

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Fall/Winter 2015



Managing Millennials - Really?

by Christopher J. Lukach, APR
President

Recently, as I thumbed through a pamphlet advertising an upcoming industry conference, I had to pause and check what year it was. I couldn't believe that, smack in the mid-point of the 2010s, a professional conference needed to devote multiple development sessions to the resoundingly over-hyped topic of "managing millennials."

Ah, millennials. The passionate, cause-minded, experience-seeking, hard-working, impulsive, job-hopping, trophy-waving, pampered, helicoptered, gratification-demanding, best/worst thing to happen to our profession, depending on whom you ask.

Some welcome working alongside millennials; others detest it. One thing is universal — we can't seem to stop talking about them.

I know generational assessments are meaningful. Millennials have an ever-increasing presence and significant spending power. Savvy marketers need to understand the millennial mindset to do their jobs

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Honors and Awards

MIKE GROSS NAMED TO "FORTY UNDER 40" LIST

For the second consecutive year, one of AKCG's management team members has been named to *NJBiz* magazine's list of "Forty Under 40" honorees. Last year, our president Chris Lukach received the honor. This year, it was SVP and COO Mike Gross.

Each year, *NJBiz* celebrates 40 of New Jersey's most accomplished young men and women who have propelled their organizations forward and who share a commitment to business growth, professional excellence and the New Jersey community. An independent panel of judges selects the award recipients based on professional accomplishments,



Mike Gross (third from left) receives NJBiz magazine's Forty Under 40 award.

leadership, vision and community service contributions.

Personnel

The firm recently welcomed two new members to the team: account executive Matthew Burns and senior associate Brian Price.

Prior to joining AKCG, Matt served for more than a decade as a public relations specialist for Lehigh Valley Health Network in Allentown, Pa. He managed media relations, planned events and served as public information officer in response to crises and emergency management situations. He holds a Bachelor's degree in Professional Writing and Public Relations from Kutztown University. He is a member of the Philadelphia chapter of the Public Relations Society of America and is a

recent graduate of the Nancy Bacher Long PR Institute.

Before joining the AKCG team, Brian worked in public relations and marketing for a number of local organizations. One of the highlights of Brian's career was getting a previous client featured in *The Wall Street Journal*.

A graduate of Rowan University, Brian earned a Bachelor of Arts degree in Public Relations with a minor in Journalism. He served as the Student Government Association's public relations director and as an account manager for the university's student public relations firm, PRaction.

Staff News

In late September, **Chris Lukach** and **Mike Gross** participated in the Fall Meeting of IPREX — the global network of independent public relations firms. AKCG is the Philadelphia member. Approximately 40 representatives from around the world gathered, this year in Minneapolis, Minn., to discuss best practices and industry trends and to collaborate on new ventures.



Chris Lukach (at left) participated on a panel discussing agency transformation at the Fall Meeting of IPREX in Minneapolis.

During the three-day event, Chris took part in a panel discussion about agency transformation along with IPREX partners from Mexico, Missouri and Minnesota. Chris shared his perspective on how AKCG is evolving to meet new

challenges and how the firm is continuing to grow.

In October, Chris spoke at the National Safety Symposium for the members of SOCMA, the Society of Chemical Manufacturers and Affiliates, in Houston, Texas. Chris introduced the 100-plus attendees, many of whom are chemical plant managers and executives, to the fundamentals of crisis communications in today's media and social media environments.

Anne and Jerry Klein have joined the American Heart Association's Executive Leadership Team for the April 15, 2016 Southern New Jersey Go Red for Women luncheon. Jerry, who was the first chair of the Red Tie Brigade for men, will co-chair the Red Tie Brigade with Brandywine Realty Executive Vice President (and ice hockey buddy) George Sowa. Anne will chair the Red Dress



In July, AKCG welcomed to its offices 20 senior-level PR pros from across New Jersey and Southeastern Pa. for one of PRSA's "Shoot the Breeze" sessions. A hallmark of PRSA's programming, these candid discussions are free-form, wide-ranging, and beloved by attendees.

Circle for women committed to helping other women become more aware of their heart health. With the Founding Members of both groups re-committing their support, Jerry and Anne are seeking new members to join the effort. Heart disease is the number one cause of death among women. Go Red for Women is a major outreach program which educates women about the steps they can take to protect their hearts and avoid strokes.

Client News

AKCG's pitching efforts garnered a cover story in the health section of the *Philadelphia Inquirer's* Sunday edition in August and a cover story in the Nov. 1 issue of *Catholic Health World*. The articles spotlighted client **Mercy Health System's** Mary Moore Kieh, a medical/surgical nurse at Mercy Fitzgerald Hospital in the Philadelphia suburb of Darby. Kieh and her husband were praised for their efforts in building a healthcare clinic in their native Liberia. Set to open in May 2016, the Robert Moore Memorial Healthcare Clinic is named in honor of Kieh's deceased brother.

Good things are happening in Hornell, New York, as **St. James Mercy Hospital** continues on its journey to transition to a fully independent health care system. The hospital, formerly a member of Trinity Health, has engaged AKCG to help communicate about its restructuring. Most recently, SJMH received Joint Commission re-accreditation after an intensive, multi-day site inspection. In late summer, SJMH held a successful Town Hall meeting with new partner University of Rochester Medicine. AKCG's Chris Lukach was there to answer questions about the communications strategy on behalf of SJMH.

