

KALEIDOSCOPE

Exploring the Many Facets of Public Relations

Spring 1997



Thanks for Fifteen Years

by Anne Sceia Klein, Fellow, PRSA

It seems like only yesterday that we were celebrating our tenth year in business. But now, we're marking our *fifteenth* anniversary! How time flies when you're having fun.

As we celebrate our anniversary year, we extend our grateful thanks to Dick Jackman, former vice president of Corporate Communications for Sun Company, who was our first client.

We also send our sincerest thanks and appreciation to Thomas E. O'Hara, chairman of the National Association of Investors Corporation, who became our second client and is still a client today.

Although AKA might have gotten off the ground even without their support and trust in our abilities, the solid initial client base that they provided certainly made it a lot easier.

We have been privileged to serve many diverse clients over the years. They have all challenged us to excel, and we have always challenged ourselves to high standards of achievement.

(Continued on last page.)

Personnel

Nelson M. Fellman Joins AKA

Nelson M. Fellman, former president of Rosanio, Bailets & Talamo (RB&T), joined the firm in January as senior vice president for strategic planning. He will be responsible for creative programming, as well as for providing counsel at the highest executive levels of our firm's clients.

"We are pleased to have the wealth of experience and creative talent that Nels Fellman brings to our agency," said AKA president Anne Klein. "He will have an immediate impact on our unique style of account service," she said.

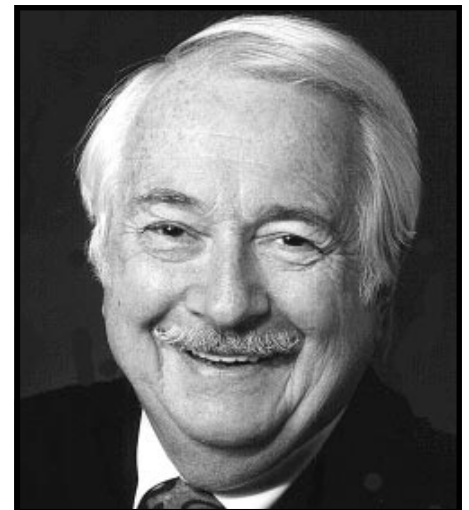
Nels brings to AKA more than 30 years of experience in virtually all disciplines of marketing communications. For nine years, he was president of RB&T in Cherry Hill, N.J., where he supervised many of the agency's major accounts, including the New Jersey Lottery, Panasonic Rechargeable Batteries and Jevic Transportation, among others. He was elevated to vice chairman in 1996 at the time the agency changed its name to RBT/Strum.

Prior to joining RB&T in 1988, he worked at Spiro & Associates, Philadelphia, for 17 years, rising to the post of executive vice president and heading the agency's public relations and promotion departments. He also supervised health-care accounts at Spiro.

Fellman is accredited in public relations (APR) by the Public Relations Society of America and is a former president of the Philadelphia chapter. He also has been an active volunteer for the American Heart Association for more

than 15 years, and currently is chairman of the board of the New Jersey affiliate, which named him "Volunteer of the Year" in 1993.

In addition, Fellman is past chairman of the Communications Committee of the Southern New Jersey Chamber of Commerce and a former board member of the Chamber Foundation. He was also chairman of the 1993 Awards Banquet of the Greater Cherry Hill Chamber of Commerce.



Nels Fellman

He also served on the Advisory Board of KidsLife Resources, a public education nonprofit corporation, and was a member of the Economic Development Committee of Voorhees (N.J.) Township, where he lives with his wife, Lisa.

Klein and Fellman Help with Medford Sesquicentennial

Anne Klein and Nelson Fellman presented a long list of ideas to the Township Council in Medford, N.J., which was looking for ways to celebrate the township's 150th anniversary this year. The council has adopted many of the suggestions, and it appointed Anne Klein, a Medford resident, to its anniversary planning committee.



Anne (right) and Jerry (behind the camera) enjoyed the NBC Dateline holiday party in December, courtesy of Anne's Kappa Delta sorority sister, Lori Beecher. Lori is Katie Couric's producer on Dateline and the Today Show. Anne and Jerry also got to meet and chat with Dateline hosts Jane Pauley and Stone Phillips at the party, which was held at the Museum of Television and Radio in New York City.

