebecca Paul

As the Community Relations Director at Webster University, Sheree Saulter, mother of two, gets to combine her love for people and her desire for knowledge together under one roof. Saulter also graduated with her Masters in Counseling at Webster. She and her family moved to Polk County in 1996 from New York, where she pursued her undergraduate degree at Warner Southern University in Lake Wales.

She began working for Webster University in 2008 and embraces education, especially when it comes to encouraging adults to continue in their pursuit for higher degrees of learning. Believing that every person should be given that opportunity.

“I love encouraging adult students to go back to school”, says Saulter.

As a new member to the public relations family, Sheree enjoys a job that allows her the ability to incorporate so many different aspects of her education. She enjoys using public relations and marketing in-order to assist in recruiting for Webster University.

“There are a lot of things that I’m learning about public relations, considering my job isn’t only pr, it makes everything that I do with FPRA so much more valuable,” says Sheree, “it’s a world of its own”.

Sheree is currently the chair for the Local Image Awards for the Dick Pope/Polk County Chapter of FPRA, and is finding it to be very beneficial.

“Being apart of a committee is one of the best ways to take advantage of everything that FPRA has to offer, and I believe that you are going to get what you put in,” says Sheree.

Having only been a member of FPRA for little over a year, Sheree is certainly going to practice what she preaches, “take advantage of everything”.



Save the Dates: FPRA Events

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

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 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

June 10- Board Meeting
8:30 a.m.-BB&T Bank in Bartow (2nd floor)
All members are invited to attend

June 16- 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

For additional details about these events, visit the DP/PC FPRA Web site at
www.frapolk.org



Gene Conrad from the Lakeland Linder Airport speaking at the March FPRA meeting and luncheon.

Happy Anniversary!

The following members joined FPRA during the month of March:

Martin Bahl, 7 years

Dave Walters, 2 years

Fernando Valverde, 8 years

Keira Lennox, 1 year

Lynne Breidenbach, 1 year

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. In issues management, what is the most proactive approach to addressing negative or misleading information posted online about your organization?

- A. Buy domain names that could be used by opposition groups.
- B. Post anonymous comments on blogs to combat this information.
- C. Prepare a news release that discredits the inaccurate information.
- D. Make policy changes to address complaints highlighted on these sites.

2. Why should a successful public relations counselor continually review present and future realities for an organization?

- A. to develop a vision statement
- B. to interpret trends for management
- C. to interpret the organization's business plan
- D. to consider the role public relations might play
- E. to know what path the organization should pursue

3. Which two factors have the strongest influence on the public relations department's standing with the organization's dominant coalition? (Choose two.)

- A. the number of staff assigned to the public relations department
- B. the training and experience of its most senior public relations practitioner
- C. the tenure of the most senior practitioner in the public relations department
- D. the public relations department's position on the company's organizational chart
- E. the public relations department's ability to demonstrate business and financial literacy

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)

The Roast and Toast silent auction is shaping up nicely as well and you'll have the opportunity to bid on some great items!

So, if you haven't already bought your ticket and sold several more to friends, colleagues and family, it's time to jump on it and get it done! And, if you're reading this thinking that someone else will do that and you don't really need to get involved, you couldn't be farther off base. We need YOU to ensure that this is an "over the top" successful endeavor. Why? A successful event means the chapter has more money to invest in YOU -- money that can be used to offer conference scholarships, accreditation reimbursements, membership scholarships, vouchers for luncheons and more. So, check out the chapter's website (www.frapolk.org) for details on tickets and more.

And, as always, even though we plan to invest in the chapter and our members, we're also "making it count" in the community as part of the profits will go to the honoree's designated charity – the Sheriff's Youth Villa.

Also, April is the month we recognize members for the excellent and meaningful work they do for their various organizations when we meet for the "Local Image Awards." Be sure to join us at our April luncheon meeting to find out who's who when it comes to public relations excellence. You'll also hear from our guest speaker, Mark Jackson, Director of Polk County's Tourism and Sports Marketing who will give us the "scoop" on "LEGO-LAND, Florida: Behind the Deal". Hope to see you there!

April is also time for the annual "Sun 'n Fun" Fly-in. Once again, the Dick Pope Polk County Chapter members are lending a helping hand with media credentialing. Thanks to all those who have volunteered their time and expertise to support this important annual event!

Finally, Census forms have arrived in homes. While simple to complete, those forms are EXTREMELY important. Why? Census population figures determine our representation in Congress AND the distribution of over \$400 billion federal dollars each year – FOR THE NEXT TEN YEARS! We want our community to benefit from the income tax dollars we've already paid. We don't want to be a donor county and watch our dollars go elsewhere! So, please continue spreading the word about how important it is to complete and return the Census forms. This is one way a little effort can produce a large payoff and we can REALLY make it count for our community and our economy!

Census, Roast and Toast, Local Image Awards...throw in Spring Break (for some) and Spring holidays (Easter, etc.), and I don't think April could be any bigger!

Finally, please join me in congratulating one of our own. Angie Birdwell achieved a milestone in March by earning her Master's Degree. It's always rewarding to place the ### at the end of a successful professional development endeavor such as this one! Congratulations, Angie. We're proud of you!

Happy Spring Holidays and Chapter Happenings,

Cindy Rodriguez

Note From Your Interim Editor: Rebecca Paul

Greetings FPRA Members,

I must say that it has been my pleasure to over-see the past two "Exposure" newsletters. It has been such a learning, yet rewarding experience to assist our chapter in this way. With this final newsletter coming to a close I am overjoyed that this also means the end of my college experience as well. I certainly won't miss the late night cram sessions or staying up till all hours of the morning during finals week. I will, however miss the wonderful people apart of our chapter who have so graciously shared their knowledge and experience with myself, as well as the other student members at Southeastern University and Florida Southern College. What we learn from you all is invaluable and will become our foundation as public relations practitioners, a responsibility you accept with open arms.

So to all FPRA members, friends, and colleagues I say thanks.

Yours Respectfully,
Rebecca Paul

