Jersey Shore
Public Relations &
Advertising Association

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facts

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President's Message

BY STEVE GUBERMAN

PRINCIPAL & CREATIVE DIRECTOR
FIFTH ROOM CREATIVE

It's clear that the greatest aspects of JSPRAA membership are our amazing people. It makes me think that there's got to be something we as a group of amazing people can do to help the people of Haiti. We all do such good work, but is the work that we do for the good of something greater than ourselves?

Thanks to everyone that showed up and participated in our wonderfully dynamic round-table discussion in January. While we had planned to solve all of the marketing problems of every mid-sized business, I think the conversation that was spurred was just as much of a success.

We've got some great events coming up that will continue the momentum that was started last year. In February we have our second Hibachi Hello's evening networking event. And in March we're partnering with BMA-NJ to bring Peter Shankman back for round two. Both are a mix-up from our normal routine and history has shown that our membership likes these new and exciting events.

We're starting to see new members sign up and I encourage our existing members to renew their membership for 2010 so that you can take advantage of member rates at the exciting events that are on our horizon.

I look forward to seeing you all soon and meeting any of you that I haven't met yet.

Hibachi Hello's – Take Two!

It worked so great last year, we're doing it again!

More than 45 people attended last year's Hibachi Hello's! Don't miss out... you'll be guaranteed to leave with a plethora of new contacts!

This informal, yet fun business card-exchange event, will give you an opportunity to get to know and network with fellow Jersey Shore Public Relations & Advertising Association (JSPRAA) members and other guests.

Price includes Hibachi chicken, shrimp, and steak along with appetizer, fried rice, noodles, vegetables, and ice cream, plus cash bar.

EVENT
Hibachi Hello's Networking Dinner

WHEN
Thursday, February 4th
6 p.m. — 9 p.m.

WHERE
Shogun 34
1969 State Route 34
Wall, NJ 07719
www.shogunlegends.com

COST
$40 pp, JSPRAA Members
$55 pp, non-JSPRAA members

REGISTER BY FEBRUARY 4, 1 P.M.
Register Online at
www.jspraa.com

Four Scholarship Recipients Recognized at the January Luncheon

$6K in Scholarship Monies Awarded

January was an exciting month for four deserving college students who were the recipients of the 2009 JSPRAA James R. McCormick Scholarship. Holding back tears, Scholarship Chair Jill Nappi presented the three of the four winners to the membership during the January luncheon at Branches.

"The scholarship committee was blown away by some of the candidates and that's why I had to hold back the tears," says Nappi. "They were well-rounded, hard working students with internships at very prestigious companies. They held extra jobs, donated their time to community service and all the while still maintained great grades. They are all around impressive kids."

The four recipients were Brook Burdge of Spring Lake, a student at Fordham University; Brittany Horner of New Egypt, a student at Rowan University; Rachel Sprung of Ocean Township, Sprung is the president of the Public Relations Student Society of America chapter at Boston University; and David Karas of Brick Township, a student at The College of New Jersey. Burdge and Sprung received $1,000 scholarships; Horner and Karas received $2,000 scholarships.

Special thanks to Leah McCloskey and Marge Guglielmo who helped to review all of the applications.

Entry fees from the 35th Annual JASPER Awards helped to support this year's scholarship. In 1983 the Jersey Shore Public Relations and Advertising Association established the James R. McCormick Scholarship Fund to encourage study and participation in the communications field. The scholarship honors James R. McCormick, an active member of JSPRAA who was killed in a car accident that same year. Since its establishment, over $100,000 has been awarded to students in Monmouth and Ocean counties. Students must reside in Monmouth and Ocean counties and be in their sophomore year or higher studying one of the disciplines of communications.

During the January luncheon, JSPRAA awarded four scholarships to communications students. From left: Brook Burdge of Spring Lake, a student at Fordham University; Brittany Horner of New Egypt, a student at Rowan University; Jill Nappi of Capital Printing Corp., who presented the scholarships; and Rachel Sprung of Ocean Township, a student at Boston University. Not pictured: David Karas of Brick Township and student at The College of New Jersey.

BE A PART OF THE JASPER AWARDS PLANNING TEAM

Put your creativity to the test for the 36th Annual JASPER AWARDS. The next planning and brainstorming meeting will be on Monday, February 15 @ 6 p.m. at Nonna's on Route 9 North in Marlboro.

For more information contact Victoria Hurley-Schubert at vhurleyschubert@girlscoutsjs.org or Shannon Holt Shannon Holt sholt@brookdalecc.edu. Hope to see you there!

