



exposure



Roast 'n Toast Committee "Fires Off" A unique debriefing opportunity

They say the more involved with FPRA you become, the more you will receive from your membership. For several of our members, this could not be more true as they joined forces to conduct an "undercover operation" which resulted in the seizure of \$18,855.18. And after such an event, a special debrief was called to order: Operation Roast 'n Toast Debrief.

The Operation Roast 'n Toast debrief took place on May 17, as committee members met at the Polk County Sheriff's Office Burnham McCall Training Center in Bartow. The only instructions committee chair Donna Wood gave were to "wear comfortable shoes." Little did the committee members know they would be joining the PCSO SWAT Team as they "fired off" details of the successful event that was right on "target!"

"I had the opportunity to fulfill treasurer responsibilities during the DP/PC FPRA's Roast 'n Toast and while doing so I saw an amazing outcome not only for the chapter, but for our community yet again this year! Topping it off, Donna invited the committee to have fun and let of some steam at the debrief," said committee member and DP/PC FPRA vice president Teresa O'Brien.

The committee would like to express gratitude for the Roast 'n Toast community sponsors which "exploded" with excitement. Also, thanks to the PCSO SWAT team and Michelle Holley and the Texas Cattle Company for catering lunch.

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President's Message

by Cindy Rodriguez

Just Around the Corner:

Have you registered for FPRA's Annual Conference August 8 - 11 in Naples? If not, you still have time to take advantage of this incredible professional development opportunity and, quite frankly, you owe it to yourself and your employer to do so. If funding is a challenge for you or your organization, there are several possible solutions. At our May meeting, I was thrilled to announce that, as a result of our successful Roast 'n Toast fundraiser event, the Board approved an additional scholarship for this year. That means there are chapter scholarships available, which cover the entire cost of registration, a \$595 value, for three of our members. Additionally, State FPRA is offering a scholarship as well. Applications are all available on line. Deadlines apply, so be sure to check it out and submit yours as soon as possible! Then, talk to your employer and ask them to cover the hotel expense in exchange for the \$595 worth of professional development you will put to good use for them!



Additionally, since other DP/PC members are planning to attend, there are also opportunities to carpool and/or room share - great ways to reduce expenses

(cont'd on pg. 4)

Member Profile: Cindy Sternlicht

Lakeland Regional Medical Center



When Dick Pope/Polk County FPRA past-president Cindy Sternlicht began her career at Lakeland Regional Medical Center (LRMC) nearly 29 years ago, she received very important advice that she has carried with her throughout her career. It was from her then-supervisor (also an FPRA member and past-president), Bob Gernert. He taught her to stay calm and always “walk at the same pace.” That advice has served her well in her current role as LRMC’s marketing communications and public relations director – where she works in a fast-paced environment.

“I learned that if you walk like you know what you are doing and don’t get in a hurry, you will exude calmness even in the midst of crisis,” said Cindy. “At LRMC there are people who literally need to run, such as emergency medical staff, but I don’t need to run. It’s important that my staff stay calm, even in chaotic situations,” she said.

You may be asking yourself, “If Cindy started at LRMC three decades ago, did she start when she was 12?” The answer: pretty much. She majored in communications at Florida Southern College, and she began at the hospital as a student intern. Then shortly after graduation, she was hired as a full-time staff member. At the time, she thought it would be a “starter position.” However, she quickly developed a passion for healthcare and takes great satisfaction in the way LRMC changes lives on a daily basis. “It’s very satisfying and there are no two days alike,” said Cindy.

Through FPRA, Cindy has had the opportunity to network with PR professionals all over the county. Because of the organization, she knows she can obtain trusted PR counsel by simply picking up the telephone. “Every PR professional goes through difficult times, and it’s nice to have friends that can relate and whose opinions I value deeply,” said Cindy.

On a personal level, Cindy is a proud wife and mother. Her husband, Pete, is an assistant state attorney in Bartow and her daughter, Rebecca, and son, Jacob, attend schools in the Lakeland area.

To contact Cindy, email her at cindy.sternlicht@lrmc.com.

