

# PRACCG Track

THE NEWSLETTER OF THE PUBLIC RELATIONS, MARKETING & ADVERTISING PROFESSIONALS OF COLLIER COUNTY

## PRACC

### MARCH MEETING

#### TOPIC

#### IMPACT OF TOURISM ON OUR MARKET

#### DATE

Tuesday, March 21, 2000

#### TIME

11:30 a.m. - 1:00 p.m.

#### LOCATION

Collier Athletic Club  
710 Goodlette Road North  
Naples, FL

#### COST

\$15 for PRACC Members  
\$18 for guests

#### RESERVATIONS

Required by  
Friday, March 17, 1999 at 4 P.M.  
Call the PRACC MessageLine  
At 436-2105.

*To insure adequate space, please be sure to phone in your reservation.*

*Those making reservations and not cancelling by the closing date will be billed.*

## HOW SWFL AIRPORT

CAN HELP

YOUR BUSINESS

**D**ID you know that every time somebody steps off the plane at Southwest Florida Regional Airport (SWFLA), it could mean extra dollars in your client's pockets? Oh, you knew that. Well, how about the influence of foreign traffic? That's the key element to be considered.

Consequently, Susan Sanders, APR, Director of Aviation Marketing and Public Relations for the Lee County Port Authority, is going to inform us at our next PRACC luncheon about the "Impact of Tourism on our Market," with further input on the growth and impact of international visitors on this region. It all starts with networking at 11:30 a.m. on Tuesday, March 21, at the Collier Athletic Club.

And after enlightening us on this important resource for the SWFL business scene, Ms. Sanders proposes to discuss a subject with which PRACC publicists and marketeers can empathize: "Difficulties of Marketing the Airport during the Airport Expansion."

Our speaker brings impressive credentials to both her position and her topic. A graduate of Bradley University in Dayton, Ohio, where she became Eastern Region marketing manager of Ponderosa Steakhouses, Inc. She was also public information officer for the Dayton Public School System during a 20-year stint in marketing, PR and advertising in that city.

In 1985, Susan moved to Ft. Myers, where she became PR Director for Lee County Port Authority in 1988. Last year, her responsibilities were expanded to include aviation marketing. In addition to keeping the public informed about the Airport, she also promotes Page Field. Her department also works to attract new airlines and increase air service.

Susan is accredited by the Florida Public Relations Association; is a member of the American Association of Airport Executives and the Airports Council International, and belonged to the Lee, Collier and SWFL Leadership groups.

She really fits into this community: she is a 25-handicap golfer as well as a certified scuba instructor—and claims it's much easier to teach diving in Florida than in Ohio.

■ THE PRESIDENT'S MESSAGE ■

MISSION:  
**POSSIBLE**



During the past couple of months, your fellow PRACC members have been encouraging you to recruit new members. In fact, a campaign... *The PRACC Attack*... was developed by our Membership Committee to help encourage you during this recruitment mission.

When your PRACC Board was planning for this fiscal year, we analyzed our market and the potential for new members to our organization. It was surprising to see just how many industries we have not tapped into. Although PRACC is a very diversified group - charitable organizations, restaurants, attractions, entertainment, healthcare, travel & tourism, banking, printing, etc.—there are many industries we have not reached.

As you are brainstorming about who to invite to a PRACC meeting or add to our prospect mailing list, you might consider the following industries among any others you have in mind: Real Estate Development (residential communities, country clubs); Home and Business Services (interior design, landscape architecture); Real Estate Sales (residential and commercial realtors, title companies); Automobile (auto dealerships, auto service companies, insurance companies); Marine Sales and Services; Accountants; Apartments; Retail (apparel, art galleries, jewelers, book stores, party suppliers); Computer Services (training, sales). **Don't forget to fax in your referral forms!**

PRACC is about continuing education for communications professionals; it's about providing forums for the sharing of marketing ideas and success stories; it's about building relationships; it's about providing services to our community through university scholarships and awards of excellence. The appropriate representatives from *any* industry can benefit from PRACC, and PRACC can benefit from recruiting energetic, motivated leaders within our community.

Your participation in *The PRACC Attack* is valuable to this organization (not to mention, you can win one of many attractive prizes for your efforts)! Thanks for your commitment to serving our community through your involvement in PRACC.

See you at the March lunch meeting!


■ BY SANDY MEANS, PRACC PRESIDENT ■

**W**HEN phoning in reservations, please state your full name and company name. Calling late is better than not at all. If you have called to make a reservation for the monthly meeting and find you cannot attend - please call the PRACC line, all the way up to the time of the luncheon, to notify us of your cancellation. No-shows and last minute (same day) cancellations will be billed.

*Special Thanks*

to Dee & Jerry Sogness, Island Club Restaurant and Dan Peppers, Green Thumb Nursery for donating our prize drawings at the PRACC meetings each month. Your PRACC support and participation is appreciated.

