

KALEIDOSCOPE

EXPLORING THE MANY FACETS OF PUBLIC RELATIONS

Summer 2004



Be a Smarty! Be Remembered.

by Anne Sceia Klein, Fellow PRSA

Smarty Jones has set the standard for the definition of "heart."

Millions of people were glued to their TV sets to watch the Belmont Stakes. The cheering was deafening. The loss was devastating. Even people who didn't place a bet on this horse were disappointed.

Each year, we will be reminded of Smarty's loss as Triple Crown history is recapped for the next Belmont race. But most of us will also remember his remarkable story. What have we learned from Smarty Jones that can make a difference in our lives?

This little horse rose from unknown to international hero and gave us hope and inspiration. His story, his owner's and his trainer's have reminded us of many of life's lessons.

We are reminded that with hard work and heart, we can overcome our humble beginnings and hardships to achieve success.

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Honors

ANNE KLEIN LAUDED AT PPRA HALL OF FAME CEREMONY

Philadelphia's commerce director and two New Jersey state senators joined in saluting Anne Klein in May as she was inducted into the Hall of Fame of the Philadelphia Public Relations Association (PPRA). Special presentations included a citation from the city of Philadelphia, presented by City Representative and Commerce Director Stephanie Naidoff; a joint proclamation from the New Jersey Legislature, presented by Senators Martha Bark and Diane Allen; and a proclamation from Medford Township presented by Deputy Mayor Walter Urban, Jr.



Speakers and presenters at Anne's Hall of Fame luncheon included (left to right): Dan Cirucci, Walt Urban, Joe McCarthy, Martha Bark, Jerry Klein, Ken Hanover, Dick Jackman, Rt. Rev. Barbara Harris and Sylvia Kauders.



At left: Philadelphia Commerce Director Stephanie Naidoff.

A distinguished list of speakers paid tribute to Anne at the luncheon. They included Anne's former boss, Dick Jackman, retired vice president of corporate communications at Sunoco; client Ken Hanover, president and CEO, Health Alliance of Greater Cincinnati;

husband Jerry Klein, executive vice president of AKA; Joe McCarthy, founding member of Pinnacle Worldwide; AKA senior counselor Sylvia Kauders, who was PPRA's 1976 Hall of Fame inductee; and Daniel Cirucci, associate executive director for communications and public policy for the Philadelphia Bar Association and the 2003 PPRA Hall of Fame inductee.

The invocation was given by a long-time friend of Anne's, the Rt. Rev. Barbara C. Harris, retired bishop of the Episcopal Diocese of Massachusetts.

Founded in 1945, PPRA is the nation's oldest and largest metropolitan public relations association. The PPRA Hall of Fame, established in 1972, honors a public relations professional who, by his or her accomplishments, has brought honor, respect, acclaim and recognition to both the public relations industry and the broader community.

AKA WELCOMES NEW EMPLOYEES

Cassandra L. Muise is on board as administrative assistant. Before joining AKA, Cassi served as marketing assistant to the publisher of the New Jersey Technology Council's two publications. In addition to assisting Anne Klein, Cassi helps with office administration operations and supports the account service staff. She is an active volunteer and recently completed a walkathon in Philadelphia to benefit the March of Dimes. Cassi attended Burlington County (N.J.) College.



Cassandra Muise



Tara Bennett

Tara A. Bennett has joined AKA as an associate, providing support for a variety of AKA's accounts. Previously, Tara was a communications assistant for the New Jersey Department of Community Affairs (DCA) where her many assignments included media relations, writing, and organizing special events. She also served as public information officer for Governor James McGreevey's Privacy Study Commission. Tara received her bachelor of arts degree (magna cum laude) in communications with a specialization in public relations from Rowan University. While there, she was president of the student-run public relations firm. She received the Public Relations Student Society of America's (PRSSA) National Gold Key, the highest individual honor bestowed on PRSSA members; and was recognized as the most outstanding graduating public relations senior with the Anthony J. Fulginiti Gold Medallion.

