

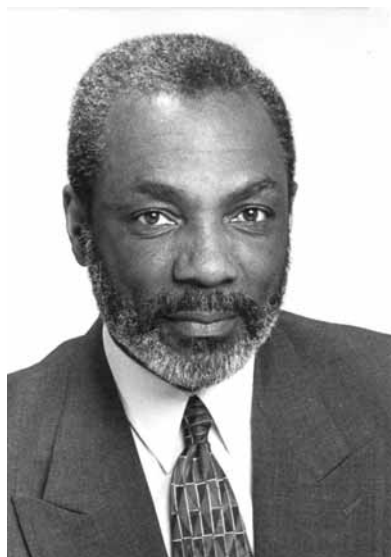
# Public Relations Council of Greater Atlantic City

Member Newsletter – November 2006

## Program Update

**This month: C. Ali Sharif, Political Strategist**

*The architect of the successful campaign of Newark Mayor Corey Booker.*



Ali Sharif currently serves as Principal and Managing Partner of 660 Group, a company dedicated to the innovation and growth of communities through the foundation of strategic economic partnerships. At 660, he oversees all aspects of communications, public relations and creative services.

Before joining 660, Mr. Sharif was founder and Managing Partner of Diversified Media Design, a communications consultancy specializing in communications strategy, creative services, and technology solutions. As Vice President of the interactive group, he headed the DMD public affairs practice where he worked with non-profit organizations such as Head Start, the Community Service Society, and the Congressional Black Caucus Foundation. In that role, he worked to develop more effective ways of employing new and emerging technologies to strengthen communication and educational initiatives.

Prior to forming DMD, Mr. Sharif was a manager at the New York Times, where he helped restructure and prepare the newspaper for the digital age. In addition, he was part of the original team that brought the Times to color. For his work, he was presented with four awards from the Society of Newspaper Design. In addition, he has also worked as a media and technology consultant for Simon & Schuster Inc., where he composed and produced the score for the book-on-tape version of Star Trek: Deep Space Nine.

A native and lifelong resident of Newark, NJ, Mr. Sharif has, over his 40 year career, developed a reputation as one of New Jersey's most accomplished public servants and respected political strategists, working as an activist, community leader, legislative aide, political strategist, entrepreneur and philanthropist. Most recently, he served as campaign manager for newly-elected Newark Mayor Corey Booker, who is drawing great attention as one of the nation's most dynamic and effective public servants.

**Tuesday, November 28<sup>th</sup>**

**Noon-2pm**

**The Green Room, Trump Marina Hotel Casino**

**Cost: \$25 members, \$35 nonmembers WITH RSVP by November 24<sup>th</sup>**

**\$35 members, \$45 nonmembers AT THE DOOR with NO RSVP**

**RSVP to [maria\\_terpolilli@cable.comcast.com](mailto:maria_terpolilli@cable.comcast.com)**

## Member Spotlight/5 Quick Questions With ...

**Jody Davis, President, Survey Central**

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

Locating, hiring, and retaining honest, hardworking, part-time employees to fulfill data collection assignments.

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

Believing in the power of “when one door closes, another one opens.” In May of 2006 Tropicana severed a 10-year contract with Survey Central as a result of their impending acquisition. In September, Survey Central completed an assignment for Sherry Amos of Sherry Amos Marketing (formerly a marketing executive with Tropicana) on behalf of The Cordish Companies.

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

Playing duplicate bridge.

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

Learn negotiating skills and use them.

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

Keep up the good work.

## 8 Ways to Remember Your Clients at Holiday Time

1. **THEMED GIFT BASKETS:** Can contain any of a variety of items, such as homemade candles, vinegars and oils, bath balms and scent essences, soaps, even golf paraphernalia.
2. **THE “WOW” FACTOR:** A high-end gift, such as an item from the corporate catalog of Tiffany, Waterford or Bloomingdale's.
3. **TREATS FOR THE TASEBUDS:** A tower of popcorn, nuts, and assorted snacks. A cache of candies, or a coffer of coffee and cookies.
4. **“I CARE FOR THE COMMUNITY” CARD:** Select one or more charitable organizations and make a large donation on behalf of all of your clients and staff. Then, customize a holiday card with a message as to who is benefiting from the contribution (especially nice if you can include a separate ‘thank you’ acknowledgement from the charity). Better yet, a card that says, “I’d like to make a \$xxx donation to YOUR favorite charity in your name, oh client. Tell me who that is.”
5. **BOTTLE OF BUBBLY:** A fine wine, delivered in a bag customized with your company logo.
6. **A HOMETOWN HELLO:** Customize a basket that reflects what is wonderful about the city in which you operate. For example: A restaurant review book, lodging guide, tourism information for things to see and do, tickets to a local upcoming sporting or social event, and one or more items from local food vendors.
7. **CHOCO-LOGO:** Plenty of companies will produce a custom-sized piece of fine chocolate with the impression of your company name or logo. They will also handle all mailing and returns for you, too (make sure you order a few for yourself).
8. **FACE-TO-FACE INTERFACE:** So many people let the gift speak for themselves. How about meeting your client personally for lunch or dinner at a fine restaurant (in January, if need be, so as to avoid the calendar craziness of December)? Better yet, host a function in a private room at a fine restaurant for ALL of your clients. Unless they are competitors, they may enjoy the interaction of fellow businessmen and women like themselves, and you will get to thank your client personally.

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