



*Public Relations
Council*
of Greater Atlantic City

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

September 2002

Next Meeting: Tuesday, September 24

A.C. Convention & Visitors Authority

Join us on Tuesday, September 24, as Jeffrey S. Vasser, Executive Director of the Atlantic City Convention & Visitors Authority will share what his organization is doing to promote tourism.

The meeting will be held at Angelo's Fairmont Tavern where we'll enjoy a sumptuous Italian buffet. 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.

2 Easy Ways to RSVP (by September 20)!

***RSVP to Maria Terpolilli at (609) 677-1010, ext. 15 or maria_terpolilli@cable.comcast.com
no later than Friday, September 20.***

About Our Speaker: Jeffrey S. Vasser

As Executive Director for the Atlantic City Convention and Visitors Authority, Jeffrey Vasser oversees the daily operations of the public authority responsible for two major convention and event facilities and marketing the destination that anchors the region's \$8 billion tourism industry. It's a role he welcomes—returning to his hometown Atlantic City and helping it to grow as a destination for tourism and business.

His background made him a solid choice for the position. A graduate of Cornell's School of Hotel Administration with a concentration in casino management, Jeffrey Vasser has served in key capacities in hospitality companies. He's worked with Choice Hotels International, Prime Hospitality, Laventhol & Horwath, and Four Seasons for ten years spanning areas such as food and beverage and development.

Jeff then did international consulting in Venezuela. He moved on to serve as a Senior Consultant with the Public Sector/Gaming and Entertainment Group of Deloitte & Touche for three years, having done a re-use analysis study of the Atlantic City Convention Hall.

From there, Jeff was Chief Financial Officer of Cipriani International, overseeing areas such as accounting and finance to human resources, facilities, and MIS for the \$60 million diversified restaurant and foodservice company. He went on to be the Controller for the New Jersey Democratic State Committee/2001 Victory Fund.

Jeff received his Master of Public Administration from Columbia University, School of International and Public Affairs, attended an Executive Education Program at Harvard, and is a graduate of our own Atlantic City High School.

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Just A Reminder... **Dues/Lunch Increase**

Dues has been raised to \$40 annually (with \$30 for checks received prior to September 30). Lunches will remain at \$20 for members but will be raised to \$30 for nonmembers.

Mark Your Calendar!

We've set up the year for PR Council meetings. You may wish to jot the following dates and locations on your calendar.

Sept. 24	Angelo's
Oct. 29	Rifici's
Nov. 26	Angelo's
Dec.	Holiday Party TBD
Jan. 28	Rifici's
Feb. 25	Angelo's
March 25	Rifici's
April 29	Angelo's
May 20	Rifici's
June 24	Angelo's

October Speaker

Join us in October as we welcome **Nancy Bryne**, Executive Director of the New Jersey Division of Travel and Tourism.

PR Council Website Launches

When you're next online, check out www.prcouncilofac.org. **Ralph Cooper** has done a fabulous job getting our new website together. Now you can refer new and prospective members there! We welcome your feedback.

Welcome New Officers!

Welcome to the new officers of 2002-2003!

President

Jamie Mulholland, Cooper Perskie April
Niedelman Wagenheim & Levenson, PA

Vice President, Communications

Felicia Lowenstein, Writing Solutions

Vice President, Membership

Karen Aarons, Atlantic City Convention &
Visitors Authority

Vice President, Operations

Maria Terpolilli, Comcast Advertising Sales

Vice President, Programs

Ginny Lyon, The Press of Atlantic City

Publicity

Walter J. Murphy, Walter J. Murphy
Associates

Website

Ralph J. Cooper, Coopernet

Literacy Volunteers Gala Dinner, Nov. 22

The Literacy Volunteers of America, Cape Atlantic Chapter, will be hosting their 3rd annual gala dinner in the Ebbitt Room of the Virginia Hotel in Cape May, on Friday, November 22.

A reception begins at 6:45 p.m. and dinner at 7:30 p.m. Cost is \$125 per person. For reservations or more information, call (609) 383-3377 before November 8. Seating is limited.