Membership Has Its Privileges

Don't delay!

Renew your 2010 JSPRAA membership dues by February 15th for added benefits, and here's why:

- Renew by February 15 to be guaranteed a spot in the 2010 JSPRAA Membership Book
- Renew by February 15, 2010 and receive a 50 percent coupon towards any JSPRAA monthly luncheon throughout the year
- Receive member discount rates for all monthly events
- Get exclusive access to "Members-Only" content at jspraa.com

Renew online - it's easy and only takes a few minutes!

1. Go to www.jspraa.com.
2. Log in on the home page using your username and password.
3. Click on the "Renew Now" button.
4. Choose how you want to pay for your annual dues — online or offline.

Don't delay. Renew now!

...AND 50,000,000 PEOPLE HEARD YOU SUCKED!

Now that we have your attention, come join us on Tuesday, March 9th when our monthly meeting heads north.

MARCH 2010 EVENT

March's meeting will be joint meeting with the Business Marketing Association (BMA) with Peter Shankman as the guest speaker. Shankman is speaking on the topic: "... And 50,000,000 People Heard You Sucked! (Tales of Customer Service in a Social Media World)."

WHEN

Tuesday, March 9th
6 p.m. — 9 p.m.

WHERE

The Wilshire Grand,
350 Pleasant Valley Way
West Orange, NJ 07052
www.thewilshiregrandhotel.com

COST

Early Registration:
$45 pp, JSPRAA Members
$60 pp, non-JSPRAA members
Late Registration/At Door:
$55 pp, JSPRAA Members
$70 pp, non-JSPRAA members
Students: $25

REGISTER ONLINE AT
http://tinyurl.com/jspraa-march

Member Profile of the Month

TRACY ILVENTO

This is the second installment of our Member Profile of the Month. Members will be drawn at random during monthly luncheons.

Q Give us a quick overview about you ... your title, company, experience.

A For the past ten years I have served as the Public Relations Coordinator for CPC Behavioral Healthcare. This non-profit Agency, founded in 1960, will be celebrating 50 years of community service in 2010. CPC is a leading provider of highly skilled and compassionate behavioral healthcare in Monmouth County.

In this role, I am responsible for all media relations, internal and external print communications, two websites, special event promotion, marketing and development of educational training seminars, as well as ongoing public awareness campaigns for mental health and special education. In a nutshell, I do all the writing and graphic design -- and I'm always busy. My dual skill set was shaped 25 years ago when I joined the national printing association, Printing Industries of America, as its Public Relations Manager. I fell in love with printing then, and I still love it.

Q What is a typical day like for you?

A My typical day is "one big messy desk, but I know where everything is."

Q What is the most memorable moment that stands out from your career?

A The most memorable moment in my career was answering the phone minutes after watching the 911 attack on TV and responding to the Asbury Park Press' question, "What do we tell parents?" The mobilization of CPC's clinicians to emergency rooms and ferry docks, along with its plan to help individuals of all ages suffering from Post Traumatic Stress Disorder earned the Agency an award for "Leadership in Time of Disaster."

Q What is something that people would be surprised to learn about you?

A JSPRAA members probably don't know that I also my own publishing company, Applied Business Communications, and have produced three award-winning books: License to Sell, License to Serve, and Nobody to Somebody in 63 Days or Less.

Tracy Ilvento is a Public Relations Coordinator at CPC Behavioral Healthcare. For more information about CPC, please visit www.cpcbehavioral.org and www.highpointschool.org.

SAVE THE DATES
for these 2010 JSPRAA events!

Feb. 4: Hibachi Hello's – Take Two
Mar. 9: Joint luncheon with BMA
Apr. date TBA: evening networking
May 7: Luncheon
Sept. 17: Luncheon
Oct. 8: JASPER Awards
Nov. 5: Luncheon
Dec. 3: Luncheon/Holiday Party

Note: all luncheons will be held at Branches in West Long Branch unless otherwise noted.

Stay up-to-date and don't miss a thing! Become our fan on **Facebook** (www.facebook.com/jspraa) and follow us on **Twitter** and **LinkedIn**.

Member News

Relief for Haiti

The following letter comes from Past President Gregory Weber

As I am sure most JSPRAA members are aware, I have been very active in Haiti for the last three years. I have taken many trips to Haiti and am in the process of planning another this March. My current mission is to help a faith based, non-profit organization build a clinic in the City of L'Acujou. They are also in the process of supporting local children and orphans in the area of where this construction process is going on. They are making sure that these young people are fed, clothed and educated. They also support children in the City of Quanaminthe, which is just inside Haiti from the Dominican Republic side.