Fellman On the Go

Nels Fellman is chairman of the New Jersey Affiliate of the American Heart Association. He recently attended the annual meeting of the American Heart Association in Dallas.

Nels also led a brainstorming session to identify revenue-generating ideas for the Pennsylvania Horticultural Society and its world-famous Philadelphia Flower Show.

Anne and Jerry Coach Engineers

Anne and Jerry Klein conducted a media training seminar at the regional meeting of the American Society of Civil Engineers, held in Philadelphia in January. After a presentation on the basics of dealing with the media, Anne and Jerry worked individually with several of the engineers to hone their presentation skills. AKA handled the assignment for its Pinnacle partner Boasberg, Radford, Valentine of Kansas City.

Client News

AmeriHealth Picks AKA and Pinnacle

Regional health insurance provider **AmeriHealth** has selected AKA and its Pinnacle Worldwide partners to handle community relations programs in selected markets throughout the United States. The programs are designed to introduce and establish the company's corporate identity in the new markets.

AKA will be joining other U.S. Pinnacle partners in assisting with media relations for the **1999 World Special Olympics Summer Games** to be held in the Research Triangle area of North Carolina. Special Olympics International chose Pinnacle Worldwide as its international public relations and marketing counsel for the games. AKA's Pinnacle partner Rockett, Burkhead, Lewis & Winslow of Raleigh, N.C., will serve as the lead agency.

AKA coordinated a breakfast for the news media for client **KnowledgeFlow** at the Bank Administration Institute's annual trade show in Dallas. The breakfast spotlighted KnowledgeFlow's work for its client, CoreStates Bank. KnowledgeFlow, a marketing consulting

firm, uses high technology to help its clients reach their marketing goals. For CoreStates, it has created a secure private on-line computer network, known as an extranet, to provide financial services to bank customers.

Thomas O'Hara, chairman of the **National Association of Investors Corp.**, and Kenneth Janke, NAIC's president and CEO, were key participants in a roundtable discussion at the New York Stock Exchange in February. The roundtable, which was chaired by Richard Grasso, president of the Stock Exchange, focused on the value of the individual investor to the equities markets.

AKA worked with stock exchange staff members on media relations for the event. This June, Grasso will chair the sixth annual *Own Your Share of America* campaign. *Own Your Share of America* seeks to double the number of individual investors from 50 million to 100 million in the next five to ten years.

AKA is working with **New Jersey-American Water Company** to develop a school program for fifth grade students in New Jersey. The lesson plan, which will be taught by substitute teachers, is designed to build awareness of the impact and importance of keeping our water sources safe. Accompanying the lesson is an illustrated book of games and fun experiments, which will be sent home with each child to encourage family members and friends to participate in environmental activities.



Participants in the New York Stock Exchange roundtable discussion were (left to right): Thomas O'Hara, chairman, NAIC; Kenneth Janke, president, NAIC; David Daberko, chairman and CEO, National City Corp.; Richard Grasso, chairman and CEO, New York Stock Exchange; Michael Quinlan, chairman and CEO, McDonald's Corp.; and (not shown) Daniel Amos, president and CEO, AFLAC.

Celebrating Our Fifteenth Anniversary

Nice Words from Our Clients

"It's nice to have talented people working with you. You are that and more."

Ken Hanover
CEO
Main Line Health System

"I'm very pleased with what you've accomplished for us in just the first three months. You have exceeded my expectations."

Dana Hoffer
CEO
KnowledgeFlow, Inc.

"You and your Pinnacle Worldwide partners have done outstanding work in helping us communicate during our environmental clean-ups."

Per W. Christensen
CEO
ECM/Hudson Maritime Services, LLC

"Over the years our two firms have grown together. We value our continued working relationship."

Daniel L. Kelleher
President
New Jersey-American Water Co.

"Your professionalism and prompt service make Anne Klein & Associates a pleasure to work with."

Camilla Collova
Vice President, Corporate Relations
Armstrong World Industries, Inc.

"Your publicity results were the best of any city to date. Philadelphia Monopoly® sales are outstanding!"

