



# Public Relations Council of Greater Atlantic City

Member Newsletter – May 2006

## Program Update

### **This month: Breaking Through Your Fear of Public Speaking**

This month, we welcome Scott Friedman for a program on one of the biggest fears of many adults and professionals: the fear of public speaking. Whether your speaking engagement is in front of a large audience, a small business meeting, even just a handful of coworkers, just the thought of having to get up and speak in front of anyone creates a multitude of stomach butterflies! In a talk pulled from his half-day workshop, Scott Friedman will discuss how the fear of public speaking is completely made up, and will show you ways on how you can break through that fear.

#### **About Scott Friedman**

Scott Friedman, a former radio show host and stand up comedian, has emceed numerous events in and around the Atlantic City area for years and continues to do so, most recently serving as the keynote speaker for the Executive Women's Golf Association Annual Dinner in March, 2006. He is a trained business life coach and lives in Ocean City, New Jersey.

**Tuesday, May 30<sup>th</sup>**

**Noon-2pm**

**Angelo's Fairmount Tavern, Atlantic City**

**Cost: \$20 members, \$30 nonmembers WITH RSVP by MAY 26<sup>th</sup>**

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

**RSVP: No later than May 26<sup>th</sup> to [maria\\_terpolilli@cable.comcast.com](mailto:maria_terpolilli@cable.comcast.com)**

## Répondez, S'il Vous Plait

R.S.V.P. comes from the French term above, loosely translated as "Respond, if you please." In recent months, we have had an increase of members showing up at the door who have not notified anyone beforehand. **We wholeheartedly encourage members to attend meetings and support the programs of the PR Council of Atlantic City.** However, when restaurants have been given a head count beforehand, such an action by even just a few people wreaks havoc on *everyone*—there have been recent meetings where the buffet was out of the main dish before people even reached the line, and another meeting where the guest speaker brought gifts for members *and some members who DID respond prior to the event walked away from the event with nothing*, because almost twenty people showed up at the door without notifying anyone beforehand. This is why we, unfortunately, had to change the pricing structure to try and communicate how important this is. Please make every effort to show courtesy to our host facility and your fellow members by remembering to "répondez, s'il vous plait." Merci!

## 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

**Donata Dalesandro**  
**Advertising/Marketing Officer**  
**Newfield National Bank**

### **1. What is your greatest challenge at work?**

The advertising end of my job is probably the most challenging. It is very difficult to separate my bank from my competitors. People see hundreds of ads every day and I need to come up with headlines and ideas that catch a potential customer's attention. Banking is very competitive and sometimes the differences are minimal but I must develop an appropriate perception of my bank through my ads and public relations efforts.

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

My greatest professional success was introducing the Sales & Service Program and having it accepted by management, as well as the members of the Products & Services committee who I am working with to implement it.

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

My favorite activity is fishing and/or crabbing with my brother. I love to be out on the water in the sunshine and am thrilled every time and any time I catch anything! I also enjoy gardening and digging in the dirt.

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

My tip is not a big secret but you should keep taking classes and learning. It will only enhance your job skills, your personal growth and your position in the company. It keeps you fresh and up to date. Also, never lose your sense of humor and have fun every day!

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

I just like to listen to people that are in the same profession and hear about their experiences. Talking and listening to other people helps to keep me focused and moving in a positive direction.

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*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](mailto:jennifer.tronccone@primezone.com) or visit [www.prcouncilofac.org](http://www.prcouncilofac.org).*