I am seeking support from my fellow JSPRAA members. I am looking to raise money to help feed the child that this group is currently sponsoring and also to help care for the hundreds of new orphans that will (and are now) being relocated to this area. I will guarantee that nearly 100 percent of the money from this effort way will go directly to helping these people.

If you would like to make a donation, and you want to make sure that the money will make a difference this is a great organization to help. You can mail a check directly to Gregg at his home address (2017 Tally Ho Drive, Wall, NJ 07719). Make it out to Aslan and in the memo spot write Haiti. Should you have any questions please contact Gregg at **gspcb@infionline.net**.

Thank you in advance for your time on this matter.

Professional Podcasts/Lubetkin Communications Celebrates Five Year Anniversary

Congratulations to Steve Lubetkin, whose company, Professional Podcasts/Lubetkin Communications, is celebrating its five year anniversary.

When public relations veteran Steve Lubetkin launched Lubetkin Communications LLC in December 2004, his plan was to continue to provide high-level public relations advice to corporations.

But the company's focus changed radically when Lubetkin realized that the Internet was transforming itself into a giant transmitter for audio and video content, fueled by the rise of amateur-produced radio shows called "podcasts." And now it seems that Lubetkin's five year journey to convince clients of the value of podcasting has paid off.

In its first five years, the firm has established itself as one of the most successful and authoritative firms producing audio and video content for clients to distribute using the Internet instead of a broadcasting transmitter and antenna. "Podcasts" of audio and video content are popular among users of Apple's popular iPod music player device, which gives the programs their name.

Examples of the firm's services, are available at **http://www.professionalpodcasts.com/**

Video podcasts are available at **http://professionalpodcasts.blip.tv/**

ProfessionalPodcasts.com

Member News
(continued)

The Devon Group Scores LACP Top 50 Publicity Award for Creative Social Networking Campaign

A publicity campaign conducted by the Devon Group on behalf of its client LRP Conferences LLC was recently named one of the League of American Communications Professionals' (LACP) Top 50 Publicity Campaigns.

The award was given for "Tweet Success," the social media campaign designed and executed by The Devon Group to promote Human Resource Executive's (HRE) 12th Annual HR Technology® Conference and Exposition. The Devon Group also won a Bronze Award in LACP's 2009 Magellan Awards Communications Campaign Competition in the Client Base/Membership Communications class.

Congratulations to the team!

Congratulations, Gregg!

Past President Gregory Weber has exciting news to share. He has been nominated to receive Alpha Kappa Psi's Alumnus of the Year Award to be presented at the Philadelphia Principled Business Leadership Institute. The Alumnus of the Year Award is presented to AKPsi Alumni who have demonstrated marked success in business, but also show a dedication to their community and service.

Go Team Marilyn & Leslie!

Leslie Nolan of Nolan Design is lacing up her bowling shoes for a good cause. She's participating in the upcoming Big Brothers, Big Sisters Bowl for Kids Sake. As a Big Sister for almost two years, she's raising money for the organization. Join her team or form a team of your own.

For more information or to donate, contact Leslie at **leslie@leslienolandesign.com**.

Under No Ordinary Charity Event!

Caring With Karaoke, a fundraiser hosted by the Greater Monmouth Chamber of Commerce Young Professionals Group to benefit the Girl Scouts of the Jersey Shore, will take place on February 10, 2010 at Cue 'N Brew, located at 1212 Route 34, in Aberdeen. Sing your heart out for a good cause! Either come yourself to enjoy the Free Food, Drink Specials, Prizes, Contests, Free Billiards and Karaoke...or award one of your friends or clients with the entry ticket! Tickets are $10 in advance, $15 at door. Tickets available from Vikki, the PR manager for the Girl Scouts of the Jersey Shore, email her at **vhurleyschubert@girlscoutsjs.org**.

Consider donating a prize for the event. You and/or your company's contact information will be included in the Event Program (Feb. 1 deadline) and also announce you at the event itself. You will get noticed by giving back to your community! Even better, you will earn one FREE TICKET to the event by donating a prize!

Please reply with what type of prize you would like to donate and where to send the free admission ticket as soon as possible... "CWK 2010" is right around the corner!

The Jersey Shore Public Relations and Advertising Association

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Send your JSPRAA *facts* submissions to KerriLynnePR@comcast.net

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Special thanks to Steve Lubetkin and Leah McCloskey for carrying their cameras.