



**PUBLIC RELATIONS  
PROFESSIONALS OF LONG ISLAND**

# the PProfessional



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## Kali's Keynote

The public relations industry is facing challenging times.

The New York State's Joint Commission on Public Ethics (JCOPE) issued an Advisory Opinion No. 16-01 pertaining to Legislative Law Article 1-A of the Lobbying Act and voted to approve PR professionals to register as lobbyists when communicating with editorial boards and reporters.

As the premier organization for public relations, marketing, and communications professionals on Long Island, we are opposed to the Lobbying Act because, in our opinion, Governor Cuomo and New York State do not have a clear understanding of what it means to be a traditional PR practitioner.

According to the BusinessDictionary.com, public relations is the profession or practice of creating and maintaining goodwill of an organization's various publics (customers, employees, investors, suppliers, etc.), usually through publicity and other nonpaid forms of communication.

By requiring PR practitioners to register as lobbyists, the state is trying to redefine what public relations is and the role of PR professionals. We are not lobbying people to change their opinions, we are maintaining goodwill and sharing information that ben-

efits communities and people's lives and we hope to continue doing so for many years to come.

And it's on us as a collective group to talk about the value of our industry and express our concerns directly to JCOPE by writing a letter and sending it to 540 Broadway, Albany, NY 12207 or calling (518) 408-3976.

Read or download our formal statement to the proposed legislation at [prpli.org](http://prpli.org).

I hope you will keep this vital dialogue going. PRPLI's leadership, voice, and engagement are more important than anything else today.

Feel free to email me at [prpli.org](http://prpli.org) or follow me on Twitter @AdelphiUtweets. I also look forward to connecting with you on the official PRPLI social media accounts: Twitter, Facebook, and LinkedIn, or meeting in person at the Gatsby-themed Gala & Awards Program on May 10.

Best regards,

Kali Chan  
President, PRPLI Board of Directors

## Who We Are

Our Board consists of the following members:

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For more information about PRPLI, please visit our website at [PRPLI.org](http://PRPLI.org) or email us at [info@prpli.org](mailto:info@prpli.org) 

## From The Editor



Recently, I was asked to speak at a meeting of the Levittown Historical Society about my years as a volunteer. The flyer that was distributed referred to me as a “community activist.” I was a bit alarmed by that thinking of the word “activist” in terms of being an upstart or one who is presumptuous or aggressive. Not words I associate with myself.

So, I took to Webster’s to find a definition for the word only to find that the word refers to one who takes direct action to achieve a political or social end.

Since my days as a reporter, I’ve been very careful not to take a political stand in public in any way that would infer a bias, although this has been difficult of late in the current circus called campaigning, and I have, admittedly, transgressed.

Socially, however, I do often share my views, and I am proud that PRPLI has made a clear statement on the recent opinion rendered by JCOPE (Joint Commission on Public Ethics) that redefines the public relations profession and encroaches on our first amendment rights. If you haven’t read it, please look for it on our website at [www.prpli.org](http://www.prpli.org).

As activists, the profession we’ve chosen is one that often calls on us to assist our clients in taking direct action to quell negative situations, clarify bad information, change public opinion, or promote for the common good.

You’ll find an interesting mix of articles in this edition of The PProfessional. A college student explains why he has chosen a course of study in journalism in pursuit of a career in PR. Tyler Person’s path to finding his way may ring familiar with many of our readers. Our Spotlight interviewer Martha Carney, in her last column for this newsletter, talks to Bert Cunningham, a seasoned professional, who is using his skills to navigate grandparenting and charitable work, and Krista Giannak looks at ways new entrepreneurs develop business on their own.

Enjoy the read!

Louise

# Taking the Plunge: Developing a Business as a Solopreneur



By Krista Giannak

Three public relations professionals shared their business development strategies as solopreneurs: Lynn Aloia, president of Everything's Planned; Edie Reinhardt, principal at RDT Content Marketing, and

Mark Grossman, owner of Mark Grossman Public Relations. Also included are some observations from photographer Steve Giannitsis, president of S Photo East.

## Networking and Staying Top of Mind

All four professionals stressed that networking, word of mouth, and client and industry referrals are absolutely essential to their business development.

