



Public Relations Council of Greater Atlantic City

Member Newsletter – November, 2005

Program Update

November, 2005: Corporate Commitment to the Community:

Borgata Heart & Soul Foundation

Kevin Sullivan, Senior Vice President and Chief Administrative Officer of the Borgata will discuss the company's charitable involvement in the community through the "Borgata Heart & Soul Foundation," featuring an overview of the program, how and why it was formed, who directs the activities and how the Foundation interacts with area nonprofits and the community at large. Organizations small and large and learn from Borgata's example and see the positive marketing and PR it affects for a company.

Tuesday, November 29th, 2005, 12:00pm

Angelo's Fairmount Tavern, Atlantic City

Cost: \$20 members, \$25 nonmembers

RSVP – no later than November 22 to maria_terpolilli@cable.comcast.com

In the works:

December, 2005: Holiday Party!

Join your fellow members for an evening of networking, conversation...and shopping! An after-work cocktail reception December 13th at Cuba Libre can be followed by a night of shopping in the Quarter if you so choose, as the Tropicana has graciously offered coupon books to those attending. No sit down dinner, no speeches...just networking with your fellow members and their guests! Details to come soon!

January, 2006: Disaster Response and Recovery – From a PR Perspective

A panel of experts will voice their experience and a program on response to a disaster or crisis – whether it involves your company or an "act of God," from a marketing and PR perspective.

Speaker Idea?

Do you know of a speaker whose presentation would benefit our members? If so, let Felicia Lowenstein Niven know: Gr8tWriter@aol.com.

Member Spotlight/5 Questions With...

Julie Hayles

SE Marketing, Inc., Brigantine, NJ

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- 1. What is your greatest challenge at work?** Not enough hours in the day! With a small firm (2 F/T ppl; 1 P/T), you do it all. Although we keep our client load manageable, there are times when you're busy with all of them.
- 2. What was one of your greatest professional successes this past year?** I co-chaired a silent auction for Shore Memorial Hospital in conjunction with the grand opening of Morton's Steakhouse. The event raised over \$100,000.
- 3. What personal hobby or activity do you look forward to when you're not at work?** Reading, working out – roller blading, yoga, pilates...
- 4. What's a good professional development tip you have for your fellow members? (can be a book you recently read, an approach to your "in" bin, time management, etc.)** The "to do" list - I couldn't live without it. I keep a notebook of daily tasks. At the end of the day, you have a sense of accomplishment for those things you can scratch off the list. You also have a clear picture of tasks that have not been accomplished, which can be assigned for follow up on another day.
- 5. What are you looking for from the PR Council in the next year to help you better do your job?** Educational materials – I miss the newsletter and helpful tips that you would provide. As I'm sure everyone will attest to, we don't seem to have time to focus on career development. It's great if we can read something in 5-10 minutes that is useful in our day to day operations.

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