ANNE SPEAKS ON CRISES

Anne was the guest speaker for a graduate class on organizational communications at the University of Pennsylvania. She covered a quarter century of crises and the lessons learned from them, beginning with Three Mile Island in 1979, through the Columbine shooting and the Red Cross 9/11 Fund. The students learned how to plan for potential crises, how to develop key messages and how to work with the media.

Anne gave the closing address to teams of PRSSA members as they participated in a crisis communications competition jointly organized by the PRSSA chapters at New Jersey's Rowan and Rutgers universities. Approximately 70 students from schools as far away as the University of Hartford (Conn.) and the State University of NY-Oswego, received a 6:00 a.m. phone call about a botulism outbreak at a restaurant chain. They had just four hours to research the topic and plan their responses for a mock news conference at 10:00 a.m. After observing the presentations and giving an overall evaluation of the teams' efforts, Anne spoke on the importance of crisis planning and gave some tips to make the participants' jobs easier in the future.



Chatting at the PRSSA crisis communications competition are (from left) Carina Alves, president of the Rutgers University chapter of PRSSA; Anne Klein; Chris Lukach, president of the Rowan University chapter of PRSSA (and a new AKA associate); and Larry Litwin, APR, Rowan's PRSSA faculty advisor.

JOHN IS KEYNOTE SPEAKER

When Rowan's PRSSA seniors planned their graduation dinner and celebration, they called on AKA senior vice president and COO John Moscatelli to address the gathering as the keynote speaker. Graduate program coordinator, Dr. Don Bagin, congratulated John for his comments that were "on target and motivational."

Continuing his special role as auctioneer for Travelers Aid of Philadelphia, John helped raise more than \$5,000 during TAP's annual gala held this year at the Prince Music Theater in Philadelphia. John has served as a board member or advisory board member with TAP for more than a decade, and was drafted for the role of auctioneer several years ago. TAP is a non-profit agency whose primary mission today is to assist the homeless in Philadelphia start anew their journeys to self-reliance, while still providing certain essential services to stranded travelers.

ENTREPRENEUR INTERVIEW

The February 2004 issue of *Entrepreneur* magazine included an interview with Anne in which she discussed the tell-tale signs indicating when a firm's staff is stretched too thin. She also related how she developed "a circle of seasoned, expert senior counselors upon whom she could call at a moment's notice to step in and handle overflow work." This is a reference to the AKA Senior Counselors ALLIANCE, an active group of independent senior counselors who have expertise in a breadth of disciplines spanning diverse industries. For more information on the ALLIANCE, visit www.akleinpr.com/counselors.

AKA WEBSITE UPDATED

AKA recently unveiled an updated version of its Web site. Visit us at www.akleinpr.com. Our site is one of the oldest PR firm sites on the Web, having been launched in the fall of 1995.

AKA HELPS BRING CORNERSTONE COMMERCE CENTER TO LIFE

Anne Klein & Associates is helping commercial real estate developer CCC Atlantic, LLC, promote and publicize its latest redevelopment project, a “lifestyle center” in Linwood, N.J., near Atlantic City. CCC Atlantic is renovating the former Prudential Insurance building that has sat unoccupied for many years. After a \$20 million makeover, the 250,000 square foot Cornerstone Commerce Center will be a modern, environment-friendly facility featuring 140,000 square feet of Class A office space, 30,000 square feet of upscale retail space, and an 11,000 square foot high-end restaurant complete with liquor license.

Lifestyle centers offer more convenient shopping and accessible parking, making them even more popular these days than traditional shopping malls. Cornerstone Commerce Center is expected to satisfy many unmet retail and commercial business needs in Atlantic County. Renovations should be complete by early

2005, but tenants will start moving in as early as this summer.



Artist's rendering of Cornerstone Commerce Center.

AKA is managing media and community relations surrounding the Cornerstone Commerce Center project. We have already publicized two initial milestones: the start of construction and the signing of the first several tenants, including the Federal Aviation

Administration's Operations Airways Support organization and the Atlantic County Women's Center. In addition, we have identified community outreach opportunities that will enable CCC Atlantic to develop or reinforce positive relationships with the communities it serves.

