



Public Relations Council of Greater Atlantic City

Member Newsletter – April 2006

Program Update

April, 2006: Caremè's Restaurant

This month's program brings us together for a special and unique dining and learning experience at Caremè's, the gourmet restaurant of Atlantic Cape Community College's Academy of Culinary Arts. Caremè's is named after the first "celebrity chef" in culinary history, Marie-Antoine Caremè, whose command of culinary art was so famous in the early 19th century that he became known as "the chef of kings and the king of chefs." Caremè's Restaurant is where the students of ACCC's Academy of Culinary Arts practice the skills that may someday make them the next Caremè (or Emeril, or Julia, etc.)!

For our program, the Dean of the Academy, Klaus Muller, will perform a cooking demonstration for us while Assistant Director Patricia "Kelly" McClay discusses how the restaurant and the ACA program prepares students for the local and international culinary/hospitality industry. We'll also discuss how the Academy is adapting to the changing trends of the industry (in Atlantic City and beyond) and the polished marketing tactics of the college that helped make Caremè's and the Academy so well known.

And, of course, we will enjoy the celebrated culinary fare for which Caremè's is famous.

Tuesday, April 25th, 11:30-1:30pm *(Note special time!)*

Caremè's Restaurant

Building M (Park in parking lot 3)

Academy of Culinary Arts

Atlantic Cape Community College

5100 Black Horse Pike

Mays Landing, NJ 08330-2699

Cost: \$20 members, \$30 nonmembers WITH RSVP by APRIL 21

\$30 members, \$40 nonmembers AT THE DOOR with NO RSVP

RSVP: No later than April 21st to maria_terpolilli@cable.comcast.com

A special "thank you" to Geoff Pettifer, Kathy McGowan and Kathy Corbalis for their help in putting this program together.

We Need Your Help.

The PR Council is an organization entirely run by volunteers. There's no office, no secretary...just a board of officers committed to providing networking and educational opportunities for members. Thank you to **Jennifer Tronccone** of PrimeZone Media Network, who has taken over the reins of Vice President, Membership and **William A. Cradle** of Atlantic Color Limited, Inc., who has indicated his interest in the President slot. Presently, we still need a Treasurer. If you are interested, contact Bill, Jennifer, or any one of our officers: [Ralph Cooper](#), [Felicia Lowenstein Niven](#), [Jamie Mulholland](#), [Walt Murphy](#), or [Maria Terpolilli](#).

Member Spotlight/5 Quick Questions With...

Ralph Cooper, P.R. Council Board Member Technology/Website

1. What is your greatest challenge at work?

Asking a former newspaperman to put words to five questions and keep to one page is a hard challenge, but here goes... My "day job" at Computer Sciences Corporation (www.csc.com) may be slightly different than most members of the PR Council. For over seven years I have been working as a contractor in supporting the programs at the FAA Technical Center in Egg Harbor Twp. My specific areas of expertise are quality assurance and project management. While it would take more than this page to explain all of what I do, the generally accepted label would be business process improvement. Working with software and system engineers is very rewarding and every day I reach into my toolkit of PR "best practices." In my prior life I was involved in newspaper publishing/management, having worked through the chairs from reporter to editor and then publisher on a range of weekly and daily newspapers in the northeast. Today, as with all my business experiences, I continue to challenge myself to be proactive and think "outside the box" to provide measurable benefits to my customers.

2. What was one of your greatest professional successes this past year?

Being able to tactfully ask "why" enough times, enabling me to document a customer's business practices. I was then able to develop multiple plans with measurable performance indicators that resulted in a technical program's success.

3. What personal hobby or activity do you look forward to when you're not at work?

I continue to maintain the PR Council's Web site (<http://www.prcouncilofac.org>) and also handle the monthly notification e-mails for members. Other volunteer activities include the Boards of Habitat for Humanity, Friends of the Ocean City Pops and the Penn State South Jersey Alumni Chapter. Each group gives me the opportunity to utilize my "PR" attributes in creating and sustaining newsletters, Web sites and membership development.

4. What's a good professional development tip you have for your fellow members?

College courses in advertising and public relations always included examples from "the master" David Ogilvy. He was cited in a recent article on marketing strategies with the quote that in "the modern world of business it is useless to be a creative, original thinker unless you can also sell what you create." I think you'll find the article "Thinking Outside the (Mail)box" on the CRM (Customer Relationship Management) Web site ~ www.destinationcrm.com ~ very informative. The print version path is ~ <http://www.destinationcrm.com/print/default.asp?ArticleID=5815> ~ The author included Seven Tips for Fostering Creativity. With only slight tailoring, this list could be a roadmap to benefits in any business arena.

Five recent books I would recommend: Time Power, by Brian Tracey; The Big MOO, edited by Seth Godin; Ultimate Network Marketing, Edited by Dr. Joe Rubino; Good Life, by Jay McInerney; and With One Lousy Free Pack of Seed, by Lynne Truss.

5. What are you looking for from the PR Council in the next year to help you better do your job?

I would advocate having at least two workshops each year on PR topics that would benefit both current and prospective members.

The Public Relations Council of Greater Atlantic City was founded in 1978 by area newsmen and public relations professionals. During the initial years of the Council, the PR business was in its infancy as a profession in Atlantic City. Newsmen and PR professionals worked together at a time when as many as three or four newspapers in a market would do almost anything to get an "exclusive story." As Atlantic City began its first "boom," an increasingly professional PR business began to emerge, and the Council grew to represent all levels of the profession, from publicists to corporate communications specialists, advertising and graphic arts professionals. Today, the Council hosts monthly meetings for professional development on topics such as writing, marketing, government relations, crisis management, photography, media relations, and more. Membership is open to anyone in the business community. For more information, contact Jennifer Tronccone at jennifer.tronccone@primezone.com or visit www.prcouncilofac.org.