Watching crises unfold in the media forces our clients and us to ask not if, but when a major event will happen in their organizations. Officials at **Gwynedd Mercy University** in the

A memorial clinic rises in Liberia



By Michael Vitez

INQUIRER STAFF WRITER

Every morning, first thing, Mary Moore Kieh searches Craigslist for old EKG and X-ray machines. Maybe one day she'll get lucky and find an operating room light.

Kieh, 49, a nurse at Mercy Fitzgerald Hospital in Darby, is building a clinic in her native Liberia.

She knows she cannot save the world.

But she may save some people who come to her clinic.

And maybe they can help others. And perhaps just by trying, she will inspire others to make more of their own lives, to have hope, even a dream.

Kieh was born in Liberia, the West African nation recently devastated by Ebola. She was poor, never knowing whether there would be a meal, but she studied and became a midwife.

See LIBERIA on G5

Mary and Mark Kieh are building a health clinic on the outskirts of Monrovia, the capital of their native Liberia. Mary Kieh, a nurse at Mercy Fitzgerald Hospital in Darby, is funding it out of pocket.

Philadelphia suburb of Gwynedd Valley, Pa., recently asked themselves that question and realized they need to be even better prepared. They weren't going to wait for a crisis to strike first, and engaged AKCG to help them update their "Go Book." Once completed, the GMercyU Go Book will be a quick-reference guide to responding to a variety of possible crisis scenarios within minutes of learning about a situation on or near campus, along with steps to take after the situation occurs.

Spotlight on a Client

PHILADELPHIA REGION'S FIRST LIFE TIME DESTINATION FITNESS CENTER OPENS IN MOUNT LAUREL

AKCG client Life Time Athletic, a comprehensive lifestyle company, offers a personalized and scientific approach to long-term health and wellness. After more than a year of construction, the company celebrated the grand opening of its new facility in Mount Laurel, N.J., in October. The grand opening event included a traditional ribbon cutting ceremony attended by Mount Laurel Mayor Irwin Edelson, an open house and tours of the 102,000-square-foot facility.

The more than \$30 million "Healthy Way of Life" destination created approximately 300 new jobs, and is the first of its kind in the Philadelphia region. Life Time Athletic Mount Laurel, at 3939 Church Rd., is a total lifestyle center offering members a health and fitness experience unlike others in the region, including a unique program for children called Kid's Academy. With personalized programs and services, the new destination offers its members a country-club feeling wrapped around fitness instead of golf.

In June, AKCG secured an online article in the *Burlington County Times* announcing the opening of the preview center, allowing potential members to get an early glimpse of the facility's offerings. Also in June, the *Philadelphia Business Journal* featured an online article about the destination's all-inclusive amenities and the need to hire employees for 300 positions.

The Burlington County Times and *Courier-Post* published print and online news briefs highlighting the Life Time Athletic Mount Laurel hiring fairs held on August 8 and 19. Additionally, AKCG taped a video of the Life Time Athletic

Life Time Athletic Mount Laurel was prominently featured on the September 30 cover of *NJWire* – a South Jersey community newspaper distributed to over 30,000 homes in Burlington County.



(From L to R) Life Time Athletic COO Jeff Zwiefel, General Manager Frank Quartararo, and VP of Corporate Communications and PR Jason Thunstrom cut the ribbon with young members of the facility.

Mount Laurel team announcing their open house event and submitted it to Philadelphia TV station Fox 29. On the morning of the open house, August 22, the video ran during Dave Warren's weather update.

AKCG was able to secure several media placements for the October 20 grand opening, including segments on Philadelphia TV stations 6ABC, PHL17 and NBC10.

More Client News

In October, the AKCG team promoted the sixth annual Martin's Run Intergenerational 5K to Defeat Dementia. Organized by the **Wesley Enhanced Living** Main Line (Pa.) facility, the event was featured not only online, but also in print, social media and broadcast media including *Philly.com*, *Jewish Exponent*, *Philly Fun Guide*, *Chester County Press*, *City Suburban News* and *What's Up Magazine*. The event received buzz on social media from @RuntheDay and @ALZHEIMERSread. Both sites tweeted about the run and linked to event listings to drive traffic to the Run's homepage. The highlight of the campaign was a broadcast news segment



This photo of Martin's Run participants appeared in the *Chester County Press*.

that aired on Philadelphia's Fox 29 News.

The AKCG team continues to assist clients across a variety of industries in navigating and minimizing communication challenges faced as a result of significant issues and crises. Over the last several months, AKCG helped several organizations manage communications during labor relations situations, navigate difficult transitions and prepare for a potential media onslaught. For each situation, the AKCG team provided strategic counsel, writing support and spokesperson training.

Managing Millennials - Really?

(Continued from front page.)

effectively. But all this chatter about managing millennials in the workforce is missing the mark.

Depending on whose research you cite, some millennials are now as old as 35. Millennials are not just on their way; they have arrived and are firmly entrenched in the workforce. They are our clients. They are our bosses. Increasingly, they are decision-makers.

So, read up about millennials, even attend a conference session or two. But use this information sparingly. Avoid the stereotypes and generalizations. After all, we don't hire a generation, we hire a person. While a group may demonstrate trends and data points, each individual is an endless series of exceptions.

Want to know what motivates your millennial employees? Ask them.

— C.J.L.

NICE WORDS

It's been a true pleasure to work with you all, and I lay the credit to you for much of SJMH's success since you came onboard in a tumultuous environment of transformation! I've learned and grown from knowing and working with you, and value that experience and friendship.

Sylvia Bryant
(former) Vice President of Marketing
Saint James Medical Center
Hornell, N.Y.

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