**Special thanks for  
this month's  
meeting room sponsor:**



**ROBB & STUCKY**  
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To sponsor a PRACC luncheon meeting room and have your company highlighted in PRACC Track, call Pamela Etheridge PRACC Program Chairperson, at 261-3969.

PRACC

THE PUBLIC RELATIONS  
ASSOCIATION OF  
COLLIER COUNTY

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NEWSLETTER EDITOR:

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Freelance Artist 430-3594

PRACC *Track*



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# "WHAT THE 'H \_ \_ \_' is the PRACCster Factor?"

BY LARRY BLOCK

For the past month you've been hearing about the "PRACCster Factor," and asking yourself, "What the is the PRACCster Factor?" It's time it was revealed to you as trusted insiders! There's a brand new updated version of the Webster Dictionary, so I looked there. Sure enough, the PRACCster Factor was included, for the first time:

*PRACC' ster Fac' tor:* (n): (1) the benefit PRACC members get from networking with each other (2) sharing of ideas and resources (3) considering the services of fellow members first when doing business (4) hot-lining new employment opportunities (5) providing a group of like-minded individuals with whom to collaborate

Amazing! The dictionary's got it right. With the PRACC membership campaign underway, PRACC is asking each member to think about someone in communications to tell about PRACC, invite to attend a monthly meeting, and perhaps join PRACC.

Why? Because what isn't in the dictionary description of the "Factor," is that the more people involved in networking, supporting, and collaborating together — the better the factor works to every individual member's benefit!

Think about how the PRACCster Factor has worked for you. Has it helped you get a job or gotten your organization business? Has it found the most professional supplier of services? Has it provided you some good advice and solutions to your challenges? I'd be surprised if it hasn't.

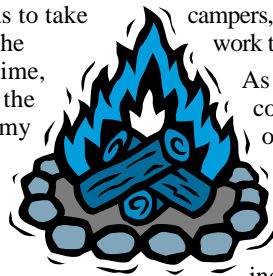
So, please think now about who you know that would fit into PRACC and invite them to a meeting, this month! You'll be helping PRACC, helping yourself, and perhaps getting set to win a great prize at the May PRACC outing at the Olde Naples General Store!

EDITOR'S NOTE: This is the second article in PRACCTrack by Ashley Ryan, a new PRACC member and a freelance writer with a background in pastoral counseling and chaplaincy. This article, along with Larry Block's "PRACCster Factor," was written to convey what PRACC means to its members.

## Everything I know about PRACC I learned at summer camp

BY ASHLEY RYAN

In the summer of seventh grade I packed my camping gear and traveled north with 50 other kids to Camp Foley, in the woods of Minnesota. The first thing the counselor did was to take us to a large wooden platform on the outskirts of the camp. She told us to climb the platform, one at a time, close our eyes, and fall backward into the arms of the other campers. The game was called Trust. When my turn came I could hardly climb the platform, my knees were shaking so hard. Somehow I managed to fall backward, praying that the other campers would not let me hit the ground. They caught me, much to my relief, and all the other campers were caught safely as well. Afterwards I couldn't understand why the counselor would do such a silly thing and figured that she must be crazy.



Now I understand why she did it. She wanted us to learn to trust each other, to see ourselves as part of something bigger. As fellow campers, we were expected to cooperate with each other and work together to keep the camp running smoothly.

As we enter the work world, we are told to be competitive, to 'look out for number one.' The lessons of summer camp can easily be forgotten in the mad rush to get ahead. In the business world, words like "trust" and "cooperation" may seem as distant as our childhood photographs. Yet, like those campers catching each other, we in the communications industry can benefit from working together. We can do so much more together than we ever could alone. In PRACC, we see the value of supporting one another. After all, we're all out on that platform together.

## MEMBER TIDBITS

Geri Muck has been elected to the board of directors for Advertising Federation of Southwest Florida a.k.a AdFed.



## WELCOME NEW PRACC MEMBER

Ashley Ryan  
Freelance Writer



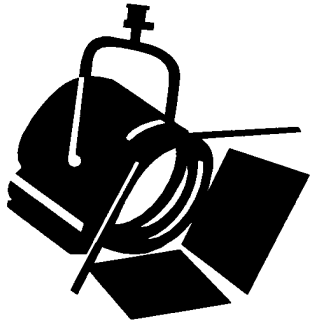
## BLOCK & BLOCK, INC. RECEIVES "TELLY" AWARD

Block & Block, Inc. (BBI) has received a *Telly*, a bronze "Oscar-like" statue, for their work on the production of a 7-1/2 minute video for the United Way of Collier County (UWCC), titled *Life is Good in Naples*, and 6-30 second TV spots drawn from the video.

