

LIVE AN *Inspirational* LIFE

BY MARY LOU SHEFFIELD

Not everyone chooses to live a life that impacts others. Some try and fail. Some wish they could, but are too fearful to move forward.

But others find an area of life where they can shine, where their imprint will be permanently felt. Sometimes their inspiration spearheads a company or transforms a community. It could strengthen faith or fund community service projects. Often, one person's

BE REMEMBERED.

MAKE A DIFFERENCE.

BECOME SIGNIFICANT.

*continued
goodwill fuels a
partnership that
spans a lifetime.*

There are great people among us – right here in Southern New Jersey – who have developed purpose in their lives. They have lived with meaning, commitment and inspiration. We hope their stories – and insights – will inspire you.

PHOTOGRAPHED BY DAVID MICHAEL HOWARTH
AT HARLEIGH CEMETERY IN CAMDEN

BUSINESS ANNE SCEIA KLEIN

President, Anne Klein Communications Group

Twenty-five years ago, Anne Klein took a walk on the beach with her dad, talking about an idea she had been kicking around to start her own PR firm. She was 40, and had established a career running PR for Sunoco. Should she give that all up to take such a monumental risk? “Yes,” he told her. “You should. Go for it.”

And so began a PR powerhouse whose clients have included Sprint, Independence Blue Cross, Sunoco and American Water Works Company. In her illustrious career, Klein has amassed numerous honors, most recently being named Women Business Owner of the Year by the National Association of Women Business Owners, SJ Chapter.

“I don’t think about success, because that isn’t who I am,” says Klein. “But I’ve received tons of letters this year because of our 25th anniversary. So I don’t concentrate on feeling successful, I feel *proud* when someone says to me, ‘Congratulations.’”

Klein points to several combined traits that helped her build her company. “You’ve got to be able to initiate, and then have the stamina to go with it,” she says. “You have to be

a leader and a decision maker. You have to be willing to take a risk. You need to have a vision of who you are, how you want to be known and what you want your business to be. For me, it helped to be a team player and believe in a collaborative environment. I like to get input. But in the end, you have to make the decision. You can’t let other people do that for you.

“As you go on, you have to be a good listener, so you can serve your clients and your customers. If you’re not listening to them, you’re not going to be successful. You also need to be an extrovert to network and get new business.”

Her professional career is now taking a new direction as she unfolds a succession plan for her firm. “As I got older, I had to decide if I wanted to turn off the light – retire and fade into the sunset. Or did I want to do something for the next generation? It turned out I had hired a couple of bright young men who expressed interest in taking over some day. So we created a plan for the next generation to come in. My motivation now is to keep the business thriving, so what I pass on will be even better than what I am leaving.”