Aloia, as an event and meeting planning specialist, speaks about the entertainment, fashion, and creative professionals networking group she leads. She carefully chooses venues, allows people to introduce themselves, and, if the group is particularly large, asks people to raise their hands to identify different categories.

"I definitely believe that networking allows your reputation to speak for itself," she says. Reinhardt is specific about which networking events work best for her over time, and then reaches out to contacts through phone calls, personal emails, one-on-ones, and various content marketing methods.

"Instead of constantly pitching your services, you give people useful and interesting information as a gentle reminder of who you are and what you do," she says. "Things like blogs, newsletters, articles, presentations, video, and webinars are the fuel for your social media and email efforts and also help with SEO," she explains. The personal touch is essential. For example, Giannitsis recommends personalized holiday phone calls and messages. He focuses on smaller clients, in part, he says, because "when that one big client pulls back on their business, you're done."

Grossman recruits clients that he truly believes in, and

he says that he feels more connected to his clients as a solopreneur than as a PR manager. Aloia also puts personal emails high on her priority list.

## Increasing Visibility

Grossman's highly visible positions, including working as a top aide to Governor Mario Cuomo, have allowed him to build relationships with more businesses and nonprofits. As he became more known, he also targeted more national companies that needed a local presence. The op-ed is another tool he uses. Lesser-known businesses also increase visibility. Giannitsis recommends "making change to get a reaction." For example, when he adds new photo galleries to his website, he announces the changes on LinkedIn to encourage comments.

## Targeting Companies

When Giannitsis targets companies, he mentions related photo shoots he has done for similar companies. He also appeals to their need for visibility and credibility. For example, his appeal to lawyers: "A client should use a professional lawyer, and a lawyer should use a professional photographer. If you take yourself seriously, people will take you seriously." Similarly, Aloia targets corporate and pharmaceutical companies because she runs their

meetings. She uses her logo wherever possible for brand consistency.

## New Experiences

Another common theme is new experiences outside the PR world. For Grossman, these "bring more value to your clients and can give you a leg up." He elaborates: "They are more likely to hire someone who they feel understands them because of past experiences." Aloia also volunteers at entertainment-related organizations and events, and some of these have led to job opportunities. "I think you need to try lots of things to figure out what works best for your business," Reinhardt says. "The best thing is to find ways to stay top of mind with people you meet. They may not need you now, but in the future, they might hire or refer you."



## Lights, Camera, Video Production



by Valerie Esposito

One of the biggest trends in public relations, marketing, and advertising last year was the use of videos in delivering messages and selling products. According to Matter Communications, the number of hours that people spend watching videos on YouTube has increased by 60 percent, and adults in the U.S. spend an average of 5.5 hours watching video content each day.

Recognizing that video is becoming much more than just a trend, PRPLI recently hosted a program about practical ways to create quality video content without high costs. With so many advances in technology putting video production within the reach of almost all businesses, keynote speaker, Laura Caggiano, chief creative officer at Bloom Media, shared that 80 percent of content will be video-based by 2019 and 74 percent of all Internet traffic will be generated by video.

“Words and images come to life through video, engaging audiences and telling stories in ways that only video can,” said Caggiano. “Is it any wonder when given the choice why the majority of senior executives would prefer to watch the video rather than reading the text?”

So, how do you get started if a client requests a video?

“Establish your brand objectives and let them determine your message,” said Caggiano. “Then consider what approach will resonate most with your audience to develop your content strategy and optimize your video’s success.”

Caggiano discussed the following steps:

- Establish objectives. Will your video inspire, educate, or entertain?
- Establish and know your targets. For instance, younger audiences are drawn to images while older audiences may be more drawn to text.
- Keep your budget and brand personality realistic and consistent. Do not try to create a video that does not coincide with the branding and messaging you have already established.
- Hire talent or use internal spokespeople who are sincere about the brand and message.
- Create a script and design your set. Keep in mind that lighting, sound, backdrops, and shadows are all things to consider when producing a video.

It is widely reported that YouTube currently reaches more 18-49 year olds than any cable network in the U.S., with half of the videos being viewed on mobile devices. So as we settle in to 2016, PR practitioners who play a role in online communications should be prepared to see an even bigger demand for videos, particularly mobile video. When in doubt, follow the helpful tips that were shared during PRPLI’s recent program.