Save the Dates: FPRA Events

June 10 - Board Meeting

Jim Miles Center

8:30 a.m. - 10 a.m.

All members are invited to attend.

June 16 - Chapter Meeting

Lakeland Yacht Club

To RSVP, email Jennifer Bush at

jennifer.bush@publix.com or

call 863/688-7407

\$20 FPRA Members

\$25 non-members

June 22- PRowl

“Sip, Sip Hooray”

5:30 p.m. - 7:30 p.m.

3411 Ashling Drive (the home of Cindy Rodriguez). Bring a bottle of your favorite wine and, if possible, a prospective FPRA member to enjoy an evening of FUN professional networking around appetizers and festive wine sipping.

RSVP to cindyrodriguez@polk-county.net by Wed., June 16

July 15 - Board Meeting

Jim Miles Center

8:30 a.m. - 10 a.m.

All members are invited to attend.

July 21 - Chapter Meeting

Lakeland Yacht Club

To RSVP, email Jennifer Bush at

jennifer.bush@publix.com or

call 863/688-7407

\$20 FPRA Members

\$25 non-members

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

Join other PR professionals around the region for one common goal – to take advantage of professional development seminars led by nationally recognized speakers, as well as networking opportunities.

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

www.fprapolk.org

Happy Anniversary!

The following members joined FPRA during the month of May:

Jamie Brown, 7 years **Katy Martin**, 4 years

Jan Johnson, 2 years **Chris Nikdel**, 8 years

Heather Smith, 4 years



Jamie Brown, Clark/Nikdel/Powell

“From the moment I joined FPRA, I knew the professionals I was surrounding myself with were going to be a resource that would help me in my career. Little did I know the major impact each one would have on me, professionally, and the friendships that I am certain will last a lifetime. I have been amazed at the talent surrounding us and find as each year passes more and more talent is unveiled. Gleaning from each one is the biggest benefit I have garnered and often find myself in awe at the creativity, know-how and can-do attitude demonstrated by each FPRA member.”

Katy Martin, LRMC

“I can’t begin to tell you how much I have gained from my FPRA membership. Through the years, I have had the opportunity to participate in a multitude of professional development opportunities because of this organization. I really think that I’m a better writer, speaker, and overall PR professional because of it. In addition, I have made many friends who I know I can count on to give me trusted professional advice in a moments notice. Thank you, FPRA!”



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](#)

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. To celebrate its 100th anniversary, your company wants to publish a coffee-table book of photos depicting the company’s history. You dig through the files and old reports and find many photos, some of which have never been published. Some of the unpublished photos are dated and stamped on the back with the name of the photography studio that has been out of business for 20 years.

When you consult with your publisher about the most effective way to reproduce these particular prints, the publisher says they cannot reprint them without the original photographer’s permission. You are unable to find the original contract between the company and the photographer.

Can you reprint the photos without the original photographer’s permission?

- Yes, if you pay the publisher a fee to reproduce the photos.
- Yes, the company paid for the photography and therefore owns the prints.
- Yes, you can reproduce the photos if you give proper credit to the photographer.
- No, the photographer or heirs own the copyright and must grant permission to reproduce the unpublished photographs.

2. According to “working theory,” what is the step that occurs between an individual gaining information and changing behavior?

- coorientation
- opinion change
- reaction formation
- semantic encoding
- classical conditioning

DP/PC FPRA Donation to the Florida Sheriff's Youth Villa



As a result of the Roast 'n Toast Event, the DP/PC FPRA Chapter donated \$6,000 to the charity of Sheriff Grady's choice -- the Florida Sheriff's Youth Villa.

Colleen Burton Shares PR Efforts for Polk Vision at May Monthly Meeting

Thank you to DP/PC FPRA Member Colleen Burton, executive director of Polk Vision, Inc., for speaking at our monthly meeting on May 19 at the Yacht Club.

Colleen offered insight into Polk Vision's current organization-wide initiative, "Polk Vision Refresh" and the ways in which her organization utilized social media. In addition, she emphasized how important public relations strategies continue to be as her organization grows and gains recognition.



