



*Public Relations
Council
of Greater Atlantic City*

P.O. Box 1871 • Atlantic City, NJ 08404

April 2004

Tuesday, April 27, 2004

Meet the Chambers...

Join us on Tuesday, April 27, for a Chamber of Commerce Roundtable featuring representatives from area chambers: the Atlantic City Chamber of Commerce, the Atlantic County Chamber of Commerce, the Cape May County Chamber of Commerce, the Greater Wildwood Chamber of Commerce, and the Chamber of Commerce Southern New Jersey. Hear about their goals, their successes, their challenges and the impact that they have on the region.

We will meet at Angelo's Fairmont Tavern, 2300 Fairmont Avenue, Atlantic City for a fabulous Italian buffet. Networking begins at 12 noon, and lunch is at 12:30 p.m. Members are \$20 and guests are \$30.

RSVP by Friday, April 23 to Maria Terpolilli:

maria_terpolilli@cabl.comcast.com or (609) 677-1010, ext. 15

About Our Speakers

Andy Cripps, the Greater Wildwood Chamber of Commerce: As Executive Director, Andy oversees a Chamber that serves more than 600 members—a job he's done since 1999. Previously, he was at the Noyes Museum of Art as Public Relations Coordinator/Development Associate and at the Mid-Atlantic Center for the Arts as Communications Director. He also worked for several years in radio, as Public Information Associate for WHYY, and in news for WWOC-FM and WBNJ-FM. Andy is very involved in the community, and is Director of the Wildwoods Doo Wop Preservation League and on the Steering Committee of the Wildwoods Downtown Business Improvement District, among many other organizations.

Debra P. DiLorenzo, the Chamber of Commerce Southern New Jersey: Debra has served as president of the Chamber of Commerce Southern New Jersey for a decade. Previously, she was Senior Vice President, Government Affairs for the New Jersey Business and Industry Association, based in Trenton. She also worked for several years at South Jersey Gas Company, rising through the ranks from Manager of Government Relations to Vice President of External Relations. Her professional affiliations are numerous and include Rowan University's College of Business and College of Communication's advisory boards, and boards of the Virtua Health Foundation, the Deborah Heart & Lung Center, Wheaton Village and United Way. She has been awarded the 2003 Business Advocate of the Year by the National Association of Women Business Owners, the 2002 Boys Scouts of America Distinguished Citizen Award, and the 2001 Woman of Distinction by the Girls Scouts of America, among others.

Joseph Kelly, the Atlantic City Chamber of Commerce: Joseph is a career chamber representative, having worked in Chambers of Commerce for more than 22 years. During his tenure with the Atlantic City Chamber, its membership has grown by 133% and its budget by 171% within the last five years. *Continued on page 2*

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About Our Speakers (continued)

Prior to coming to Atlantic City, Joseph served as Senior Vice President of the Toledo Area Chamber in Ohio for 17 years. He is a graduate of the Institute for Organizational Management Program at Notre Dame University, and received his B.A. in Human Relations from Salem College in West Virginia.

Toni Morris, the Atlantic County Chamber of Commerce: Toni is the first full-time president of the Atlantic County Chamber, a position created in 1997 when the Chamber tripled its membership. At the time, she was Board Director and Volunteer President. She began her involvement with the Chamber when she worked for an ophthalmology team as their public relations director. Previously she represented the Atlantic City Casino Association as first their Public Information Officer and then their Community Service Director. She was responsible for developing a statewide speaker's bureau for the industry.

Robert C. Patterson, Jr., the Cape May County Chamber of Commerce: Robert is familiar face in Cape May County, having held numerous professional and volunteer positions with area organizations. Some of his affiliations include the Cape May County Technical School Advisory Council, Overall Economic Development Committee, Employment & Training Advisory Committee, Private Industry Council, Emergency Medical Services Council, and United Way. He is President of the N.J. Travel Industry Association, and a former president of the N.J. Travel and Resort Association. He serves as Treasurer and Co-Chairman of the Southern Shore Regional Tourism Council. He also is on the Board of Trustees for the Atlantic Cape Community College Foundation. A graduate of Rider University, Robert also completed three years of an organizational management course at Syracuse University.

Today's PR: 3 Myths and 3 Facts

It used to be that public relations was the "catch all" term for stunts, free surveys and giveaways, and even marketing and advertising. However, today's public relations presents a more professional image. With education and accreditation programs, the field is slowly becoming aligned with other high-level consulting practices. Here are three common myths, debunked for the new modern era of PR.

Myth #1: PR Requires An Agency. Public relations can be done as effectively by a small businessman as a major corporation, with or without a big, expensive agency. Becoming educated on the tactics of PR, and building the necessary relationships, are the keys to success. Agencies do bring an expertise for people who may not be familiar with the process, but are not necessary for most PR efforts.

Myth #2: PR Is Just About Publicity. Publicity will always be a major component of public relations. However, today's public relations incorporates community participation, bylined articles, public speaking, media commentary, relationships with local area reporters and development of good professional citizenship, among other tactics.

Myth #3: Former Journalists Make the Best PR People. This follows the logic that a former purchasing agent would make the best salesperson. They spent a lot of time on the other side, so know what it takes to succeed, right? While this may be true in theory, it's not in practice. Successful PR people are experts in persuasive communications. Without that skill, ex-journalists will not excel in the field.