## New Members



Following are the names of PRPLI’s newest members. When you meet them at upcoming events, please be sure to say “Hi.”

- Aliyah Bey, student
- Mark Grossman, Mark Grossman Public Relations
- Camille Koorey, Judy White, Ellen Boccio, CJ2 Communications Strategies LLC
- Vivian Leber, editor, writer, consultant, Business Writing Source
- Alison Meyer, senior account executive, Allison+Partners
- William Mountzouros, owner, Creative Motion Pictures
- Tyler Person, student at St. Joseph’s College
- Candice Votke, communications assistant, The Public Relations and Marketing Group



### Connect With PRPLI

Stay in the loop with PRPLI’s digital network. For up-to-date information on programs, the membership directory, access to the PRPLI newsletter and other forms, please visit us at [PRPLI.org](http://PRPLI.org). You can also follow us on [Facebook](#), Twitter [@PRPLITweets](#) and on [LinkedIn](#).



## PRPLI Spotlight On: Bert Cunningham



Photo by Bob Giglione.

Looking back over his 45 years in Marketing/Public Relations/Communications, Bert Cunningham says it's been a positive, rewarding and, most times, a fun experience. "I felt I was doing something of value," he said. "I've been blessed with a wonderful career."

Bert has worked in the private and public sectors in a variety of positions including: Senior VP Communications, New York Power Authority; President, Cunningham Strategic Communications; VP Communications, LIPA; President/Chief Operating Officer, The Blankman/Cunningham Group; Executive Director of Government & Community Affairs, Long Island Rail Road; Chief of Staff and Communications Director for the North Hempstead Town Supervisor; *to read more, [click here](#).*



By Martha Carney

## Observations



How to Avoid Distract---  
Oh, Look, a Chicken!

By Bill Krol

All work and no play may make Jack a dull boy, but all play and no work make Jack unemployed. These days,

however, Jack and Jill can't help themselves. The bright, shiny object called the Internet distracts them every time they settle down to work.

And not only the Internet, which feeds the desire to check social media or read "just" the news headlines or follow that interesting link that ends up taking them down the rabbit hole of the Web. The chime of an email notification, the chatter of coworkers—all conspire to keep Jack and Jill (and you) from the task at hand.

Don't be like them. Yes, it's a struggle today to avoid distractions, to focus on what you need to accom-

plish, but it can be done. (Although not by me writing this article, which I started hours ago, but I had to check Facebook and answer emails before I buckled down to start my research, but then I watched a baby goat video, and then I switched to Word to start writing. Which brings me to my first point.)

- Minimize multitasking. Because here's the truth—you suck at it. In this case, it's really not you, it's multitasking. Unless one of those tasks is something you can do on automatic (such as mowing the lawn), studies have shown that you can't focus on two equally important tasks and do them well. Multitasking just opens you up to distractions. In a 2009 interview with *NPR*, Dr. Clifford Nass of Stanford stated: "Multitaskers are suckers for distraction and suckers for the irrelevant, and so the more irrelevant information they see, the more they're attracted to it."

- Nix the notifications. Do you really have to know about every single email the moment it arrives? How about every single phone call? If you need to concentrate on a project, turn off your email or log out of it entirely. If you can, set your phone to "Do Not Disturb" or let it go to voicemail (this includes your cell phone). Don't worry, you can return messages later.

- Pull the plug. Unless you're actively doing research for a project, close all your browser windows. The latest news can wait. So can the recipe for blueberry pie Aunt Helen just posted on Facebook or Instagrammed. There are scripts and extensions you can add to your browser to block websites or set a time limit for surfing. When your time's up, you're blocked. I don't have much experience with those, but I'm giving StayFocused and Strict Workflow from the Google Chrome store a try.

- Chill the chatter. If you have an office, close the door. If you don't, and your employer allows it, put on headphones and listen to music. (Listening to instrumental music is one of the few activities that does not appear to interfere with your ability to concentrate on other tasks.) I have colored signs that I post on my office door (Red = "Stay away!"; Yellow = "Enter at your own risk; I need to concentrate"; Green = "C'mon in and set a spell") depending on what I need to get done.