The competition into which the video and TV spots were entered is conducted at the national level and judges the work of ad agencies, cable corporations, and corporations at every

level. They were in competition with over 11,000 entries for this award of which less than 7% are recognized.

The video and TV spots are being used by UWCC to promote its annual fund raising campaign, in 2000 and beyond. BBI's contribution to the project was writing and direction by Larry Block, BBI's Vice President, who also made a cameo appearance as a psychiatrist in a scene comparing private counseling to that which can be received at a human services agency—in this case, Catholic Charities. Peter Thomas, internationally recognized narrator, donated his voice to the narration of the video and the TV spots.



## Spotlight on ...



# DEBORAH L. CHANDLER

EXECUTIVE DIRECTOR  
ANCHOR HEALTH SYSTEMS

BY LARRY BLOCK, BLOCK & BLOCK MARKETING CONSULTANTS

ED NOTE: Here is this month's PRACC Member Spotlight. It has two parts. The written one, here, is brief, and provides information about the member in bullet form. One of the bullets about the member WILL NOT BE TRUE! It will be up to the members to guess which one.

The second part of the member profile will occur at the March monthly meeting. The attendees will have the chance to meet the spotlighted member in more depth, and discover which bullet is not true.

*Michele Rose, Editor*

Deborah Chandler, or Debbie, as just about everyone calls her, the subject of this month's PRACC Member Profile, is one of the most success-oriented, yet "real," well balanced people you'll ever have the chance to meet. If you attend the March meeting of PRACC, you'll get to learn even more about her when she is profiled in person.

### EDUCATION & BACKGROUND

BORN	Gainesville, Florida
RAISED	Daytona Beach, Florida
EDUCATION	University of Florida and Santa Fe Community College - Associates in Nuclear Medicine Technology University of South Florida - BS in Business Administration Rollins College, Crummer Graduate School - MBA
HOW LONG IN NAPLES	2 years
JOBS BEFORE NAPLES	Chief Executive Officer - Orlando Heart Center 1993 - 1998

E-MAIL ADDRESS brantleyhill@msn.com

### PROFESSIONAL RESPONSIBILITIES AND CHALLENGES

RESPONSIBILITIES Strategic development and management of Anchor's 27 physician, multi-specialty group medical practice.

FAVORITE TASKS Business development, helping managers and employees realize their full potential as individuals and leaders.

BIGGEST CHALLENGES Managing physicians - it's like 'herding cats.'

### PROFESSIONAL ACHIEVEMENTS

- Board of Directors - American Heart Association, Collier County
- Board of Directors - Public Relations, Marketing, and Advertising Professionals of Collier County
- Received award for highest grade point average from Crummer Graduate School
- 1996 '40 Under 40' award from the Orlando Business Journal, Honoring Metro Orlando's Rising Stars
- Committee Chairman for Central Florida Healthcare Coalition
- Leadership Orlando graduate in 1994
- Nominee - American Academy of Medical Administrators
- Nominee - American College of Medical Practice Executives
- Nominated for Sarasota Chamber of Commerce's 1991 Small Business Person of the Year Award.

- Nominated to Golden Key National Honor Society - University of South Florida
- Medical Group Management Association Award for Academic Excellence presented by North Florida Regional Hospital, Gainesville, FL
- Phi Theta Kappa, Santa Fe Community College
- Member, South Florida Lay-Person's Surgical Procedure Observation Team
- Phi Kappa Phi, University of South Florida
- Beta Gamma Sigma, USF School of Business and Rollins Crummer Graduate School
- Quality Improvement Committee - Sarasota Chamber of Commerce

### WORK PHILOSOPHY

Set a positive example for others and help them realize their potential. Figuratively build something you can be proud of.

PRACC MEMBERSHIP (WHAT IT MEANS TO YOU) Professional stimulation, giving back, and networking

TIPS FOR SUCCESS FOR PRACC MEMBERS Get involved - under-promise and over-deliver!

FREE TIME ACTIVITIES Golf, boating, exotic tropical plants

ADDITIONAL COMMENTS "I've met and worked with some excellent people during my brief tenure with PRACC. I'm excited about our recent 'partnering' with FGCU - I can think of no better way to 'give back' while we help our members keep abreast of the ever changing world of marketing, public relations, and advertising."

*To be in the Spotlight, call Michele Rose at 430-3594.*

**PRACC**  
**PUBLIC RELATIONS, MARKETING & ADVERTISING**  
**PROFESSIONALS OF COLLIER COUNTY**  
P.O. Box 9063  
Naples, FL 34101-9063



**PRACC**  
**MessageLine**  
**436-2105**

The PRACC MessageLine is open to members and the general public. Call to make inquiries, report news, make a lunch meeting reservation or obtain membership information.  
**CALL ANYTIME!**