



*Public Relations
Council*
of Greater Atlantic City
P.O. Box 1871 • Atlantic City, NJ 08404

March 2003
v1.1

Next Meeting: Tuesday, March 25

ACCC Presents “Beacons By the Sea” & A Glimpse Into Its Economic Impact

When NYC placed colorfully painted dogs all over the city, it gave tourists and residents something to talk about. It also created international and national publicity for the project, which raised money for charity.

Now Atlantic City has that opportunity, with Beacons by the Sea, a similar project using lighthouses, which is being brought to South Jersey by ACCC. Theresa DeFranco will describe the project while Richard Perniciaro, PhD., will discuss how to measure the economic impact on Atlantic and Cape May counties. He’ll also be giving ideas on how to measure and value the economic impact for projects that others may be planning—a helpful tool when looking for funding and support.

We will meet at Rifici’s Ristorante, 308 White Horse Pike, in Absecon. Choose from the following delectable menu:

Stuffed pork chops (stuffed with spinach, sausage, ricotta and parmesan cheeses and served with a mushroom demi-glaze sauce)

Grilled salmon with a pesto sauce

Networking starts at 12 noon. The meeting and luncheon officially begin at 12:30 p.m. Cost is \$20 for members, \$30 for non-members.

2 Easy Ways to RSVP (by Thursday, March 20)!

*RSVP with your menu choice to Maria Terpolilli at (609) 677-1010, ext. 15 or
maria_terpolilli@cable.comcast.com*

Getting Quoted: How to Increase Your Chances

So you want to be quoted? Reporters often receive hundreds of responses when they “advertise” that they’re writing a story. Here’s how to improve the odds that your quote is among the ones they choose.

First, determine a point of view or theme. Decide how you can make that point so it is fresh, colorful, bold, expressive and passionate. One way is to use an offbeat comparison, such as comparing religion “consumers” to consumers of soda. Finally, avoid clichés at all costs.

Public Relations Council, P.O. Box 1871, Atlantic City, NJ 08401

About Our Speakers

Theresa DeFranco

A “veteran” at Atlantic Cape Community College for more than 12 years, Theresa DeFranco is Executive Director of Advancement Programs and the ACCC Foundation. In these capacities, she travels the country to present at conferences on technology, curriculum and faculty development.

If that role weren't demanding enough, DeFranco simultaneously serves as Vice President for Advancement, Planning & Academic Effectiveness for Salem Community College. There, she oversees departments that handle fundraising and grants, professional development and K-12 training, research, planning and cultural events. She is also executive director of the SCC Foundation.

Among her numerous professional accomplishments, DeFranco has written a book for substitute teachers. In addition, she was the first administrator at ACCC to lead the way in teaching online for the college.

DeFranco received a B.A. in elementary education and an M.A. in Student Personnel Services, both from Glassboro State College. She earned a C.A.G.S. and an Ed.D. with focuses in Community College Education from Virginia Polytechnic Institute and State University.

Richard C. Perniciaro, Ph.D.

Dr. Perniciaro has been active in economic development in southern New Jersey for the past 20 years. As Associate Dean at ACCC, he directs the Center for Regional and Business Research which performs economic, marketing and demographic studies for public agencies and private businesses.

He recently served as Regional Manager of Conectiv's Economic Development Department and on the Board of Directors of the Northeastern Economic Developers Association. He serves as lead faculty for the NJ Economic Development Institute and recently was named the “Economic Developer of the Year” by NJDIA, a statewide professional association.

As a faculty member at Stockton State College, Dr. Perniciaro participated in the Atlantic City Social Change Project and has published articles on casino gambling in Atlantic City, and also, economic development in the Pinelands National Reserve. He also served as the Director of Planning for Lower Township, Cape May County, and has been a consultant on land values, tax issues and economic trends in the region.

Dr. Perniciaro holds a doctorate in Economics from Temple University, a MA degree from the London School of Economics and a BA degree from Columbia University. His areas of specialization include regional forecasting and economic analysis as well as utility deregulation.

New Members

Please add the following names to your directory:

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