- Clear the clutter. When you say you know where everything is on your messy desk, you're fooling yourself. Clean up your desktop (both physical and computer). File what needs to be filed, toss what needs to be tossed, pass on what needs to be passed on. Some experts also recommend getting rid of the tchotchkes you keep on your desk, but that's up to you.

- Don't ditch downtime. Play is important. As writers and editors and communicators, we know that the

*observations continued on page 9*

# awards gala

The PRPLI Awards Gala honors the best in the profession. The event takes place on May 10 from 6 to 9 p.m. at Carlyle at the Palace, 1600 Round Swamp Road, Plainview, NY.

***This year's honorees are:***



**Jack Rettaliata Lifetime Achievement award**  
Terry Lynam  
Northwell Health



**Long Island Achievement**  
Michael Harrison  
Axcelsior Strategic Solutions



**Outstanding Mentor**  
Sharyn O'Mara  
Wisselman, Harounian & Associates, P.C.



**Outstanding Media**  
David Winzelberg  
Long Island Business News



**PR Campaign**  
Camille S. Koorey & Judith R. White  
CJ2 Communication Strategies

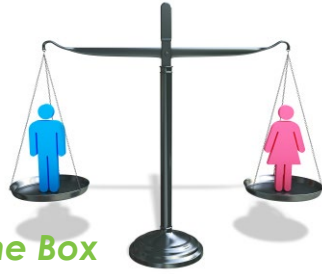


**Rising Star**  
Pete Guaraldi  
Suffolk County Government

## He Said, She Said



### She Said... Promote Outside of the Box



The other day when George, Bella, and I walked into the bank, five young ladies all opened the doors for us. We felt like royalty. They were oohing and aaahing over Bella, and then they asked, "Do you want to buy some cookies?"

Without hesitation I replied, "I bought at the office." Because I really did. A few times. There are only so many boxes of cookies we can have in the house before we'll have to buy a whole new wardrobe. Saying no is not easy, especially to Girl Scouts. But they're everywhere, so it seems. Their founder, Juliette Gordon Low, never took no for an answer.

Years ago, I took a trip with my sister to Savannah, Georgia, and we visited Low's home. I remember learning that she experienced almost total hearing loss as a result of several ear injuries. One injury was caused by a piece of rice getting into her ear on her wedding day. Because she never took no for an answer, she became one of the most brilliant fundraisers. She built a wonderful organization that serves millions of girl members and alumnae, fostering their individual growth, character, and self-sufficiency.

A meeting with the founder of the Boy Scouts in 1912 inspired Low to establish the Girl Scouts that same year. She announced, "I've got something for the girls of Savannah, and all of America, and all the world, and we're going to start it tonight!"

Her innate talent for fundraising and public relations, combined with a wide network of friends and supporters, enabled her to bring her dream to fruition.

I love her story. I think about it often when I meet people who champion the causes of their organizations. A dream backed by determination and focus and excellent public relations skills can change the world. We need more of that.

I guess Chris Rock likes her story, too. Thanks to his plugging his two Girl Scout daughters at the Oscars this year, more than \$65,000 was raised as Hollywood's elite dipped into their pockets to buy cookies. I wonder how many of these people actually went off their diets, though.

I'm going to go open our boxes of cookies now, Thin

Mints for me and Tagalongs for George. Bella will get a biscuit. She gets them all the time from the drive-through window at the bank. That's another great example of marketing.

*Debra Scala Giokas is the director of marketing at Cer-tilman Balin Adler & Hyman, LLP, and she has been in the field of legal marketing for 26 years. She recently began Debra Ann Dolls & things to help in fundraising activities. If you are interested in learning more, email her at [debraanndoll@gmail.com](mailto:debraanndoll@gmail.com).*

### He Said...

### ...And Be Mindful of that One-on-One

Fast forward to spring 2020, and a conversation between an older couple coming out of a supermarket:

"Isn't it strange that we haven't seen the cookie girls yet?"

"Harry, what are you talking about?"

"The Girl Scouts. Should be time for the cookies."

"Harry, they don't do that anymore, remember?"

"What?"

"All on the damn phone now. No girls anywhere since last year."