The Cornerstone Commerce Center building will be wired for state-of-the-art phone and data service, including fiber optics. It will be a “green” building, fitted with double-pane energy-efficient windows that will help the building's tenants realize substantial utility cost savings. Employees and visitors to the center will enjoy many convenient options for lunch or shopping, as well as day care services, a salon and a fitness center on the premises. Because the building sits in an area that the city of Linwood designated as a redevelopment zone, tenants also will benefit from substantial tax and other state redevelopment incentives.

Client News

AKA worked with our Pinnacle Worldwide partner in Paris in June, assisting with preparation and publicity for the **Thomson ISI** Citation Laureate Event. At the event, Thomson recognized 15 French researchers whose published works were most cited by other researchers since 1983. Thomson ISI is a global leader in providing easy access to decades of research documents through the *Web of Science*[®], which is used by academic, corporate and government librarians worldwide (see “Spotlight on a Client” in the spring 2004 issue of *Kaleidoscope*).

When drivers and other employees went on strike in April, **The Philadelphia Coca-Cola Bottling Company** called on Anne Klein & Associates for public relations support. Jerry Klein and John Moscatelli, working closely with the company's outside labor counsel, Michael Tierce of Stevens & Lee, quickly developed a communications strategy. With TPCCCB's vice president for

human relations, Tracee Hunt, as the designated spokesperson, AKA anticipated news media interest and developed internal memoranda and customer letters in an effort to keep all essential audience segments informed of the progress and, 10 days later, the resolution of the strike.

AKA assisted **Noramco, Inc.** in honoring its employees with a “Celebration of Excellence” luncheon in June when the U.S. Occupational Safety and Health Administration (OSHA) recognized the Wilmington, Del., facility for its outstanding safety record. OSHA designated Noramco as a “Star site,” the highest designation given to businesses for working to protect employees against work-related injuries. Noramco celebrated more than 1,000 days — more than one million work hours — without a lost time injury. Noramco, a subsidiary of Johnson & Johnson, manufactures pharmaceutical ingredients used for pain relief medication.



AKA's Tara Bennett, Anne Klein, Nancy Farwell and Mary Kate Breslin at Noramco's "Celebration of Excellence."

Princeton HealthCare System asked AKA to help publicize its 51st annual June Fete, the largest hospital fund raiser hosted each year by the Auxiliary of the University Medical Center at Princeton. This year's event, “The Rocket Fete,” had a space theme. AKA worked with representatives from NASA as well as

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CLIENT NEWS

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members of the Auxiliary to publicize "Starship 2040," a traveling, interactive exhibit on space exploration making its first-ever appearance in New Jersey. AKA secured a great deal of local print and broadcast coverage for the Fete, and attendance was high despite rainy weather.

Financial and business news media can now access up-to-date information about the **National Association of Investors Corporation (NAIC)** by visiting its new "Better Investing Newsroom" Web site at

www.better-investingnewsroom.org. Building on an earlier version of the site developed by AKA several years ago, AKA applied the latest technology to create a more dynamic online resource for journalists. Information on the site includes news releases, photos, graphics and detailed information on NAIC's work providing investment education for investment clubs and individual investors. The AKA team is developing a second Web site that will help NAIC volunteers in their publicity efforts at the local or regional chapter level.

Be a Smarty!

(Continued from front page.)

We are reminded that excitement and optimism are contagious. We are reminded that one loss doesn't erase a lifetime of wins. And as disappointing as it might be, we are reminded of the importance of losing with class.

So when you think about what you will be remembered for, I suggest that it be for your heart, your optimism, your enthusiasm and for making a difference in the lives of many or in the life of only one special person.

One loss doesn't tell the whole story of who you are. A.S.K.

Anne Klein & Associates is a public relations consulting firm based in the Philadelphia region, with clients throughout the United States. It is a member of

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