



Public Relations Council of Greater Atlantic City

Member Newsletter – September 2006

Program Update

This month: Reinventing the Boardwalk

We have a fantastic kickoff for the 2006-2007 programming year of the Public Relations Council of Greater Atlantic City! This month, we welcome Donald A. Guardian of the Atlantic City Special Improvement District (ACSID) to discuss the unprecedented improvement efforts recently on the Atlantic City Boardwalk: highlighting facades for 100 storefronts, upgrades in signing, security, lighting, table seating, and code enforcement, improvements to the Band Shell at Kennedy Plaza, the rebuilding of the Fountain of Light and the redesign of Brighton Park.

As Executive Director of ACSID, Don Guardian operates a five million dollar annual budget, not including façade and public space enhancement funds, and has been instrumental in developing program concepts and standards for environmental services, landscaping, and ambassador/security programs in the city of Atlantic City. He has also made a number of improvements to ACSID during his tenure, including the addition of information services, streetscaping and site improvements, staff development and business support services.

Additionally, Don serves as a Vice President of the Metropolitan Business and Citizens Association and as a board member for several area organizations, including the Mayor's Boardwalk Committee, the Art Dorrington Ice Hockey Foundation, the New Jersey Downtown Association, Historic Gardner's Basin, Main Street Atlantic City, and the Greater Atlantic City Chamber of Commerce.

Tuesday, September 26th

Noon-2pm

Caesars Atlantic City, Primavera Restaurant

(Primavera is adjacent to the bridge entrance to the Pier on the second level.)

www.harrahs.com

Cost: \$25 members, \$35 nonmembers WITH RSVP by September 22nd

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

RSVP to maria_terpolilli@cable.comcast.com

2006-2007 Officers

The following individuals were elected to officer terms for the 2006-2007 program year:

President:	William A. Cradle, Atlantic Color Limited, Inc.
Vice President, Membership:	Jennifer Troncone, PrimeZone Media Network
Vice President, Programming:	Felicia Lowenstein Niven, Writing Solutions
Vice President, Operations:	Maria Terpolilli, Comcast Spotlight
Vice President, PR/ Publicity:	Walt Murphy, Walt Murphy Public Relations
Vice President, Communications:	Jamie Mulholland, Jamie Mulholland Marketing
Vice President, Web/ E-Marketing:	Ralph Cooper, Computer Sciences Corporation
Vice President, Finance:	Karen Aarons

Programming Ideas?

Do you have an idea for a regular luncheon program, special member workshop, or particular speaker that you've seen and think would be GREAT for your fellow members of the PR Council? If so, Felicia Lowenstein Niven, this year's Programming VP, wants to know! Contact her at Gr8tWriter@aol.com.

Member recruitment

Is there someone you know in the area in Marketing, Advertising or PR that is new to their job - or the area - and hasn't yet joined our group? Contact Membership VP Jennifer Tronccone at jennifer.tronccone@primezone.com for a membership packet. New this year: corporate memberships (where different representatives from one company can attend the lunches each month) and special savings when you prepay for your lunch admission for the programming year! Contact Jennifer for more details!

Member Spotlight/5 Quick Questions With...

**Donna Andersen, President, Donna Andersen Copywriting
Author, Lovefraud.com**

1. What is your greatest challenge at work?

My primary focus now is my work with Lovefraud.com. The biggest challenge is the scale of it – I'm writing "True Lovefraud Stories" case studies, updating the website with new information, talking to victims from all over the country on the phone, posting a blog article every week, writing a treatment for a television series and writing a book. Plus, I'm still handling a couple of copywriting clients.

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

The greatest personal success was the launch of Lovefraud.com in late July, 2005. The site now gets 400 to 500 visitors a day. I get calls from people all over the country who are being victimized by sociopaths and looking for advice.

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

I'm a competitive rower, out on the water at 6 am spring, summer and fall. I row with the Brigantine Rowing Club.

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

It's critical to understand the Internet. Websites must be designed for usability. That means copy must be written with web users in mind, links must be tested, useless Flash introductions should be eliminated. The best source of information on web usability is Jakob Nielson's www.useit.com.

<http://www.useit.com/>

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

I work by myself pretty much all day, so for me the meetings are an opportunity to get out and socialize.

Donna Andersen is one of the original members of the PR Council. To learn more about her work with lovefraud.com, visit <http://www.pressofatlanticcity.com/life/story/6620786p-6469713c.html> for a recently published article.

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.