



*Being All You Can Be*



## **BEING ALL YOU CAN BE**

Knowledge and networking are the two main ingredients in building a successful business or organization.

### **PROFESSIONAL MEMBERSHIPS**

Professional memberships in associations relevant to your job and/or industry can be invaluable to your organization. Memberships allow you to network and meet new people in your field, learn more about relevant issues and information from other knowledgeable professionals, as well as offer you the opportunity to connect with other redevelopment professionals and build mutually beneficial relationships.

Redevelopment associations and organizations you may want to join, include:

- Florida Redevelopment Association (FRA)  
[www.redevelopment.net](http://www.redevelopment.net)
- Florida Brownfields Association (FBA)  
[www.floridabrownfields.org](http://www.floridabrownfields.org)
- Urban Land Institute (ULI)  
[www.uli.org](http://www.uli.org)
- Congress for the New Urbanism (CNU)  
[www.cnu.org](http://www.cnu.org)
- National Association of Housing and Redevelopment Officials (NAHRO)  
[www.nahro.org](http://www.nahro.org)
- Florida Chapter of the American Planning Association (FAPA)  
[www.floridaplanning.org](http://www.floridaplanning.org)

Other relevant associations and organizations, include:

- International Council of Shopping Centers (ICSC)  
[www.icsc.org](http://www.icsc.org)
- Florida Festivals and Events Association (FFEA)  
[www.ffea.org](http://www.ffea.org)
- Florida Public Relations Association (FPRA)  
[www.fpra.org](http://www.fpra.org)
- Public Relations Society of America (PRSA)  
[www.prsa.org](http://www.prsa.org)
- Construction Association (local)  
Ex. — Cape Coral Construction Industry Association  
[www.cccia.org](http://www.cccia.org)

- Chamber of Commerce (local)  
Ex. — Cape Coral Chamber of Commerce  
[www.capecoralchamber.com](http://www.capecoralchamber.com)

## ATTEND CONFERENCES

Attending conferences can be beneficial to individuals in the redevelopment industry for a variety of reasons.

**Learn more.** *Redevelopment issues, information and trends.*

- Florida Redevelopment Association (FRA)
- Florida Brownfields Associations (FBA)

**Build business.** *Attract retailers and industries to move and develop in your area.*

- Florida Conference of International Council of Shopping Centers (ICSC)

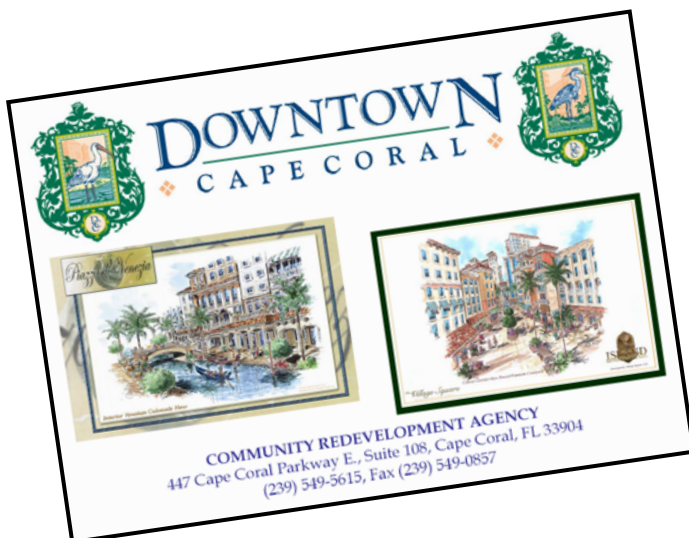
**Stay informed.** *Keep up with trends in technology.*

- Who's Who Wi-Fi Conference by TechNet Training Centers

**Go networking.** *Build relationships while enhancing your marketing skills.*

- Florida Public Relations Association (FPRA)

## CAPE CORAL MODEL



In August 2006, the Cape Coral CRA attended the Florida Conference for the International Council of Shopping Centers in Kissimmee. Partnering with the City of Cape Coral, the CRA passed out information materials and exhibited renderings of projects at a booth on “Deal Making Day” of the conference. More than 500 conference attendees visited the CRA booth and showed interest in the Cape Coral CRA’s plans.