"Hmm. So how are we gonna get our cookies?"

"Oh boy, Harry. I think you're losing it."

Girl Scouts aren't really selling cookies, are they? To me, they're selling "the good ol' days" and what it means to pass by some smiling, enthusiastic faces raising money for a good cause. The cookies are ancillary to the experience of nostalgia. And when that personal touch disappears, as it will, a victim of the latest so-called technological "advances," gone will be the marketing effect of hitting someone between the emotions.

Already, millions have crossed over to ordering online, bypassing the hassle of lines and parking spots at retail stores. Though you may not think that's the case come holiday time, compare your shopping experience on any normal day today with one 10 years ago. Not the same, is it?

With Amazon now delivering on the same day and promises of drone deliveries in our near future, why bother rubbing elbows with your neighbors at the store? And why bother buying from the local Girl Scout? Why bother for anything that forces us out and about?

If we lose the power of human emotion and interaction to the ever-expanding cause of technological conveniences, Marketing 101 will have to certainly...

*he said continued on page 9*



## From The Reporter's Side

By Ellen Christie



*Pei-Sze Cheng is an Emmy Award-winning investigative journalist for WNBC TV (NBC 4 New York). She first joined the station in 2005 as a general assignment reporter and has covered some of New York's biggest stories such as Hurricane Sandy (known unofficially*

*as "Superstorm Sandy") and the Sandy Hook school shooting. Her stories are seen on early evening and 11 p.m. Channel 4 newscasts. In her newer role as an investigative reporter, her stories have included the February downtown NYC crane collapse, an exposé on for-profit colleges, and the perils of online drug marketplaces. Cheng is an active member of the Asian American Journalists Association. She grew up on Long Island, graduated from Columbia University, and she and her family just moved back to Nassau County. PR professionals are encouraged to connect with Cheng on Twitter and Facebook.*

**Q. What is the single most challenging part of your job this year so far and why?**

A. I think the most challenging part of my work this year is striking a good balance between important investigative news with what the public can relate to. Oftentimes, investigations can be tedious, and it's difficult to keep a viewer engaged through data (which is important to get through) ... it's difficult to strike a balance between delivering good and necessary information and making the content relatable to an average viewer.

**Q. How, and in what manner, are PR professionals most helpful to you?**

A. PR professionals can be very helpful when finding characters for stories. Sometimes you have a data-heavy story that has good information but you need a character to wrap the story around.

**Q. For many years, the portrayal of an investigative journalist's work was a years-long investigation of a major corporation that included chasing someone, doors closing, and then airing on film as a feature television show. Today, investigative stories seem part of newscasts and about relatable local victims. What kind of stories do you**

**find yourself working on now—very long investigations, or shorter research and on-the-street projects? Please give us an example.**

A. We work on stories that follow two tracks: long-term investigative, which might require data collection; we might need to wait for a big interview to come through. And then there's short term investigative: These are stories that have an investigative edge but don't necessarily require a deep data dive. For example, I worked on a story for about a month about subway stations that had only one exit, which violated national fire safety codes, yet was able to turn a story about a man who was wrongfully detained at Rikers for 5 years, in about a week's time.

**Q. Some PR folks have a healthy respect and fear of being contacted by an investigative journalist. Our goal is to gain positive attention for our businesses and clients, and we understand investigative journalists endeavor for a fuller portrayal. What might we do to make both our jobs easier?**

A. I think be honest and level with the journalist. Most of us just want to tell the whole story and we do that best when all parties are honest about what they know.

**Q. From where or how do you get most of your leads? Has that changed over the years?**

A. I get most of my tips from viewers who contact me directly. They've seen my work over the years and see me as trusted journalist, so they feel they can share ideas with me. We also look at current events/incidents and we look for interesting angles to pursue apart from the main story. Now I get a lot of tips from Facebook or Twitter.

**Q. Please share the types of things you would like to hear about from PR people, and how we may contact you.**

A. Interesting legal cases that could change laws or the way things are done. We love interesting stories about unique people who are in unique positions. And if there are major events, like the crane collapse in Tribeca that killed a pedestrian, we would love pitches on interesting side bars or related stories.

