



*Public Relations  
Council*  
*of Greater Atlantic City*

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

May2003

v1.0

*Next Meeting: Tuesday, May 27*

## **The Casino Tax Initiative**

It's the 25<sup>th</sup> anniversary of gaming this May and Atlantic City casinos could be hit with a history-making tax increase. It's never dull in Atlantic City!

Join us on Tuesday, May 27 (the day after Memorial Day!) as Michael Pollock reviews findings of a study commissioned by the Atlantic City Chamber of Commerce on the economic impact of gaming.

We will meet at Rifici's Ristorante, 308 White Horse Pike in Absecon. 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.

**Menu Choice: Grilled Tuna or Eggplant Rollatini**

**2 Easy Ways to RSVP (by Thursday, May 22)!**

**RSVP to Maria Terpolilli at (609) 677-1010 or [maria\\_terpolilli@cablenet.com](mailto:maria_terpolilli@cablenet.com).**

## **Wine-Tasting for Literacy—This Sunday!**

The Literacy Volunteers of America Cape-Atlantic, Inc. will be holding their 10<sup>th</sup> annual Wine Tasting & Silent Auction on Sunday, May 18, 2003 at 4 p.m. at the Clarion Hotel Atlantic City West.

Guests will have the opportunity to sample wines of more than 20 vendors, as well as attend a Wine Symposium conducted by John Mahoney, Ph.D., "Favorite Wines of Famous Authors." The silent auction and the wine tasting will be held from 4:30 p.m. to 8 p.m.

It's not too late to register—and your support is much appreciated. Tickets are \$55 each or two for \$100 and cash, checks and credit cards are accepted. Call the Literacy Volunteers at (609) 383-3377 for more information.

**Preview:** Next month, the PR Council will be hosting a media panel focusing on summer event guides at the shore! Mike Epifanio, the new editor of the *Atlantic City Weekly*, will be a featured speaker!

---

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

---

# Press of Atlantic City to Hold Career Expo

Mark your calendars for Monday, June 9! The Press of Atlantic City will hold its Careers and Employment Expo 2003 that day from 10 a.m. to 6 p.m. at the Hamilton Mall.

Job seekers will meet with key employers in the region, representing casinos, healthcare, print and broadcast media, banking and other industries. A new expanded career forum will focus on employment opportunities, education and job training.

Look for a special guide and map for the Career Expo as a supplement in the Sunday edition of the Press on June 8. For event or publicity information, contact Adrienne Beinfest at (609) 927-7277 or Penny Bezanis at (609) 272-7035. For exhibits and advertising information, call Peggy Arbona at (609) 272-7066.

## About Our Speaker

Michael Pollock, a managing director of Spectrum Gaming Group, began analyzing the casino industry in New Jersey at its inception in 1978. Pollock served as spokesman for the New Jersey Casino Control Commission from 1991 through 1996. During this period of rapid deregulation, Pollock's charge was to maintain public confidence in the integrity of the regulatory system.

He publishes *Gaming Industry Observer*, a nationally recognized, award-winning newsletter that focuses on trends that impact the gaming industry. Pollock founded and is a producer of the prestigious Mid-Atlantic Gaming Congress, held each spring in Atlantic City. He has testified on regulatory issues before the U.S. Senate Select Committee on Indian Gaming, and has been a featured speaker at the Congressional Gaming Caucus, a group of U.S. House of Representatives members from gaming jurisdictions.

Pollock has won 19 journalism awards, and is the former editorial page editor of *The Press of Atlantic City*. Pollock is listed in "Who's Who in America" and "Who's Who in the World," and is often cited by national media outlets, including *the New York Times*, the *Star-Ledger*, ABC News and National Public Radio.

He is the author of the award-winning book, "Hostage to Fortune: Atlantic City and Casino Gambling," published by the Center for Analysis of Public Issues in Princeton. The book chronicles the first 10 years of casinos in Atlantic City and analyzes their impact.

He has earned his MBA, with high honors, from Rutgers University, and is a member of the adjunct faculty of both Rutgers University and Richard Stockton College.

Pollock also has extensive consulting experience. He has performed feasibility studies for hotel development, has developed marketing plans for a major slot manufacturer and has performed valuations and other analyses for clients that range from San Jose, California, to Taiwan. Firms that rely on his research and expertise include a blue-chip roster of securities firms, regulatory agencies and gaming companies and suppliers.

## Quote of the Day...

"Not even computers will replace committees, because committees buy computers."

—Edward Shepherd Mead