President's Message

(cont'd from pg. 1)

for yourself or your organization. Awesome speakers, great networking and a whole lotta' fun with professional colleagues awaits you at the Naples Grand Resort in August. Make it count for your career by registering (or applying for a scholarship) today!

Another way to get the most out of your membership is to get involved with the DP/PC chapter's initiatives. Now is the time to express interest in a Board position, service on one of our many committees or even a committee chair role. We need you – your talent, your ideas – to sustain the positive energy we've enjoyed this year and make your own contributions to our continued efforts to invest in our members and our community!

It's also time to recognize those who have gone above and beyond in "making it count" in 2010 for our chapter and our community. If you haven't already done so, take a few minutes to nominate a deserving public relations professional for the prestigious Colonel John Dill, APR, CPRC, Professional of the Year Award, or the coveted Bob Gernert, APR, Member of the Year Award. Because it's so important to recognize and celebrate the leadership we have within our chapter, I urge you to get your nominations in.

While the Dillin and Gernert awards are intended to recognize individuals, our Public Service Award recognizes an organization or local business – specifically, one that has demonstrated outstanding public service that is not a part of the organization's normal mission. All forms (interest and nomination) are available on our website, www.frapolk.org or, contact Immediate Past President, Kris Keprios (kris@centralfloridasports.com) for additional information. I am excited about presenting these awards as the pinnacle of a great year filled with incredible achievements!

May Recap:

This month, many of our members participated in two great professional development workshops on social media. A big thank you goes out to Webster University and DP/PC members Angie Birdwell and Sheree Saulter for hosting the workshops. We also thank Chuck Welch for sharing his expertise – offering both beginning and advanced level instruction to accommodate a wide range of social media proficiency.

Thanks also to Colleen Burton, DP/PC member and Executive Director of Polk Vision, for bringing us up-to-date on the "Polk Vision Refresh" initiative. And, be sure to join us next month to learn about an upcoming ballot measure regarding public transportation – what it means to you and your organization! The April speaker is Sheri McInvale, Public Affairs Director for the Polk Transit Authority and our newest DP/PC member.

We've certainly enjoyed excellent presentations and speakers this year, thanks to Board Member Jim Frankowiak, APR, our fantastic Programs and Professional Development chair. And, as always, we want to hear from you about speakers and topics of interest for future presentations, so please share your ideas! Our goal is to provide opportunities that allow you to maximize the benefits of your FPRA membership.

Once again, it is my honor and privilege to serve as your President and I am humbled by all that we've accomplished this year through teamwork and shared vision. I look forward to spending time with you at the annual conference and to recognizing the outstanding achievements of our talented and dedicated members.

With Warm Regards,
Cindy Rodriguez

Sip Sip... Hooray!

An FPRA PRowl

June 22, 5:30 - 7:30PM

Cindy Rodriguez' Home

3411 Ashling Dr.

Lakeland FL 33803

Bring a bottle of your favorite wine and, if possible, a prospective FPRA member to enjoy an evening of FUN professional networking around appetizers and festive wine sipping.

Please RSVP by Wednesday, June 16
to cindyrodriguez@polk-county.net



Professional Development Workshops with Chuck Welch



On Wednesday, May 12 and Thursday, May 20 FPRA members and guests gathered to learn more about social media as consultant and hyperlocal writer Chuck Welch (Lakeland Local and Metro i4 News) graciously conduct the professional development sessions at the new Webster University campus at Lakeside Village. The sessions were a big hit and there was only one complaint – they were too short! For additional ideas about upcoming professional development workshops, email Jim Frankowiak, jim@cprg-web.com.

Welcome New DP/PC FPRA Member, Sheri McInvale

At the May 19 monthly meeting, the DP/PC FPRA chapter inducted its newest member, Sheri McInvale. Sheri has an extensive background in public relations, communications, media relations and public service is the acting public affairs director for Polk County Transit Authority. Join us in welcoming Sheri!



Photo above: Frances McMichael, APR, CPRC; Cindy Rodriguez; Sheri McInvale; Ken Nelson, APR; Jennifer Bush and Susan Clayton-Black