*Ellen Christie is the marketing director at Pegalis & Erickson, LLC, and a freelance public relations consultant. She can be reached at [christie.ellena@gmail.com](mailto:christie.ellena@gmail.com) and [@ellenpr](https://twitter.com/ellenpr)*



## From There to Here... And Then Some



by Tyler Person

Two years ago I was in my second year at Suffolk County Community College, changing my major back to Liberal Arts after realizing that a nursing degree just wasn't for me. Like many other college students, I was left wondering, "What do I do

next?" My time at Suffolk was coming to an end and I had to think fast.

Fast forward six months. I was talking to a friend one day who said, "I can really see you going into public relations." Not even really knowing what public relations was, I smiled, nodded, and continued talking about something else.

Not long after that, I sat down and did a lot of research on just exactly what public relations is, what it entails, what a PR practitioner does, the job outlook, what would I go to school for, and other questions that came to mind. I was excited to find out that many people in the PR field have gone to school for journalism, communications, and marketing because I had always enjoyed those classes, and I have always been told that I am a good communicator. So naturally things started looking brighter.

I started my first semester as a marketing major. After realizing that the marketing program did not offer what I wanted, I decided that maybe journalism would offer more for me.

I wanted to write, talk to people, and network. To me, marketing wasn't going to allow me to do that. Journalism on the other hand, would.

The second semester came around and I was excited and eager to get started. I immediately became friends with a handful of people in the small department. One particular person I have befriended is Christa Santulli, a junior who is also majoring in journalism, and a writer for *The Odyssey*, a student news source made up of writers (mostly students) who write articles on a variety of subjects.

"I chose to study journalism because I have always enjoyed writing, and I hope to write for a fashion mag-

azine in the future," Christa told me.

Needless to say my experiences so far as a journalism major have been wonderful. I have met some great people, my writing and interview skills have become stronger, and I even landed an awesome internship at a small PR firm.

I still have a long way to go and much to learn. I look forward to interacting with professionals in the field, networking with them, and one day becoming a valuable asset to a public relations firm.

## He Said, She Said...

...be rewritten.

Remember the door-to-door vacuum cleaner salesman? I'm old enough to remember a salesman stepping into our living room in our Astoria apartment, opening the window and pointing the vacuum cleaner hose five floors down to the pavement and actually saying, "You see how the leaves are moving? That's how powerful this is!"

I'll take any of that one-on-one hot air over any of the hundreds of meaningless digital ads that float through my screen on any given day. Old-school, yes, but I still remember that salesman's pitch 50-plus years later. Now that's marketing.

**George Giokas is chairman of the board of HealthDay, president/CEO of StaffWriters Plus, Inc., an adjunct professor at Stony Brook University's journalism department, and author of the young adult novel "Nickel Ice." Follow him on Twitter @georgegiokas5.**

## Observations

*observations continued from page 5*

...best ideas often come when our minds are free to roam. Strict Workflow sets a 25-minute ban on the websites you block, then gives you 5 minutes to "play" before the timer goes off and tells you to get back to work.

**William Krol is the communications manager at the Guide Dog Foundation for the Blind and America's VetDogs and a freelance copy editor, where he tries not get distracted by the Internet, rabbit holes, and videos of baby goats. He can be reached at wmkrol@yahoo.com.**

## The Advanced Degree



By Sara Rietbroek

For the third column in this series, PRPLI members were surveyed if they had a master's degree and in what concentration. They were asked about how they valued their advanced degree and how applicable were the courses they took for their advanced degrees in fulfill-

ing their job description.

Andrea Jones, founder of On Target Marketing, received her MBA with a concentration in marketing. Since she works regularly with senior management, she finds the advanced degree helpful, citing that understanding her clients' challenges and speaking their language helps her support their business objectives.

According to Jones, "An MBA or other advanced degree is no substitute for experience. Early in my marketing career, I had a wonderful manager who taught me the three most important concepts in client service, and I practice them to this day: (1) underpromise and overdeliver; (2) at all times, manage the client's expectations, and (3) anticipate clients' questions before they're asked.

Jones also runs her own business, so having her master's degree has been especially helpful with that task.

