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Local PR professionals earn

state public relations award

Local Public Relations Professionals Carolyn Rogers, APR and Phyllis Ershowsky, APR, received a state Golden Image Award in the Florida Public Relations Association's (FPRA) 2008 Annual Image Awards competition. They were honored at the FPRA State Awards Banquet earlier this month in Orlando.

The award recognized the best public relations projects in the state last year. Rogers and Ershowsky were chosen as the top entry in the community relations programs category for the Rock On Scramble and Jam held last year.

The Rock On Scramble & Jam was a comprehensive program that included a fundraising rocking chair public art display, auction, rock legends concert and golf tournament held last year at Magnolia Landing, a Taylor Woodrow (now Taylor Morrison since the merger with Morrison Homes) golf course community in North Fort Myers. Rogers, Ershowsky and Taylor Woodrow garnered the award in the category of community relations programs.

The beneficiaries of the Rock On Scramble & Jam were the John Entwistle Foundation, Barbara's Friends Children's Cancer Fund, March of Dimes and Alliance for the Arts.

Rogers is co-owner of Briggs & Rogers Marketing and Public Relations, located in Fort Myers. Ershowsky, who was with another firm during the time of the event, is now the principal of PKE Marketing & PR Solutions, of Fort Myers.



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