



Neptune News

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How do we say goodbye?

When Elena Perez died suddenly of a heart attack this past summer, we were shocked, saddened beyond belief, surrounded by the grief of so many and the disbelief of us all.

Now, we are reeling again from the sudden passing, also of a heart attack, of Elena's closest friend, JoAnn Fiorentino. Another exceptional woman, a humanitarian, a Long Islander whom so many loved and sought to emulate.

I envision Elena and JoAnn together in a great beyond, having spa manicures and pedicures, laughing and planning the next week's activities, packed, no doubt, with meetings, greetings and good deeds.

As I often do, I reflect on the words of George Harrison -

*Sunrise doesn't last all morning
A cloudburst doesn't last all day
Seems my love is up and has left you with no warning
It's not always going to be this grey*

All things must pass, all things must pass away

*Sunset doesn't last all evening
A mind can blow those clouds away
After all this, my love is up and must be leaving
It's not always going to be this grey*

*All things must pass, all things must pass away
All things must pass, none of life's strings can last
So, I must be on my way and face another day*

*Now the darkness only stays the night-time
In the morning it will fade away
Daylight is good at arriving at the right time
It's not always going to be this grey*

*All things must pass, all things must pass away
All things must pass, all things must pass away*

What's All This Talk about Branding?

Tired of hearing about branding? Well, don't be, because branding is key to building awareness, sending a consistent message, and establishing the credentials of your product or service.

What is a Brand?

- **Your Brand Identity:** How your company or organization is perceived, and the inherent value the public places on your company, organization, projects or services.
- **A Promise:** The set of fundamental principles as understood by anyone who comes into contact with your company or organization.
- **Your company or organization's face to the world.**
- **Your name, how that name is visually expressed through a logo, and how that name and logo extend throughout your communications.**



Building a Brand Image that helps attract clients, customers or donors, engage the public, recruit employees, and convey clear, persuasive messages can be every bit as effective for not-for-profit groups as it is for the corporate sector.

"A brand for a company is like a reputation for a person. You earn reputation by trying to do hard things well." ~ Jeff Bezos, Amazon.com founder



Did you know that each year, the President of the United States has issued a Thanksgiving Day Proclamation?

President John Fitzgerald Kennedy issued what would become his final Thanksgiving Proclamation on November 5, 1963. Thanksgiving was observed on November 28th that year, a sad day, indeed. President Kennedy was shot down just 6 days earlier and never lived to see his proclamation fulfilled. Here is an excerpt:

“Much time has passed since the first colonists came to rocky shores and dark forests of an unknown continent, much time since President Washington led a young people into the experience of nationhood, much time since President Lincoln saw the American nation through the ordeal of fraternal war - and in these years our population, our plenty and our power have all grown apace. Today we are a nation of nearly two hundred million souls, stretching from coast to coast, on into the Pacific and north toward the Arctic, a nation enjoying the fruits of an ever-expanding agriculture and industry and achieving standards of living unknown in previous history. We give our humble thanks for this.

Yet, as our power has grown, so has our peril. Today we give our thanks, most of all, for the ideals of honor and faith we inherit from our forefathers - for the decency of purpose, steadfastness of resolve and strength of will, for the courage and the humility, which they possessed and which we must seek every day to emulate. As we express our gratitude, we must never forget that the highest appreciation is not to utter words but to live by them.

Let us therefore proclaim our gratitude to Providence for manifold blessings - let us be humbly thankful for inherited ideals - and let us resolve to share those blessings and those ideals with our fellow human beings throughout the world.”

Neptune Marketing LLC

Providing short-term solutions...long-term results

Integrated marketing, communications, and public relations meeting the needs of entrepreneurs, professional services, businesses, organizations, and the not-for-profit community

Special Services

Copy Writing ~Articles, Interviews,
Opinion Pieces, Speeches, Ghost Writing

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Event Planning ♦ Annual Reports

All Collateral Material Design & Text

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Marketing Plans

Website Project Management and Website Content

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SWEET POTATO PIE

- 2 c. cooked mashed sweet potatoes (canned or fresh)
- 2 T. unsalted butter, softened
- 1/2 c. sugar
- 1/4 t. salt
- 2 eggs, beaten
- 1 c. milk
- 1 T. real vanilla extract
- 9-inch pie shell



Combine potatoes, butter, sugar, and salt; mix well. Combine beaten eggs, milk, vanilla and stir into sweet potato mixture. Pour into unbaked pie shell and bake at 350 degrees for 50 to 60 minutes or until pie tests done. If a spice flavored pie is desired, add 1/4 teaspoon each of ground cinnamon, nutmeg, and allspice.

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