Marla Seiden, president of Seiden Communications Inc., got her master's degree in communications before she started her own business and knew that she would pursue public relations. Even though the courses weren't geared to PR, she felt she learned a tremendous amount about doing research and writing, as well as working with groups on various projects. Since she works with clients in a collaborative way, the practice she had with groups in school is certainly beneficial in business.

Seiden had this to add about her advanced degree: "Having my master's degree enabled me to teach public speaking and interpersonal communications at a community college as an adjunct instructor many years ago. Because of my education in undergraduate and graduate school, as well as my business experience, *to read more, [click here](#)*.

## Mixing It Up With Maxfield Parrish

In January, PRPLI held a very successful joint mixer with IABC and the Roslyn Chamber of Commerce at the Nassau County Museum of Art. The highlight of the evening was the Maxfield Parrish exhibit, whose paintings and prints on loan from the National Museum of American Illustration were on display. The exhibit and the evening drew rave reviews.





## Shout It Out

Debra Scala-Giokas has announced the recent start-up of her new business called Debra Ann Dolls & things, in memory of her father, and crochets personalized "DAD" dolls to help various charities in their fundraising efforts. To date, 17 charities/organizations have received a total of 29 "DAD" dolls to offer as raffle prizes. Anyone having an event, who would like a personalized doll may contact Debra at [debraann-dolls@gmail.com](mailto:debraann-dolls@gmail.com).



**Congratulations to the PRPLI members who were recognized recently by Long Island Business News with its Achievement in Communications Awards.**

### **In-House Marketing Professional**

Jillian Eisman, *Meyer Suozzi, English & Klein, P.C.*

Sharyn O'Mara, *Wisselman, Harounian & Associates, P.C.*

### **Marketing Team**

Kali Chan, Bonnie Eisner, Lori Duggan Gold, *Adelphi University*

Gregory Demetriou, Kevin Sniffen, Johanna Zucaro, *Lorraine Gregory Communications*

Candice Votke, *The Public Relations and Marketing Group*

### **Mentor**

Mark J. Grossman, Mark Grossman Public Relations  
Donna Rivera-Downey, *Girl Scouts of Nassau County*

### **Not-For-Profit Marketing Professional**

Patrick Calabria, *Farmingdale State College*

Melissa Kuehnle, *St. Joseph's College*

### **PR Campaign**

Bill Corbett, *Corbett Public Relations*

Lori Duggan Gold, *Adelphi University*

Jennifer Maizel, *Grassi & Co.*

### **Print Campaign**

Elena Mikoleski, *Grassi & Co.*

### **Sole Practitioner**

Don Miller, *West End Strategies, Ltd.*

### PRPLI Annual Awards Gala

Tuesday, May 10, 2016; 6–9 p.m.

Location: Carlyle at the Palace

Address: 1600 Round Swamp Road

Plainview, NY 11803

Event Details: Recognized as one of the most prestigious award programs on Long Island, the celebratory evening provides a platform for guests to network, toast honorees, and recognize our scholarship recipients. Proceeds of the event benefit PRPLI student scholarships.

### Tickets & Tables (Early Bird until April 19, 2016)

Members: \$90

Non-members: \$120

Students: \$50

Table of 10: \$900

### Tickets & Tables (After 4/19/16)

Members: \$100

Non-members: \$130

Students: \$50

Table of 10: \$950

### Platinum

\$1,500 includes a table of 10, full-page ad, logo and name on promotional materials, signage, and public acknowledgement at the event and corporate logo on [www.PRPLI.org](http://www.PRPLI.org) for one year.

### Gold

\$1,000 includes a table of 10, half-page ad, logo and name on promotional materials, signage, and public acknowledgement at the event.

### Silver

\$500 includes two tickets, half-page ad and signage at the event.

### Journal Ads

Full-page: \$150

Half-page: \$100

Ads are due by April 19, 2016 to Flo Federman, [flo@flofederman.com](mailto:flo@flofederman.com).

[flofederman.com](http://flofederman.com).

Questions? Contact Co-Chairs Andrea Jones, [andrea@on-target-marketing.com](mailto:andrea@on-target-marketing.com) or Virginia Lestingi, [vilieventplanning@gmail.com](mailto:vilieventplanning@gmail.com). Register: Event Registration