

MINDY FERRENTINO WOLFLE – ACHIEVERS’ AWARD ACCEPTANCE SPEECH

This is an amazing night for me. Just look at all the wonderful people in this ballroom who have come out to support me, my sister honorees and the Long Island Center. I think it’s time for you to give yourselves a big round of applause.

I am deeply honored to stand before you as a Long Island Center Achiever. This is the equivalent of a lifetime achievement award for me. So, do I get to retire now? I guess not.



Husband Paul Wolfle, Mother Judith Meltzer & Mindy at the Gala – May 10, 2007

Tonight is about two words for me: achievement and marketing. What have I achieved to be recognized so publicly and so generously? I have achieved your respect, I have achieved your affection, I have achieved your acknowledgment of my work and my character. I accept this acknowledgement with the utmost regard, with humble gratitude, and with great joy. For five years, I co-chaired this event. I stood at this podium and spoke glowingly of the women who preceded me as they received this award. I remember watching the faces of the family members, friends, and colleagues who sat with tears in their eyes and wide smiles, bursting with pride for their honorees. To stand at this podium on the receiving end, well, it’s almost overwhelming.

Now the other word: marketing. I suppose I’ve been a marketer since I was born. Marketing is not an event, but a process. It has a beginning, a middle, but never an end, for it is a process. You improve it, perfect it, change it, even pause it. But you never stop it completely. I’ve asked myself, “What does it take to receive the Achievers’ Award in the category of marketing?” I realized that marketing wasn’t in my vocabulary until about 1994. And that year coincides with my membership in the Long Island Center. My idea of marketing has everything to do with networking, and the Long Island Center is where I learned to network, where I met Fran Slotkin and the people who have influenced me professionally and personally for the last 13 years. The first time I ventured to a Long Island Center meeting, former State Senator and Judge Karen Burstein was the speaker, a woman I greatly admire. I have the Long Island Center to thank for nurturing me, for exciting me, and for inspiring me to reach beyond my comfort level. The women of the Long Island Center showed me that I could aspire to do something significant with my life and to step into yet uncharted waters. But getting back to marketing...which wasn’t something I learned in school. Everything I know about marketing I learned from those who knew more than me, who generously mentored me and who let me know that I could be one of them. I learned to be a law firm and accounting marketer from the best of the best – Melissa Connolly, Saskia Thomson, Debbie Scala, and

Laurie Bloom. And I learned that I could take those skills and form my own marketing firm, not by reading books but by listening to the generous advise of friends like Barry Shapiro, Tina Panos, Linda McCormack, Fran Karliner, Eileen Tanne, Linda McCabe, Lyn Dobrin, and Ellen Birch. And I gained professional expertise and confidence through my membership and board service with the Public Relations Professionals of Long Island and the International Association of Business Communicators.

I really do love marketing. This career provides me with the opportunity to write, to be creative, to take ideas and turn them into something tangible, and to mentor others. Marketing is the perfect career for me, or for anyone with a big mouth. You know, I was named most talkative in my graduating class at Hicksville High School. And it was the one and only time that award was ever given. So perhaps this evening, I should be receiving the Achievers' Award in Talking. If life was a movie, some people would say I've been type-cast.

And there's something else about marketing that makes this career complete for me. It's philanthropy. As a marketer, I have the opportunity to devote my time and talent to not-for-profit organizations that provide services for the "have nots" on our otherwise-rich Long Island. I have the opportunity to create small drops of hope and change in that very large ocean of need. I encourage you all to do the same.

I would like to close with some important thank yous. To my husband Paul Wolfle, whose encouragement, support and strength have enabled me to venture out on my own. I love you and thank you. Paul is also the person with whom I share # 9 spaghetti; who might know more about music and movies than me; whose inquisitive mind inspires me to think; and who has taught me that it is always worth standing up for what is righteous and true. To my mother, Judith Meltzer, who always lets me know that she is my biggest fan, I love you and thank you. To my Nana, Blanche Stettin, who is just down the road at White Oaks Nursing Home, all 100 years of her, who has been a role model for our entire family and who "went to business" as she would say, way back when women simply didn't "go to business." To my father, George Meltzer, who rests at Mount Ararat Cemetery. My father and I had a very special relationship and I know he would be kvelling all over the place if he could be here with us. To my many dear friends, thank you for your inspiration and collaboration. And to the Long Island Center, an organization that fostered my development to become the professional I am today, I thank you.

As Roy Rogers would say, "Happy trails to you, till we meet again."

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