



# Public Relations Council of Greater Atlantic City

Member Newsletter – December, 2005

## Program Update

### **December, 2005: Holiday Party!**

Join your fellow members for an evening of networking, conversation...and shopping! We'll first enjoy a broad selection of hot and cold hors d'oeuvres in the private Missile Bar of Cuba Libre at the Tropicana Casino & Resort (cash bar). Then, feel free to explore the rest of the shops and restaurants in The Quarter with special coupon books graciously provided by our friends at the Trop! Spouses and guests are encouraged to attend as we take time to skip the speeches and enjoy our colleagues and professional pals from all over the region.

**Tuesday, December 13<sup>th</sup>, 2005, 5:30-7:30pm**

**Cuba Libre, The Quarter at Tropicana Casino & Resort**

**Cost: \$20 members, \$30 non-members**

**Cash Bar, soft drinks complimentary to all**

**RSVP – no later than Friday, December 9<sup>th</sup> to [maria\\_terpolilli@cable.comcast.com](mailto:maria_terpolilli@cable.comcast.com)**

## In the works

Programs in the works for 2006 include a special program on Crisis PR, an update on The Pier at Caesars, and a meeting at Careme's Restaurant of Atlantic Cape Community College. Do YOU have a speaker/program idea that you think would benefit our members? E-mail Felicia Lowenstein Niven at [Gr8tWriter@aol.com](mailto:Gr8tWriter@aol.com).

## Call for Community Involvement

The Boys & Girls Club of Atlantic City is seeking board members who are well-versed in Public Relations. If you or someone you know is interested, contact Dave Messier, Executive Director, at 609-347-2697.

## Quotable

The caterpillar does all the work, but the butterfly gets all the publicity. -George Carlin

## Member Spotlight/5 Questions With...

**Kathy Corbalis**  
**Executive Director, Communications and College Relations**  
**Atlantic Cape Community College**

**1. What is your greatest challenge at work?** My office has many responsibilities—public relations, media relations, advertising, marketing, publications, special events, graphic design, fund raising and, if that isn't enough, the college's Web site! With so many competing demands on our time and a high volume of work, my biggest challenge is to ensure that we work as a team to meet deadlines and get the job accomplished. My work is made easy by the "can-do" attitude and professionalism of the College Relations staff. They constantly amaze and impress me and I love working with them!

**2. What was one of your greatest professional successes this past year?** Personally, being elected District 1 director of the National Council for Marketing and Public Relations, an association that serves community college professionals. For the department, winning an NCMPR gold medallion and a PRSA Peppercot award for the grand opening of our Cape May County campus.

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

**4. What's a good professional development tip you have for your fellow members?**  
Become involved in your profession, make contact with and get to know your peers (in settings such as PR Council) and use that network when you face a new situation you've never handled before. You'll be amazed at how helpful and giving your fellow practitioners will be.

**5. What are you looking for from the PR Council in the next year to help you better do your job?** An ongoing update of who's who in the local media and briefings from newsmakers on issues that will affect our region.

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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 public relations 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 public relations business began to emerge, and the Public Relations Council grew to represent all levels of the profession, from publicists to corporate communications specialists, to 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 Karen Aarons at [kaarons@accva.com](mailto:kaarons@accva.com)*