Jennifer Chapin
Vice President
U.S.A. Opolo, Inc.

"You have been wonderful to work with over the past four years. You are creative and competent. We have given you challenging assignments, and you have performed in an outstanding fashion."

George Palmer, APR
Former Vice President
Rhône-Poulenc Inc.

"Hiring Anne Klein & Associates to create our marketing communications program was probably the smartest thing I've done in years. The AKA account team developed a long-range public relations plan that was both sophisticated and affordable. The strategic thinking and fresh ideas from AKA stack up against the best New York agencies."

Fredric K. McCaffrey, APR
Director, Marketing & Communications
NYLCare Health Plans

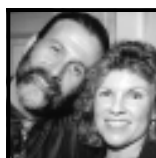
Spotlight on a Client

AKA Introduces Philadelphia Edition of Monopoly®

AKA was retained by U.S.A. Opolo, Inc., to plan and introduce the official Philadelphia Edition of the Monopoly® game. U.S.A. Opolo, authorized licensee of Hasbro, Inc., created the Philadelphia and several other city editions of the popular game, including Boston, New York and Washington, D.C.

AKA identified potential board sponsors and famous Philadelphia landmarks to be included on the board. It also publicized the introduction of the game and helped plan the gala launch party shown here. During the party, attendees traded Philadelphia Monopoly property cards, trying to form trilogies to win prizes. Proceeds from the party benefited the Ronald McDonald House, which also receives a contribution for every game sold. Extensive publicity has resulted in excellent game sales.

Pierre Robert of WMMR-FM gives AKA Senior Counselor Carol Anne Mueller a hug for asking him to emcee the evening.



The first official Philadelphia game was presented to Mayor Ed Rendell (left) at a special Monopoly party at Old Original Bookbinder's, one of the famous landmarks on the Philadelphia edition board. Pierre Robert of WMMR-FM, emcee for the evening along with Jennifer Chapin of U.S.A. Opolo, made the presentation.



(Left) Swoop, the Philadelphia Eagles mascot, was on his knees asking Anne Klein to trade one of the prized properties of the evening, the "Philadelphia Eagles" property card. After a kiss on her hand, she gave him the card.



Jerry and Anne Klein bid on and won the 8' x 8' blowup of the Philadelphia Monopoly board. Mayor Rendell autographed the "City Hall" property (left of Go To Jail in photo).



The AKA staff was thrilled to be a part of the festivities at Bookbinders.

Gibbs Wins Top Acting Honors — Again!

Senior Associate Sandra Gibbs came away from the New Jersey Theatre League's statewide community theatre competition in early March with a Best Actress award for her role in a one-act play, "Eleemosynary." In addition, her troupe from the Burlington County Footlighters took top honors for Best Play. That distinction sends them on to New York to compete in a regional theatre competition.



Sandra Gibbs

Winning theatre competitions has become something of a habit with Sandra. In 1995 and 1996, she and her troupe took honors at the county, state, national and international levels for a one-act play entitled "The Problem" (See stories in Kaleidoscope issues from Summer 1995 and Summer 1996).

AKA Supports Scout Program

For the sixth year, AKA donated print and broadcast media relations support for the Girl Scouts of Southeastern Pennsylvania as it celebrated the 11th anniversary of "Take the Lead," an event honoring prominent women in the Philadelphia area. The March 4 event at the Four Seasons Hotel in Philadelphia came just one week before the 85th anniversary of Girl Scouting in the United States. "Take the Lead" is the only corporate fund raising program each year and is the highlight of the organization's mentorship program.

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Thanks for Fifteen Years

(Continued from front page.)

Sometimes we surpassed our clients', and even our own, expectations.

Beyond performance results, though, we have always been committed to high levels of client service and personal attention. We believe that the quality of our service has contributed to the long-term client relationships we've enjoyed, and to the personal friendships we've built.

Great achievements are made by great teams. We could not have reached this milestone without outstanding staff members who have helped us deliver what we promise. Our sincere thanks and appreciation go to them, as well as to all of the friends and acquaintances we've met along the way.

Great clients, staff, friends — what a wonderful foundation to build on as we move into the future. — **A.S.K.**



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15 years

of quality service

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